

## Iraheta, Alba

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**From:** Linda Evans <culpepper0716@gmail.com>  
**Sent:** Wednesday, April 10, 2013 8:06 AM  
**To:** cityclerk  
**Subject:** Opposition to increased density for south Oakland

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Sir,

As homeowner here in Pasadena, It has become increasingly difficult for parking and guest accommodations for our crowded street parking and future city plans to come.

The community is sadly giving away our security to compensate for others who do not value or live in our community.

The city officials were voted to keep our communities family safe and free of clutter. Parking is at the top of that list and request for city officials to vote with the community interest as number one.

Thank you,

Linda Evans  
209 South Oakland avenue, unit G  
Pasadena, california 91101

Sent from my iPad

**Jomsky, Mark**

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**From:** April Goodwin <aprilandrews@sbcglobal.net>  
**Sent:** Monday, April 22, 2013 7:56 AM  
**To:** Reimers, Scott; Jomsky, Mark  
**Subject:** North Lake Specific Plan - council meeting 4/22

Dear Sirs,

I am writing to urge you to support the revised staff recommendation to return the North Lake area to Commercial zoning as is currently defined in the North Lake Specific Plan. I will not be able to attend the council meeting this evening, but would ask you to take my feedback into account.

Thank you very much,  
April Goodwin  
800 E Rio Grande Street  
Pasadena, CA 91104

## Jomsky, Mark

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**From:** Carla Duplex <carla.duplex@gmail.com>  
**Sent:** Sunday, April 21, 2013 11:21 PM  
**To:** Jomsky, Mark  
**Subject:** Density levels

As a resident of East Pasadena , I urge you to abide by the Pasadena Planning Staff and Transportation Advisory Commission's ORIGINAL recommendation of Density Levels in Pasadena under the General Plan to be 1.0 FAR.

## Jomsky, Mark

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**From:** El Rio Lake NA <elriolake@yahoo.com>  
**Sent:** Sunday, April 21, 2013 11:09 PM  
**To:** Reimers, Scott; Jomsky, Mark  
**Subject:** Support of North Lake Specific Plan as adopted in 2007

I am writing to support the North Lake Specific Plan as adopted in 2007. The areas along North Lake Avenue should be Commercially zoned as currently defined in the North Lake Specific Plan. The North Lake Specific plan was developed with significant neighborhood participation and support.

Thank you,

Jane Finley

President El Rio Lake N.A.



**Iraheta, Alba**

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**From:** Madeline Filart <madie.filart@gmail.com>  
**Sent:** Sunday, April 21, 2013 11:10 PM  
**To:** cityclerk  
**Cc:** DPNAlist@gmail.com  
**Subject:** RE: support walkability downtown Pasadena

Hi,  
My name is Madeline Filart, I am a resident here in Pasadena. I love Pasadena because most of the restaurants and stores are in close proximity and I enjoy biking, so I support DPNA and I can't wait when they will just close off that Colorado street and only bikes or cable cars are allowed and no cars.  
Thank you,  
Madeline

Sent from my iPad

## Iraheta, Alba

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**From:** Micel Reynoso <micel.rodriguez@gmail.com>  
**Sent:** Friday, April 19, 2013 2:52 PM  
**To:** cityclerk  
**Cc:** DPNAlist@gmail.com

Sent from Micel's iPhone

On Apr 19, 2013, at 2:50 PM, Micel Reynoso <[micel.rodriguez@gmail.com](mailto:micel.rodriguez@gmail.com)> wrote:

> Emailing In support of a walkable city.

>

> Sent from Micel's iPhone

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**Iraheta, Alba**

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**From:** , <jjoy1017@aol.com>  
**Sent:** Friday, April 19, 2013 2:31 PM  
**To:** cityclerk; dpnalist@gmail.com  
**Subject:** Walkability in Pasadena

City Clerk,

I am a 70 year old urban dweller and home owner. I moved to Pasadena two years ago because I wanted to be near a City Center with amenities to which I could walk. I learned that my beloved Gelson's is closing due to lack of sales. This is an indicator that we need more residential development to support the city center. This is what sustainability means in its most pragmatic sense. Otherwise, downtown Pasadena will not be viable; it will become known as "just another tourist trap".

Joy Selby

**Iraheta, Alba**

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**From:** Stuart Cooper <scooper9@gmail.com>  
**Sent:** Friday, April 19, 2013 6:10 PM  
**To:** cityclerk; DPNAlist@gmail.com  
**Cc:** Susan Zucker  
**Subject:** I support the proposed sustainability, walk ability, livability, workability plan for Pasadena.

I support the proposed sustainability, walk ability, livability, workability plan for Pasadena.

I would like to suggest going to:

<http://www.popsci.com/technology/gallery/2013-04/gallery-crazy-green-technologies-europacity>  
for: **The Crazy Green Technologies Of EuropaCity.**

Also, When are we going to stop getting 65% of our electricity from a coal fired generating plant in Utah?

Thank you,  
Stuart Cooper  
560 E Villa.  
Pasadena  
626 376 1252

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We make a living by what we get,  
We make a life by by what we give.  
- Winston Churchill

## **Iraheta, Alba**

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**From:** David Cutter <dcutter@aceweb.com>  
**Sent:** Monday, April 22, 2013 8:33 AM  
**To:** cityclerk  
**Cc:** Downtown Pasadena Neighborhood Association  
**Subject:** RE General Plan Vote

To Whom it May Concern:

One of the best things about Pasadena, that I really enjoy is biking around town. There is so much architecture and beauty to take in. It's so much easier to see moving at foot or bike speed.

With regard to the general plan, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a walkable urban neighborhood. I think this is important for other reasons including reducing fossil fuel consumption and generally transitioning our society away from fossil fuels and into more localized ways of life. The concept of walkable community and development our important aspects of this transition.

Please instruct staff to conduct an EIR that studies the full range of possibilities and includes an alternative in which all reasonably develop-able (non-historic) properties in the central district and south Fair Oaks are actually developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to intelligently set development levels based on the EIR results. That way, we can balance all the variables and still realize the power of nearness:

people living close to where they work, shop, or play.

## **Iraheta, Alba**

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**From:** Hanna Wood <hwood@typecraft.com>  
**Sent:** Sunday, April 21, 2013 8:33 PM  
**To:** cityclerk  
**Cc:** Steve Mulheim; DPNAlist@gmail.com  
**Subject:** General Plan

To: Pasadena City Council

From: Hanna Wood

Re: General Plan

I support a vibrant Central District with residential and business densities adequate to sustain economic vitality. Staff needs to investigate the full range of possibilities including development of non-historic properties to the fullest extent of the draft FARs. Competition from surrounding cities endangers sales tax revenues crucial to sustain the amenities Pasadenans expect and enjoy today.

As part of the Wood family with over 100 years of Pasadena business and residential property ownership, and a member of the Old Pasadena Management District Board, I urge you to explore all possibilities available to a city of Pasadena's unique character. We need to enhance our central district as a preeminent residential and business district without encroaching on our precious single family neighborhoods.

Hanna Wood  
Typecraft Wood & Jones  
2040 E. Walnut Street  
Pasadena, CA 91107  
tel 626-795-8093  
fax 626-795-2423  
[www.typecraft.com](http://www.typecraft.com)

**Subject:** FW: District 4 Proposed Density Plan

**From:** Ellie Podway <kruznk9@mac.com>  
**Date:** April 21, 2013, 9:29:44 PM PDT  
**To:** <vbertoni@cityofpasadena.net>, <bbogaard@cityofpasadena.net>, <gmasuda@cityofpasadena.net>, <jacqueroberobinson@cityofpasadena.net>, <mmcaustin@cityofpasadena.net>, <mjomsky@cityofpasadena.net>, Michael Beck <mbeck@cityofpasadena.net>, <smadison@cityofpasadena.net>, <ttornek@cityofpasadena.net>, <vgordo@cityofpasadena.net>, <jbryant@cityofpasadena.net>  
**Cc:** Podway Ellie <kruznk9@mac.com>, <martinpodway@gmail.com>  
**Subject:** District 4 Proposed Density Plan

Dear City Government Officials,

As residents of East Pasadena, we urge you to abide by the Pasadena Planning Staff and Transportation Advisory Commission's ORIGINAL recommendation of Density Levels in Pasadena under the General Plan to be 1.0 FAR.

Given East Pasadena, is already, the number one tax revenue producing district in Pasadena, to increase our level of density for monetary gains is not an equitable distribution of density levels in Pasadena.

Also, given if the mixed used residential increases to a 1.7 FAR which potentially, translates to 2 or 3 stories along Colorado Blvd. it's puzzling, that given industry is leaving Pasadena, who would live there and most new employment in Pasadena is retail business' that "are part-time staffed" that cannot afford to live in new residential housing. Given these circumstances, it does seem to be void of logic to increase the density in East Pasadena. And currently the original plan of an additional 400 Residential Units has been more than satisfied with the current 850 that are scheduled, there is yet still a push for 1500 new Residential Units under the New General Plan.

Please do the right thing and maintain East Pasadena with a balance that is appropriate for this neighborhood and that being a 1.0 FAR. This was the ORIGINAL recommendation set forth by the Planning Staff and Transportation Advisory Committee and should not be altered due to one individual exerting influence that is contrary to our positive quality of life in East Pasadena, not too mention, frankly, raises issues of transparency.

Sincerely,  
Ellie and Marty Podway  
575 North Sunnyslope Avenue  
Pasadena, California 91107

**Iraheta, Alba**

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**Subject:**

FW: GENERAL PLAN UPDATE -- APRIL 22, 2013, AGENDA ITEM NO. 12 A-H

**From:** Ana Maria Whitaker <[amwjpw@earthlink.net](mailto:amwjpw@earthlink.net)>

**Date:** April 21, 2013, 3:02:52 PM PDT

**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>, <[bbogaard@cityofpasadena.net](mailto:bbogaard@cityofpasadena.net)>, <[ttornek@cityofpasadena.net](mailto:ttornek@cityofpasadena.net)>, <[vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net)>, "[jbryant@cityofpasadena.net](mailto:jbryant@cityofpasadena.net)" <[jbryant@cityofpasadena.net](mailto:jbryant@cityofpasadena.net)>, "[jmcintyre@cityofpasadena.net](mailto:jmcintyre@cityofpasadena.net)" <[jmcintyre@cityofpasadena.net](mailto:jmcintyre@cityofpasadena.net)>

**Subject:** GENERAL PLAN UPDATE -- APRIL 22, 2013, AGENDA ITEM NO. 12 A-H

**Reply-To:** Ana Maria Whitaker <[amwjpw@earthlink.net](mailto:amwjpw@earthlink.net)>

April 20, 2013

HON. MAYOR BILL BOGAARD  
MEMBERS OF THE CITY COUNCIL  
City of Pasadena  
100 North Garfield Ave.  
Pasadena, CA 91109

SUBJECT: GENERAL PLAN UPDATE -- APRIL 22, 2013, AGENDA ITEM NO. 12 A-H

Dear Mayor Bogaard and Members of the City Council:

I write in my capacity as a member of the Board for Pasadena Heritage, and as a resident of Linda Vista. Thank you for providing us an opportunity to comment on the general plan update.

The Pasadena Heritage Board of Directors, its policy committees and staff have all spent many hours to study and consider the proposed General Plan policies and maps. We appreciate the tremendous work being put into those documents.

I am writing in support of three specific requests being offered tonight by Pasadena Heritage. We request that the City Council:

1. Guiding Principles

Approve the Planning Commission's version of Guiding Principle No. 2, as it provides the clearest and most direct commitment to ensuring new development reflects community character, while allowing appropriate new development. If, however, there remains confusion about using the recognized practices of the Secretary of the Interior Standards, which we understand have already been adopted by this Council, then we would support elimination ONLY any reference to the Secretary of the Interior's Standards in that principle, leaving the balance of the principle intact.

2. Development Caps

Adopt clear and enforceable caps for the amount of new development which will clearly signal the points at which development capacity should be reconsidered in a comprehensive and meaningful manner.

3. Land Use Diagram

Adopt the specific recommendations for the Land Use Diagram submitted by Pasadena Heritage in its letter to the Council. These include several locations in which we have identified a modest number of



potential points of conflict that should be studied, evaluated through the environmental process, and resolved before final action is taken on the plan.

Again, thank you for providing this opportunity to offer constructive adjustments as the plan moves forward. We remain available should you wish further information regarding our position.

Respectfully,

Ana Maria Whitaker  
Board of Directors,  
Pasadena Heritage  
651 S. St. John Ave.  
Pasadena, California

Home:  
690 Linda Vista Ave  
Pasadena, California 91105

**Iraheta, Alba**

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**Subject:**

FW: GENERAL PLAN UPDATE -- AGENDA ITEM 12, APRIL 22, 2013

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April 20, 2013

**HON. MAYOR BILL BOGAARD  
MEMBERS OF THE CITY COUNCIL**

City of Pasadena  
100 North Garfield Ave.  
Pasadena, CA 91109

**SUBJECT: GENERAL PLAN UPDATE -- APRIL 22, 2013, AGENDA ITEM NO. 12 A-H**

Dear Mayor Bogaard and Members of the City Council:

I write in my capacity as Chairman of the Board for Pasadena Heritage, and as a resident of Garfield Heights. Thank you for providing us an opportunity to comment on the general plan update.

First, we would like to thank the Council, the Planning Commission, the GPUAC, Planning Director Vince Bertoni, volunteers, consultants, and the hard-working, dedicated staff who have helped craft a new general plan for this city we all love. We appreciate all your efforts.

The Pasadena Heritage Board of Directors, its policy committees and staff have all spent many hours to study and consider the proposed General Plan policies and maps. We appreciate the tremendous work being put into those documents.

I am writing in support of three specific requests being offered tonight by Pasadena Heritage. We request that the City Council:

**1. Guiding Principles**

*Approve the Planning Commission's version of Guiding Principle No. 2*, as it provides the clearest and most direct commitment to ensuring new development reflects community character, while allowing appropriate new development. If, however, there remains confusion about using the recognized practices of the Secretary of the Interior Standards, which we understand have already been adopted by this Council, then we would support elimination **ONLY** any reference to the Secretary of the Interior's Standards in that principle, leaving the balance of the principle intact.

**2. Development Caps**

*Adopt clear and enforceable caps* for the amount of new development which will clearly signal the points at which development capacity should be reconsidered in a comprehensive and meaningful manner.

### **3. Land Use Diagram**

*Adopt the specific recommendations for the Land Use Diagram submitted by Pasadena Heritage* in its letter to the Council. These include several locations in which we have identified a modest number of potential points of conflict that should be studied, evaluated through the environmental process, and resolved before final action is taken on the plan.

Again, thank you for providing this opportunity to offer constructive adjustments as the plan moves forward. We remain available should you wish further information regarding our position.

Respectfully,

**STEVEN A. PRESTON, FAICP**  
**Chair, Board of Directors**  
**Pasadena Heritage**  
651 S. St. John Ave.  
Pasadena, California

**Home:**  
1143 N. Los Robles Ave.  
Pasadena, California 91104  
626.345.9796

Sent from my iPad

**Iraheta, Alba**

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**Subject:** FW: General Plan - North Lake

**From:** Timothy Wendler <[timwendler85@yahoo.com](mailto:timwendler85@yahoo.com)>  
**Date:** April 21, 2013, 6:50:51 AM PDT  
**To:** "[SReimers@cityofpasadena.net](mailto:SReimers@cityofpasadena.net)" <[SReimers@cityofpasadena.net](mailto:SReimers@cityofpasadena.net)>, "[MJomsky@cityofpasadena.net](mailto:MJomsky@cityofpasadena.net)" <[MJomsky@cityofpasadena.net](mailto:MJomsky@cityofpasadena.net)>  
**Subject:** **General Plan - North Lake**  
**Reply-To:** Timothy Wendler <[timwendler85@yahoo.com](mailto:timwendler85@yahoo.com)>

Scott, Mark -

I am in support of retaining commercial zoning, not mixed use, for North Lake in the General Plan.

Tim Wendler  
951 N Hudson Ave, Pasadena, CA 91104  
626-221-7222

**Iraheta, Alba**

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**Subject:** FW: KINDLY TELL ME HOW THIS HAPPENED!!!

**From:** <FRITZFAST@aol.com>

**Date:** April 21, 2013, 2:49:58 AM PDT

**To:** <vbertoni@cityofpasadena.net>, <bbogaard@cityofpasadena.net>, <gmasuda@cityofpasadena.net>, <jacquerobinson@cityofpasadena.net>, <mmcaustin@cityofpasadena.net>, <mjomsky@cityofpasadena.net>, <mbeck@cityofpasadena.net>, <smadison@cityofpasadena.net>, <ttornek@cityofpasadena.net>, <vgordo@cityofpasadena.net>, <jbryant@cityofpasadena.net>

**Cc:** <Fritzfast@aol.com>

**Subject:** KINDLY TELL ME HOW THIS HAPPENED!!!

Dear Members of OUR City Government;

Below is a letter penned to you almost 2 years ago questioning the validity and whether you would actually pay attention to the wishes of the residents of Pasadena.

As the actions in the latest round of City Government has shown, the answer is a resounding "NO." Our District 4, soundly proclaimed to all of you by the election of Gene Masuda that we did not want this end of town to become another developers "dream land" and yet here we go again. May I remind all of you that Gene won by a double digit 'butt kicking' of his opponent and yet she has somehow(?) managed to obtained a position with the city where she has manipulate the desires of the majority of East Pasadena residents. How does she lose the election and still have a say in the life style of the residents in District 4. Watch your last council meeting at about the 1 hour 55 minute mark and then KINDLY TELL ME HOW THIS HAPPENED!!!

We demand that you revert back to the the portion of the East Pasadena Specific Plan(E-6) to Staff's original recommendation on the **Land Use Designation as "Low Mixed Use (0.0 - 1.0)." A plan that was agreed with by the Planning Commission and TAC.**

**Make it happen!!!!**

**This is from June of 2011**

## **General Plan Update - Beware**

In the current issue of the "Focus" newsletter the article about the update to the General Plan detailed 4 possible proposals as it pertains to future development in our City for years to come.

Currently the City is holding INFORMATION (?) meetings with the last one this coming Tuesday, the 28th at the Community Education Center at 3035 E. Foothill Blvd. at 6:30. I strongly suggest you attend.

The City Planners are doing everything to dissuade you from voting for Alternative D ( Slow Growth Option) as the other 3 Alternatives (A, B, and C) all are designed to allow the City to continue with the growth patterned we have been shackled with for the last 10 to 15 years. This is being done by cleverly chosen wording, using deviously designed charts that are ambiguous in their content.

Now harking back to the very beginning of this endeavor in updating the General Plan, two of the most mentioned and causes of concern from those of us who participated in so many of these meetings was the direction the city had taken as it relates to what can only be called over-development and traffic issues brought on by that over-development. While in my mind the City has tried its best to minimize the amount of displeasure at these issues in its reports, those of us in East Pasadena have been told since Mid-Pasadena is over built that the bulls-eye is now on our backs. The City is in the process of trying to make East Pasadena into another over-developed, traffic congested area, this despite all the input from the residents of East Pasadena to the contrary.

This can be shown by the election to the City Council by the residents of District 4, East Pasadena, who has stated “no major development in East Pasadena” and still they try. I can understand their stance – it is the source of their livelihood but it is not what we want in East Pasadena.

Another tactic they are using is there is no place on your survey where they ask for your address. What they have done is ask what your ZIP code is and that will tell them who is voting for which Alternative. However the fallacy in this method is ZIP codes cover different areas than the make up our Districts and therefore you can have at least two different Districts under the same ZIP code thereby skewing the results. They also mentioned that each survey has a bar code which identifies the area you live in, this sound good but as I was discussing this with a fellow attendee, we discovered that our bar codes were identical to each other. When I asked him where he lived and his ZIP code, his answer was West Pasadena and his ZIP code was 91104. I live in East Pasadena and my ZIP code is 91107. Very intriguing one might say.

Fritz Puelicher, 3204 Milton Street. Pasadena

626 793 4949

**Iraheta, Alba**

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**Subject:** FW: General Plan update

**From:** Alexander Varga <[av@alexandervarga.com](mailto:av@alexandervarga.com)>

**Date:** April 19, 2013, 5:07:45 PM PDT

**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>

**Subject:** General Plan update

Dear Mayor Bogaard and Members of the Pasadena City Council,

This is my fifth year as a member of the Pasadena Heritage Board of Directors, and I have been an architect practicing in Pasadena for over ten years. Pasadena has a unique character and preservation of this character needs to be a primary focus of any changes to the General Plan.

As a member of the Pasadena Heritage Board of Directors, I have participated with my fellow-board members, other volunteers and staff to study and consider the updates to the General Plan. I am writing to add my personal support for Pasadena Heritage's request that the City Council adopt the specific recommendations for the Land Use Diagram submitted by Pasadena Heritage in its letter to the Council.

Sincerely,

Alex Varga, AIA

## **Varga Associates**

Alexander Varga AIA

224 N. Fair Oaks Ave.  
Suite 200  
Pasadena, CA 91103  
ofc. 626.696.1434 mbl. 626.644.8617  
web: [www.alexandervarga.com](http://www.alexandervarga.com)

## Jomsky, Mark

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**From:** Jingbo Lou <JLou@jlouarchitect.com>  
**Sent:** Monday, April 22, 2013 9:34 AM  
**To:** Jomsky, Mark  
**Subject:** GENERAL PLAN UPDATE -- APRIL 22, 2013, AGENDA ITEM NO. 12 A-H

Dear Mayor Bogaard and Members of the City Council:

I write in my capacity as Member of Pasadena Heritage Board, and as a business owner of Old Pasadena. Thank you for providing us an opportunity to comment on the general plan update.

As a member of the Pasadena Heritage Board of Directors, I have participated with my fellow-board members, other volunteers and staff to study and consider the updates to the General Plan. I am writing to add my personal support for Pasadena Heritage's request that the City Council

1. Approve the Planning Commission's version of Guiding Principle **NO.2** as it, or eliminate any reference to the Secretary of the Interior's Standards that may cause confusion.
2. Adopt clear and enforceable caps for the amount of new development which will clearly signal the points at which development capacity should be reconsidered.
3. Adopt the specific recommendations for the Land Use Diagram submitted by Pasadena Heritage in its letter to the Council.

Respectfully,

Jingbo Lou, Architect  
J Lou Architect

26 E Colorado Blvd, suite-1  
Pasadena, Ca 91105  
Phone: 626 395 9600



April 22, 2013

Pasadena City Council  
100 N. Garfield Avenue  
Pasadena, CA 91109

**RE: Agenda Item #12, Update of the General Plan Land Use and Mobility Elements**

Dear Mayor Bogaard and Council Members:



As you continue your discussion of the General Plan Update following the staff presentation and extensive public comment shared on April 8, 2013, Pasadena Heritage would like to provide the following comments for your consideration.

As previously stated, Pasadena Heritage generally supports the recommendations of the Planning Commission on the Land Use and Mobility Element Update and related EIR. Our concerns are centered on three key areas: Guiding Principle 2, portions of the Land Use Diagram, and Development Caps.

**New comments since April 8, 2013 meeting**

After hearing public testimony and Council discussion, Pasadena Heritage has the following new comments:

**Guiding Principle 2**

At the last City Council meeting, Pasadena Heritage supported the Planning Commission recommendation for Guiding Principle 2. At that meeting, we also heard some concerns during public testimony regarding the specificity of referencing the Secretary of the Interior's Standards in the Guiding Principles. **In response to these concerns, we would also be in favor of returning to the original modifications we drafted and recommended for Guiding Principle 2 during the community outreach phase, which read:**

**"Pasadena's historic resources will be preserved, and change will be harmonized to enhance Pasadena's historic character and environment."**

We do not support staff's proposed language, which cites only a portion of the Standards. The Standards should be considered as a whole and applied when historic resources would be impacted.

**North Lake Avenue Map**

- **Areas NL-4 and NL-5:** These areas abut the Washington Square Landmark District on the west and Bungalow Heaven Landmark District on the east. At the last Council meeting, Pasadena Heritage requested these areas be carefully studied in the EIR for impacts to historic resources. We also agreed with the concerns expressed in letters submitted by the Pasadena Neighborhood Coalition and residents of North Mentor Avenue that the proposed Mixed Use designations for these areas could result in large-scaled development looming over the modest single-family residences in the abutting historic neighborhoods. **After hearing public testimony and comments made by Council Member Victor Gordo, Pasadena**

**Heritage supports the request by residents in the adjacent Landmark Districts to honor the North Lake Specific Plan, which was adopted in 2007 after significant public involvement in the planning effort and includes zoning protections for the historic neighborhoods abutting North Lake.**

#### **Central District Map**

- **Area CD-38:** At the last Council meeting, Councilmember Terry Tornek disagreed with the staff and Planning Commission recommendation to reclassify this area between California Blvd. and the Pasadena Unified School District properties from High Density Residential (0-48 dwellings/acre) to Med-High Density Residential (0-32 dwellings/acre). His concern was that if the School District sites were sold in the future, they might be reclassified to this lower residential density, and possibly have a lower property valuation.

The basis for reclassification of this area is that the neighborhood has developed a distinct character and contains several designated and determined eligible historic resources that merit protection from additional density. In addition, classifying this area Med-High Density Residential would bring it in line with the designation given to every other similarly situated residential street between California and Del Mar Blvds. from S. Lake Ave. to S Arroyo Blvd. Moreover, the School District sites contain determined eligible historic resources that should be maintained in the future. **For these reasons, Pasadena Heritage supports the Staff and Planning Commission recommendation to designate Area CD-38 as Med-High Density Residential (0-32 dwellings/acre).**

#### **Comments presented at April 8, 2013 meeting**

Pasadena Heritage continues to urge your support of the following:

#### **East Pasadena Map**

- **Area EP-4:** Pasadena Heritage requests careful study of this area in the EIR for impacts to historic resources. Area EP-4 includes some Mid-century era commercial and industrial structures that could be eligible for historic designation. The proposed increase to a Medium Commercial (0.0-2.0) designation could create new development pressure for these sites, and a better understanding of the potential risks to historic resources is needed.

#### **South Fair Oaks Avenue Map**

- **Area SFO-1A and SFO-1B:** Pasadena Heritage supports the staff and Planning Commission recommendations to designate Area SFO-1A as Low Mixed Use (0.0 – 1.0), and requests careful study of Area SFO-1B in the EIR for impacts to historic resources. Areas SFO-1A and SFO-1B include and/or abut a number of designated historic resources, as well as a number of identified eligible historic resources, and many older buildings that may not be eligible for designation, but contribute to the area's historic character.

#### **Central District Map**

- **Areas CD-7 and CD-8:** Pasadena Heritage supports the Planning Commission recommendation to designate Area CD-8 as Low Med Mixed Use (0.0 – 2.0), and

**requests careful study of both areas in the EIR for impacts to historic resources.**

Areas CD-7 and CD-8 include and/or abut a number of designated historic resources, as well as a number of identified eligible historic resources, and many older buildings that may not be eligible for designation, but contribute to the historic character of this downtown area.

- **Area CD-33: Pasadena Heritage supports the staff recommendation to designate Area CD-33 as Low-Med Mixed Use (0.0 – 1.75).** Areas CD-33 and CD-33A (discussed below) surround the National Register-listed Pasadena Library.
- **Area 33-A: Pasadena Heritage supports the Planning Commission recommendation to designate Area 33A as Low Mixed Use (0.0 – 1.0).** Area CD-33A includes the National Register-listed Colonial Court and the National Register-eligible Casa Loma Apartments and Kiva Apartments.
- **Area CD-36: Pasadena Heritage supports the Planning Commission recommendation to designate as Area CD-36 as Low Mixed Use (0.0 – 1.0).** Area CD-36 includes the First Congregational Church, which has been identified as eligible for local landmark status, but does not have the protection of official designation.
- **Area CD-37: Pasadena Heritage requests careful study of this area in the EIR for impacts to historic resources.** Area CD-37 abuts the Ford Place Historic District on the west and Pasadena Playhouse Historic District on the east, both listed on the National Register.

#### **Development Caps**

**Pasadena Heritage continues to support the recommendation of the Planning Commission to retain the existing system of Development Caps.** Development Caps represent the amount of residential units and commercial floor area that have been comprehensively planned for in the General Plan. When development approaches the Cap, the City can review the Cap in a thoughtful, comprehensive manner through a General Plan Update, and then revise the Cap as appropriate. The staff's recommendation, on the other hand, does not create the impetus for the City to think globally about citywide development as part of a General Plan Update process, but instead would allow development to continue in a piecemeal fashion above and beyond the level that had been previously studied and planned for.

Pasadena Heritage commends the staff and advisory commissions for their extraordinary efforts in preparing and reviewing the Draft Update. Before acting on the staff report, we hope that you as the City Council will give careful consideration to the comments noted above.

Sincerely,



Jenna Kachour  
Preservation Director



Susan N. Mossman  
Executive Director

## Jomsky, Mark

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**From:** SALLY HEIMANN <scheimann@msn.com>  
**Sent:** Monday, April 22, 2013 9:54 AM  
**To:** Jomsky, Mark  
**Subject:** Regarding the General Plan deliberations on April 22, 2013

Dear Mr. Jomsky:

I am writing to oppose the suggestion that the Central District, where I reside, be guided toward super high density/no automobile goals. The block on which I live, South Oakland Avenue between Cordova and Del Mar, is currently being threatened by two high density projects, which if they go forward will destroy, in my opinion, the very nature and character of the community and the neighborhood. And, those of us who are objecting to these proposed developments are being told that it is the zoning and general plan that permit this destruction. This is completely wrong-headed, in my view.

As part of a neighborhood association, NO-HO, I wish to express my strongest opposition regarding the over-reach of the staff proposed change to the existing guiding principles which puts forward the goals of higher density in the central district and the coercion of the general populace in this area to walk to work or elsewhere and to use public transit. Of course, it's not called coercion, but somehow staff and/or city employees have taken upon themselves the task of regulating the lives of private citizens of Pasadena and making decisions in great detail for these citizens about how these citizens should live their lives.

I am a native of Pasadena, and what appears to be unfolding before my eyes is the planned destruction of the ambience, quality of life, economic growth, and attractiveness of this city by non-elected individuals with agenda of their own based, apparently, on social dogma or political opinions or other philosophies which, if implemented, can affect the lives of multitudes without the permission of said multitudes. In other words, a select few appear to feel qualified to regulate the lives of the citizens of this city, with the goal of creating a congested central district whose inhabitants are usually on foot. I urgently request that these proposals be shelved and a more rational, humane, realistic, aesthetically pleasing, and economically sound approach be developed.

Thank you.

Sally Heimann  
[scheimann@msn.com](mailto:scheimann@msn.com)  
241 S. Oakland Ave., #14  
Pasadena, CA 91101

cc: City Council - Mr. Jomsky, thank you for forwarding the above to the Council.

## Jomsky, Mark

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**From:** Russell, Chick (NBCUniversal) <Chick.Russell@nbcuni.com>  
**Sent:** Monday, April 22, 2013 10:08 AM  
**To:** Jomsky, Mark  
**Subject:** East Pasadena Density

Dear City Government Official,

I live in East Pasadena and I implore you maintain the Transportation Advisory Commission's original recommendation of density levels in Pasadena under the General Plan: 1.0 FAR.

It is wrong to decrease our quality of life for monetary gains. Please do the right thing and keep the East Pasadena balance appropriate to our neighborhood.

Sincerely,  
Charles and Jeannette Russell  
490 Castano Ave  
Pasadena, California 91107

April 19, 2013

Mayor Bogaard and City Council  
City of Pasadena  
100 N Garfield Avenue  
Pasadena, CA 91109

**RE: General Plan Update – PDA Recommends Sound, Responsible Growth for a Healthy City**

Dear Mayor Bogaard and City Councilmembers:

As City Council moves toward a final draft General Plan Update, the PDA's Board of Directors wants to ensure that our voices and our perspectives are heard. Please understand that these are the voices of local stakeholders - contributors who are working daily in this neighborhood to support the on-going revitalization of the Playhouse District. These voices are a chorus of legacy business owners, new business owners, institutional representatives, professionals, homeowners and residents.

We support many aspects of the proposed General Plan for our District, but we have five major remaining concerns:

- 1 **Development Levels/Caps:** We believe that the Central District Development Levels currently recommended do not adequately meet the City's needs through 2035. Over the next 20 years the General Plan should allow for 4,000,000 square feet of new commercial development and 5,000 new residential units. These development levels will enhance Pasadena's quality of life and are in support of the General Plan Update's Guiding Principles.
- 2 **Scope of the EIR:** We advocate that the EIR study a robust development level for the Central District with a minimum review of 4,000,000 square feet of new commercial development and 5,000 new residential units.
- 3 **Development Level Adjustment Trigger:** We strongly urge the Council to approve a hybrid of the two approaches that have previously been offered: evaluate and adjust the development levels when 70% capacity is reached (either residential or commercial) along with Staff's recommendation of an annual review to ensure regular feedback and, if needed, respond to development level trigger.
- 4 **Land Use Designations:** We advocate for Land Use designations within our District that would allow for the following:

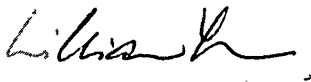
- **Municipal Parking Lots:** Parks over parking on two City-owned public parking lots, a major PDA initiative, is only possible with a mixed use commercial land use designation, rather than the current proposed open space designation.
- **CD 36 at Walnut and Los Robles:** A FAR of 2.25 is recommended for the District's western gateway to accommodate the appropriate massing at this corner, rather than the 1.0 FAR Planning Commission is recommending.
- **CD 23 along Colorado between Mentor and Catalina:** These properties should retain the current FAR of 2.75 to provide a gateway height into the Playhouse District and the Central District, compatible with surrounding blocks.

5 **Continued Vitality in the Central District and Citywide Strength:** We emphatically counter the recent assertions that Pasadena's outlying neighborhoods will not thrive unless growth in the Central District is contained. A vibrant Central District is integral to citywide community benefit spurring economic activity in other areas of the City and contributing revenues for services valued by residents in all parts of the City.

Our complete comments on the five points itemized above are included in **Attachment A** (Playhouse District Association Recommendations).

Thank you in advance for your thoughtful consideration.

Sincerely,



William Chu  
Chair



Greg Gunther  
Vice Chair



Erlinda Romo  
Executive Director

*The PDA Board of Directors voted on these policies and approved this letter on Friday April 19, 2013.*

Pasadena Playhouse District Association Board of Directors

William Chu, Chair  
Greg Gunther, Vice Chair  
John Hornick, Treasurer  
Amy Korn, Secretary  
Brian Alan Baker  
Anthony Bondi  
Sandra D'Amato-Flores

Glenn Gomez  
Hank Maarse  
Fred Messick  
Bob Oltman  
Paul Jacoy, Special Advisor  
Joel Sheldon, Special Advisor  
Carla Walecka, Special Advisor

cc: City Council  
Michael Beck, City Manager  
Vince Bertoni, Director of Planning & Development  
Scott Reimers, General Plan Manager

**Attachment A:**

**Playhouse District Association Recommendations**

**BACKGROUND:** The 1994 General Plan set the tone for the current level of success of the Playhouse District by allowing the development of commercial, residential and mixed use which have provided increased revenues to the City and more pedestrians on the street.

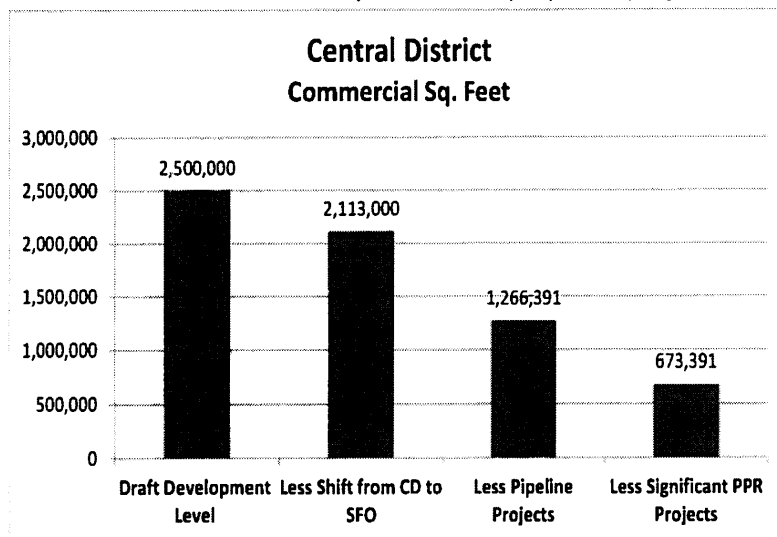
While one doesn't have to go too far back in time to see a Playhouse District blighted by vacant, exhausted buildings and undesirable uses, the Playhouse District Association (PDA) believes that we are now on the cusp of great things:

- Unique independent businesses are thriving, and new businesses are opening
- We are building a distinctive "sense of place" noted by our cultural institutions, performance spaces, community events and public art that celebrates our niche
- More and more people are living, working and walking in the District –we have truly started to develop into an 18/7 walkable mixed use neighborhood
- We are actively building a place that is creative, smart, economically strong and sustainable - a place where jobs, housing, economic vitality and culture are just steps away from one another!

**RECOMMENDATION POINTS:**

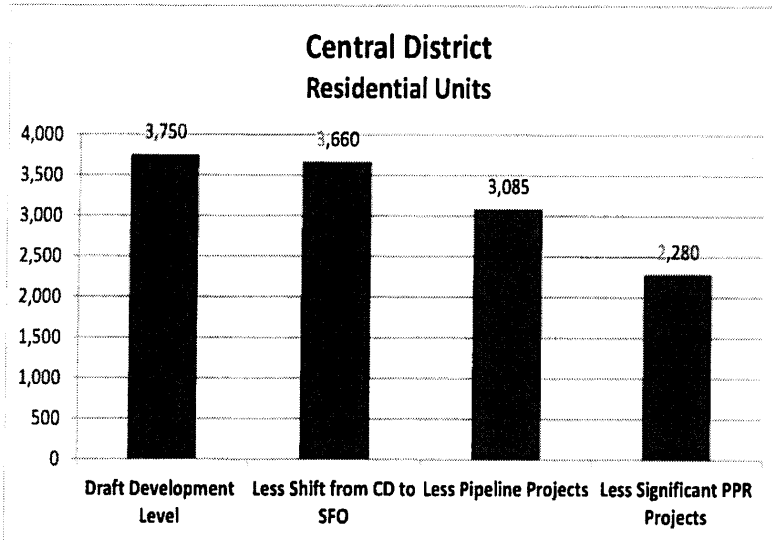
1 **Development Levels/Caps:** *We recommend Development Levels of 4 million sq. ft. of Commercial Space over the next 20 years* We believe that the Central District Development Levels currently envisioned do not adequately meet the City's needs through 2035:

- **Commercial Levels:** As shown in the chart below, fully 68% of staff's Commercial recommendations are already absorbed by Pipeline projects and significant PPR Projects.





- » Our recommended commercial development level of 4 million sq. ft. is founded on the historic growth level of 2.3 million sq. ft. since 1994, adding to it the 500,000 sq. ft. that is under construction or yet to be constructed, and a maximum potential of 1,000,000 sq. ft. of commercial at the Parson’s infill site.
- **Residential Levels/Caps:** *We recommend that 5,000 Residential Units be allocated to the Central District – consistent with GPUAC’s recommendation.*
  - » Staff’s Residential Unit recommendations (3,750 Units) provide only 75% of the units that were built since the 1994 General Plan – which was “way ahead of its time” in accommodating the national groundswell of demand for in-town, walkable urban lifestyles.



- » More housing in the Central District Central District is essential to achieve two prime Pasadena sustainability directives: 1) providing a jobs/housing balance and 2) more affordable housing units.
  - » Our recommendation of 5,000 residential units is derived by mirroring the historic residential growth since 1994 of 5,000 residential units.
  - » Choose the term “Development Levels” over “Caps: To our ears, the term “Development Levels” signals that Pasadena is more focused on proactive, creative civic management rather than “containment.”
- 2 **Scope of the EIR:** The PDA recommends that minimum Central District Development Levels of 4 million *commercial sq. ft.* and 5,000 residential units should be studied in the environmental analysis.
- Use the EIR to study the most economically robust development levels in the Central District. As Vince Bertoni has made clear: “You can always scale down – but you cannot scale up.” If

environmental impacts associated with 4 million commercial square feet and 5,000 units in the Central District are untenable, the EIR will show it.

**3 Development Level Trigger:** *We recommend an “Annual Review” and a “70% Trigger Point” to effectively manage the General Plan development capacity.*

- We propose that Council adopt a hybrid of two approaches that have been previously offered, with a trigger point at 70% capacity of either residential or non-residential development levels:
  - » We strongly encourage Council to implement the automatic “Trigger Point” proposed by the PDA so that a comprehensive review of the Development Limits (or Caps) in place at the time would be required once 70% of capacity is reached. In this way, Council can evaluate the situation and adjust limits (within the umbrella of the approved EIR) while not being exposed to any undue influence from specific projects or proposals. In addition, Council should conduct an “Annual Review” (as staff recommends) to ensure regular feedback on the City’s development health and, if needed, respond to the development level trigger.
  - » These actions provide enough time for thoughtful analysis and discussion, rather than allowing an artificial barrier to halt economic development.
- The PDA agrees with the need for on-going evaluation of progress as the General Plan is implemented over the next 20+ years (through 2035) to eliminate the damaging dysfunction of RED LETTER ADVISORIES stamped onto Permit applications to indicate that Caps may prevent a project from going forward. The City should not continue to ask potential investors to risk hundreds of thousands of dollars on an early-stage opportunity that may not be allowed due to lack of available permitting capacity.

**4 Land Use Designations:** *We recommend specific Land Use designations for the two municipal parking lots, CD 36 and CD 23 with the following adjustments:*

- **Municipal Parking Lots:** *It is critical that the Land Use Designation of the two municipal parking lots within the Playhouse District remain Mixed Use Commercial.*
  - » We long for our much-needed Pocket Parks on the surface level as much (or more) than anyone else in Pasadena, and we appreciate the Planning Commission’s support for parks over parking on two municipal surface parking lots. However, the unintended consequence of designating these lots as Open Space is that no parking would be allowed.
  - » The Mixed Use Commercial designation is best suited for parks over parking, conditionally allows for BOTH park space and off-site commercial parking, while an Open Space designation would prohibit the off-street commercial parking that is so critical to our on-going economic health.

- » If park space only is created then this action will eliminate the parking entitlements for the Pasadena Playhouse and Laemmle Theater plus others, seriously threatening the ability of these entities to function as businesses. Secondly, this zoning would stop anything from occurring on the sites since the status quo is better than no public parking.
  - **CD -23** (Colorado between Catalina and Mentor) *We are recommending the FAR should not be down zoned from the current 2.75 FAR to 2.25 FAR.*
    - » The proposed downzoning creates an awkward "saw tooth" transition at the eastern edge of the Central District (dropping down after the height of the HSBC building on the NE corner of Mentor and Colorado – then rising up again as one reaches Lake and Colorado).
    - » This position is supported by local property owners who have genuine concerns about their underlying property rights/values.
  - **CD -36** (centered at the corner of Walnut and Los Robles) *We are recommending a FAR designation of 2.25 for CD-36.* This area should not be down zoned from 1.50 FAR to 1.0 FAR. Rather, CD-36 should be designated at the 2.25 FAR as staff recommended.
    - » Existing uses in CD-36 include the First Congregational Church, the University Club and the ARCO gas station. With a low commercial density FAR of 1.0 the ARCO gas station would most likely remain "as is" through 2035.
- 5 **Continued Vitality in the Central District and Citywide Strength:** *We are recommending a General Plan update strategy that continues the basic principles created in the 1994 General Plan that creates an economic ripple effect to other areas of Pasadena.*
- We emphatically counter the recent assertions that Pasadena's outlying neighborhoods will not thrive unless growth in the Central District is contained. This perspective is both mistaken and dangerous.
  - In accordance with General Plan Guiding Principles #1 and #3, economic health for Pasadena is NOT a zero-sum game – the City is an organic entity, not a balloon that you can hold down in one area to send air to other parts of the system.
    - » A healthy and growing Downtown doesn't starve the rest of Pasadena – it feeds it.
    - » The PDA recognizes that our continued ability to stay healthy requires a "ripple effect" from an economically vibrant Downtown. This ripple continues to the neighborhood village areas as well as reaping economic success citywide. If the City's core were ever to begin a decline, it would inevitably create City-wide decline as well.
  - The Grand Bargain in the 1994 General Plan is still valid today. Growth in the Central District saves Pasadena's single family neighborhoods by keeping the development envelope in the commercial areas of the City.

- Both research and case studies confirm that development and investment decisions are market-driven, Pasadena is firmly placed within the context of the larger Los Angeles Region, so as a result:
  - » If a business (or in-fill mixed use developer) is looking to invest in a Downtown area, and they are not able to locate in Pasadena's Central District, they will NOT automatically turn to neighborhood villages.
  - » Rather, those businesses seeking a downtown opportunity will simply seek out other areas in the region (Burbank, Glendale, Monrovia, etc.) that offer the densities and mixed-use environments that their business model requires
  - » The proposed "Downtown Containment" strategy is misguided and poses a clear danger to Pasadena's economic well-being. We also cannot help but observe the irony behind the proposal to limit development in the Central District to help spur development in other areas of the city:
    - This approach is NOT SUPPORTED by the residents of those neighborhoods intended to receive this development (who are adamant in their desire to not experience increased density)
    - And this approach is NOT SUPPORTED by Central District stakeholders or the Downtown Residents (who are repeatedly on record desiring additional development that can help fill in dead spaces, enhance walkability, reduce overall per capita trip generation and improve our quality of life)
- Bottom Line: if you have any questions on Best Practices, Research or Case Studies about the downtown's impact on the city as a whole, we strongly urge you to contact consultants Woody Tescher and Stanley Hoffman who have supported this General Plan Update in order to gain their perspective.

## **Jomsky, Mark**

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**From:** Betty Sword <bjsword@earthlink.net>  
**Sent:** Monday, April 22, 2013 11:39 AM  
**To:** Reimers, Scott; Jomsky, Mark  
**Cc:** De La Cuba, Vannia; Gordo, Victor  
**Subject:** RE: Council Item 12: Update of the General Plan Land Use and Mobility Element

Mayor Bogaard and Council:

I am a resident of Washington Square Landmark District which has an eastern boundary on North Lake. I am writing to urge that you support the planning staff's revised recommendations to the General Plan Update as it relates to the North Lake Specific Plan, rescinding the recommendation to allow mixed-use development.

Respectfully,  
Betty Sword  
1155 Heather Square  
Pasadena, CA 91104

# Oakland Hudson Neighborhood Organization

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Post Office Box 884  
Pasadena, CA 91101

April 22, 2013

Dear Mayor Bogard and Council Members:

As a Board member of the newly formed Oakland Hudson Neighborhood Organization (OH-NO), I would like to encourage you to vote to stop high density growth in the Central Area of the city.

True, growth is inevitable, but the Central District has been developed beyond reason. It is time to spread out growth to areas of the city that are languishing for opportunities that more retail and reasonable growth can bring. North Lake and East Pasadena come to mind.

We don't need huge buildings like Trio or the monstrosity that overwhelms the northwest corner of Cordova and Marengo. We don't need massive buildings that destroy the character of our neighborhood like the one just approved to be built at Cordova and Oakland. Massive buildings that destroy views, stress utilities, overwhelm pedestrians walking by because they sit a few inches away from the sidewalk with no room for landscaping to relieve the amount of height and weight of these buildings, and whose design clearly does not belong with existing structures are becoming the trademark of unfettered density. Too many units per acre, too many stories that dwarf surrounding structures are becoming a norm that is destroying the feeling of community and neighborhood. This density is also destroying the beauty and grace for which Pasadena is known.

I implore you to consider reducing our area to R-32 from the current R-48. Buildings currently being approved in the Oakland and Cordova area under R-48 zoning are already overwhelming our neighborhood both in size and environmental affects. Because EIRs for two buildings on Oakland were bypassed by signature approval without any consideration of the impact of the combined developments on our neighborhood as well as three inter-related very large developments a block and a half away on Los Robles, we will soon be subjected to even more traffic, noise, pollution, increased utility problems and even greater danger when attempting to cross our streets when walking. Please do NOT vote for proposed higher density numbers in the Central District.

We are marked as a high density residential area. And we are! We have mostly two and three story buildings in our area with the newest buildings and those in the pipeline designed as four stories by using a huge loophole called "height averaging" that lets designers fudge to five stories in spots. Enough! We don't need any more tall eyesores that stress our infrastructure and make cell phone and TV reception (for those using antennas) and even Sirius XM in our homes impossible. Our digital age is unforgiving of signals that are blocked by tall buildings in their path.

It is time to stop making the Central District take the brunt of imposed density and distribute it to other areas of our city.

Thank you for your consideration.

Christine Reiter

4/22/2013  
Item 12

**JANE KOLB**  
**207 S. Oakland Avenue, Unit F - Pasadena, CA 91101**

---

Dear Mayor Bogard and Member of the Pasadena City Council

As a member of the Oakland-Hudson Neighborhood Organizations (OHNO – a fitting acronym considering planning staff recommendations) I would like to advocate for a vote against the staff proposals for increased high density building in the central district.

Our neighborhood has had an up close and personal example of what high density will do – a project that was approved under the radar and leaves us with a huge building whose mass and design not only do not fit our neighborhood but alters its character. Examples like this – the nearby Trio Development, the building on Marengo and Cordova and the Cordova and Euclid monstrous apartment – make me feel strongly that we need to put a cap on high density development.

Increasing the maximum density in our neighborhood will:

- Create parking nightmares (already a huge citywide problem)
- Increase traffic
- Put a burden on the school system
- Overburden an already stressed city infrastructure
- Limit green space
- Impact air quality
- Decrease property values

Proponents of high density living want residents to walk. To get them to walk they want to build housing with little or no parking. While it may sound like a logical way to get people to become pedestrians the more likely outcome will be that people won't come to Pasadena to live, shop and/or dine. Pasadena has developed a reputation for not providing adequate parking – in fact our parking is a L.A. County joke.

The reality of a Southern California community is that people love their cars and forcing them out of their cars will cause them to go elsewhere. They also need their cars to commute to areas not serviced by mass transit.

Pasadena is known for its historic feel, shady green neighborhoods and welcoming atmosphere. High density development will fill the City with cement (see below), change the landscape and character of Pasadena and turn it into a San Fernando Valley clone. We don't believe that the majority of our citizens are in favor of that.

Please vote to put a cap on high density development.

Sincerely,

*Coming soon....a concrete city*



4-22-2013

4/22/2013  
Item 12

## MEMORANDUM

**Date:** April 22, 2013  
**To:** Mayor Bogard and City Council Members  
**From:** Jane Kolb  
207 S. Oakland Avenue, Unit F  
Pasadena, CA 91101

**Subject: PASADENA PARKING**

I am a homeowner and a tax payer, yet I can't park my own car in front of my own house without paying six dollars. If I want to have friends over for lunch it will cost me six dollars for each of the cars -- worse than a restaurant or a hotel.

Now the planning staff is recommending that new buildings have reduced parking requirements -- one car per unit. So the Pasadena parking conundrum continues.

Pasadena parking is already a county-wide joke and less parking will negatively impact new residents and visitors who come to dine and shop. I am advocating for at least 1 and 1/2 cars per unit (as it is now) and that the council put together a task force to study the City's parking problems.



## Jomsky, Mark

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**From:** Steven Marcussen <steve.marcussen@cushwake.com>  
**Sent:** Monday, April 22, 2013 12:49 PM  
**To:** Bogaard, Bill; Tornek, Terry  
**Cc:** Jomsky, Mark  
**Subject:** General Plan Comments.

Hi,

As a member of the Pasadena Heritage Board of Directors, I have participated with my fellow-board members, other volunteers and staff to study and consider the updates to the General Plan. I am a resident of Pasadena .

I am writing to add my personal support for Pasadena Heritage's request that the City Council 1) approve the Planning Commission's version of Guiding Principal #2 (or eliminate any reference to the Secretary of the Interior's Standards if that fostering confusion, 2) adopt caps for the amount of new development which will clearly signal the points at which development capacity should be reconsidered, and 3) adopt the specific recommendations for the Land Use Diagram submitted by Pasadena Heritage in its letter to the Council.

Additionally as a member of the General Plan Update Advisory Committee and the East Pasadena Property Owners Association, I have had the opportunity to study the proposed changes to the density and use in East Pasadena.

Specifically, the "office triangle" at the confluence of Rosemead and Sierra Madre Villa should not be restricted to only "Office use". Why make all the workers walk up the hill from the train Station? This area should be mixed use.

Second, the general plan calls for transit villages around stations at a higher density. The land all along east Foothill from the Kaiser Building west to the Freeway should be high density, not Medium density. Let's keep the development by the freeway!

Thanks

**Steven E. Marcussen, MCR.h - License #00656631**  
Executive Director

T +1 (213) 629 6550  
M +1 (213) 304 0543  
[steve.marcussen@cushwake.com](mailto:steve.marcussen@cushwake.com) | [view my online profile](#)



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## Jomsky, Mark

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**From:** dbnanney@earthlink.net  
**Sent:** Monday, April 22, 2013 12:46 PM  
**To:** Bertoni, Vince; Bogaard, Bill; Masuda, Gene; Robinson, Jacque; McAustin, Margaret; Jomsky, Mark; Beck, Michael; Madison, Steve; Tornek, Terry; Gordo, Victor; Bryant, Joel  
**Subject:** General Plan, East Pasadena Density - comments for April 22 hearing

Mayor Bogaard and City Council Members,

I was one of the interested large and orderly audience who attended the April 8, 2013, City Council meeting, and who remained until its conclusion past 11:30PM, out of concern for agenda item #20.

I am writing to state for the record that I have great concern regarding the scope of the General Plan, and in particular, the East Colorado Specific Plan relating to District #4. Slides from the audience view that evening were next to impossible to read from the ceiling monitors, given the reflection of the 6-lamp chandeliers and use of pale yellow-colored font print, affording little to no clarity or assistance to us. What appears to be proposed despite original recommendations is a scheme for our district #4 to increase by three times the plan boundaries, adding a density of 800+ additional units of mixed commercial with some residential living above, sometimes referred to as a live/work area. My guess is that neither Pasadena City Planning Director, Vincent Bertoni, nor any of you will wish to live or shop anywhere remotely near there, much less endure resulting, inevitable traffic congestion—neither historical, healthy, nor inviting.

I heard our Councilman Masuda thoughtfully review and ask why, following a first recommendation by the planning and advisory staff members, changes were made to increase density well beyond 0-1.0, floor area ratio (FAR). In my opinion, doing so would fundamentally alter the character of the area in objectionable ways, beyond congestion and traffic. Another citizen described the situation well: “we don’t want to look like Santa Monica.” On-street parking is inadequate throughout much of the city and on-site parking for customers and employees (to say nothing of the parking needs of residents above, in a mixed use setting) is very expensive for small business owners and tenants, given the city’s limited availability of land parcels, at who knows what possibly untenable cost? Thus begins a list of future potential problems.

When a pure engineering approach to traffic takes hold, the first thing to go is the trees, followed by an almost palpable loss, living- breathing character essence/closeness with nature...and perhaps, the demise of “Tree City” itself? Parking in Pasadena is headache-inducing, as it is. Why add to the parking problems with such great escalation of density? It makes no sense. Like a D.C. bureaucrat, once elected whose memory begins to fade as to what is in the heart of the country/his constituents, waving his finger of “power” absently; not living at all content in a honeycomb berth of a place in perhaps, Georgetown.

Then, we witnessed the nightcap of the evening in the form of a shrill-voiced Ms. Fosselman directly demeaning Councilman Masuda that he should stay in his own district and mind his own business, which is exactly what he is doing on behalf of the residents of District #4 who elected him. I know this occurred, although it is not on the video record of the meeting. Indeed, it is very curious that Ms. Fosselman, when running for the office now occupied by Councilman Masuda, assured us when asked, of favoring lower density in District #4, but now she seeks greater density. Who is she serving now? Certainly not District #4! The fact is not lost on any of us that the entire City Council gave their support to Ms. Fosselman, but she lost the election to Mr. Masuda, who now speaks for us and has our best interests at heart.

Those on the City Council/Advisory Board who support greater density – in conflict with the historical character of the area plans originally drawing us to become Pasadeans –risk losing credibility and support among the residents (voters). In a meeting where every wall was lined to the max with standing residents, I was not the only person present of that opinion. Having worked hard in our continuing, respective careers, we chose to move to Pasadena because of its character. Please preserve it. Or, sadly, like friends Wayne Pepler and John Clute, activity and actively-driven former residents of the east Mountain Street District, who moved to another CA county and lovely home- finding a rich hierarchy of values, more will follow. “Governing social forces couldn’t be reversed--enough of hitting the wall there”, Wayne said.

Sincerely, Barbara Nanney (2090 Canyon Close Rd., Pasadena 91107, 626-797-8898)

**Jomsky, Mark**

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**From:** Lipsig, Ethan <EthanLipsig@paulhastings.com>  
**Sent:** Monday, April 22, 2013 12:10 PM  
**To:** Jomsky, Mark  
**Subject:** Comments on Proposed General Plan Revision to be Considered on April 22, 2013, Agenda Item 12 A- H

I am a Pasadena resident who is passionate about preserving Pasadena’s unique character. For that reason, I strongly urge the City Council to adopt the Planning Commission’s recommendations, especially Guiding Principle #2 and the inclusion of development caps. Caps can be re-evaluated if and when new development approaches a limit.

Please pass this message on to Mayor Bogard and the City Council.

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**PAUL HASTINGS** **Ethan Lipsig | Partner**  
Paul Hastings LLP | 515 South Flower Street, Twenty-Fifth Floor, Los Angeles, CA 90071 | Direct: +1.213.683.6304 | Main: +1.213.683.6000 |  
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\*\*\*\*\*  
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For additional information, please visit our website at

## Reese, Latasha

---

**From:** cityclerk  
**To:** Sharon Higuera  
**Subject:** RE: The General Plan

**From:** Sharon Higuera [<mailto:sharonghm@aol.com>]  
**Sent:** Monday, April 22, 2013 10:15 AM  
**To:** cityclerk  
**Subject:** The General Plan

Dear Mayor Bogaard and Members of the City Council,

A little more than six years ago I decided to move closer to my family. As a frequent patron of Vroman's, I had watched the construction of a condominium backing up to Vroman's parking lot and I thought how nice it would be to live there; close to public transportation, within walking distance to restaurants, art galleries, a shopping center, churches, the Pasadena Playhouse, a movie theatre, less than a mile from my place of employment, and only a mile away from my family. Moving here was the best decision I have ever made.

After a 30 year tenure in the Pasadena Unified School District, I am now retired and I feel very comfortable and very fortunate to be living "downtown".

My concern is that within the next 35 years such opportunities might not be possible for future retirees. I urge you to increase the maximum amount of development allowed in the Downtown areas so that our neighborhoods will continue to offer sustainable living to all those desiring it.

We contribute greatly to the economy of Pasadena, and we actively participate in civic matters.

Respectfully submitted,

Sharon Graham Higuera

## Reese, Latasha

---

**From:** cityclerk  
**To:** Phillip Kobylanski  
**Subject:** RE: Statement of Support

**From:** Phillip Kobylanski [<mailto:pk@valhallaent.com>]  
**Sent:** Monday, April 22, 2013 11:20 AM  
**To:** cityclerk  
**Cc:** [DPNAlist@gmail.com](mailto:DPNAlist@gmail.com)  
**Subject:** Statement of Support

April 22<sup>nd</sup>, 2013

To the City Councilmembers and Staff,

As a resident, homeowner, business owner and property owner in Downtown Pasadena, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a WALKABLE URBAN neighborhood.

I believe it is essential that an Environmental Impact Report (EIR) is conducted that studies the FULL range of possibilities and includes an alternative in which all reasonably developable (non-historic) properties in the CD & SFO can be developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to set CD & SFO development levels based on the EIR results. In this way, the City can balance all of the important variables and also respect the essential component so valuable to me and many others who moved to the City to live and work in Pasadena: an environment that supports the many thousands of us who reside within walking distance of where we work, shop, dine and seek entertainment.

As both a home owner and business owner in Pasadena, I find the walkability of downtown essential to my everyday life. I firmly believe that this is not only a benefit to our residents but also those patronizing our businesses.

Yours sincerely,

Gale Anne Hurd  
Vertical Wine Bistro  
70 N. Raymond Ave  
Pasadena, CA 91103  
(626) 795-3999

## Reese, Latasha

---

**From:** cityclerk  
**To:** Suzie Cyger  
**Subject:** RE: Proposed 2013 Central District Plan

**From:** Suzie Cyger [[mailto:suzie\\_cyger@yahoo.com](mailto:suzie_cyger@yahoo.com)]  
**Sent:** Monday, April 22, 2013 12:09 PM  
**To:** cityclerk  
**Subject:** Proposed 2013 Central District Plan

Dear Council,

I am a native Pasadenean and have lived on South Oakland for the last 25 years. I participated in the focus groups that led to the development of the current Central District Plan and have lived with the consequences ever since. While some development in the Central District has been advantageous, other aspects have not. Parking and traffic are major issues in the Central District. For this reason, I am writing to encourage to follow the Planning Commission recommendations and vote against the increased development caps proposed by city staff.

At the focus groups in the early 90s, many residents expressed concerns about density and traffic. We were assured that the increased traffic was due to "pass-through" traffic during rush hours. Increased density has led to increased traffic at all hours. While getting people out of their cars is a noble endeavor, the reality is that people are attached to their cars. Housing and rent is high in the Central District and most people who live in the Central District are not lucky enough to also have jobs that pay the rent in the Central District. Therefore, most have to work in areas outside of Pasadena where a commute using public transit is not always feasible.

When my husband and I bought our townhome, we did so because of the ambience of the neighborhood and the close proximity of amenities such as Old Pasadena, museums, movie theatres, and the Civic Auditorium. Our neighborhood is designated R-48, and I would like to encourage the Council to consider reducing the zoning to R-32. The R-48 designation is now affecting our street in negative ways that will change its character forever. South Oakland is one of the few remaining streets in the area that has a beautiful tree canopy with a few remaining single family homes. Currently there are two new developments going in that do not fit in with the character of the neighborhood as they are three-story buildings. One will block sight lines of the mountains and clearly does not fit architecturally with the surrounding buildings. The other, which has yet to be approved, proposed four stories. Pasadena has been known for its architecture, and most of the new construction is bland and uninspiring. In addition, increased density has resulted in significant loss of green space. Many new constructions have decreased setbacks and scant landscaping. More families are moving to the Central District, and there are no open spaces for children to play or people to meet. Efforts to create pocket parks have been inadequate.

On the plus side, Pasadena has become a destination. This is good for business, but currently there are so many vacant storefronts, especially on South Lake that I've lost count. The Paseo, which opened to much fanfare, is going downhill. Many of these vacancies are filled by a proliferation of foot massage and nail salons, and low-end retail. Is that the type of business we need in Pasadena? In addition, much of the new development seems to benefit business at the expense of the quality of life of residents resulting in vacant storefronts and blight.

I am very much in favor of a walkable city because that is the main way I get around my neighborhood. Most of my business goes to businesses within walking distance of my home. Increased density has added to traffic problems that render our streets unsafe for pedestrians. I am also an avid cyclist and in favor of a plan that

makes biking safer. Unfortunately, increased density has lead to casual and well-meaning cyclists habitually riding on the sidewalks thus making it unsafe for pedestrians.

Sustainability is also important and more efforts should be made to encourage it. Developers should be required to include solar panels on all new construction. Water-wise landscaping and green space doesn't have to be arid. Native trees that provide a lush canopy and plants that require less water should be encouraged. A good example of use of native planting is the garden at Throop Unitarian Church. There are a variety of native plants that also grow well in shaded areas and are suited to our climate, as well as beautiful.

Increased density will negatively impact the quality of life of residents in the Central District through increased traffic and loss of green space. Caps on density will ensure that the Central District remains a liveable, walkable district of the city. I encourage you to vote in favor of the Planning Commission's recommended caps on development.

Respectfully,

Suzanne Abril Cyger

## Reese, Latasha

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**From:** Ron Cyger <ron@cyger.org>  
**Sent:** Monday, April 22, 2013 12:31 PM  
**To:** cityclerk  
**Cc:** Tornek, Terry; Thyret, Pam  
**Subject:** Proposed Changes to the 2013 General Plan

Dear Council,

I am a native Pasadenean and have lived on South Oakland for the last 25 years. I participated in the focus groups that led to the development of the current General Plan and have seen many changes to my area of the city.

While some development in the Central District has been advantageous, other aspects have not. Parking and traffic are major issues in the General District. For this reason, **I am writing to encourage to follow the Planning Commission recommendations and vote against the increased development caps proposed by city staff.**

At the focus groups in the 1990s, many residents expressed concerns about density and traffic. We were assured that the increased traffic was due to "pass-through" traffic during rush hours. But, increased density has lead to increased traffic at all hours. While getting people out of their cars is a noble endeavor, the reality is that people are attached to their cars. Housing and rent is high in the Central District and most people who live in the Central District are not lucky enough to also have jobs that pay the rent to live in the Central District. Therefore, most have to live in areas outside of Pasadena where a commute using public transit is not always feasible.

When my wife and I bought our town-home, we did so because of the ambiance of the neighborhood and the close proximity of amenities such as Old Pasadena, museums, movie theaters, and the Civic Auditorium. Our neighborhood is designated R-48, and I would like to encourage the Council to consider reducing the zoning to R-32.

The R-48 designation is now affecting our street in negative ways that will change its character forever. South Oakland is one of the few remaining streets in the area that has a beautiful tree canopy with a few remaining single family homes. Currently there are two new developments going in that do not fit in with the character of the neighborhood as they are three-story buildings. One will block sight lines of the mountains and clearly does not fit architecturally with the surrounding buildings. The other, which has yet to be approved, proposed four stories.

Pasadena is famous for its architecture and neighborhoods - let's work to keep it this way. By placing caps on density, we will ensure that the Central District remains a liveable, walkable district of the city. **I encourage you to vote in favor of the Planning Commission's recommended caps on development.**

Respectfully,

Ron Cyger



## Reese, Latasha

---

**From:** cityclerk  
**To:** Marilyn Buchanan  
**Subject:** RE: General Plan

**From:** Marilyn Buchanan [<mailto:marilyn@ajbenterprises.com>]  
**Sent:** Monday, April 22, 2013 12:50 PM  
**To:** cityclerk  
**Cc:** [DPNAlist@gmail.com](mailto:DPNAlist@gmail.com); Steve Mulheim  
**Subject:** General Plan

To: Mayor Bill Bogaard  
City Councilperson Victor Gordo  
City Councilperson Steve Madison  
City Councilperson Terry Tornek  
City Councilperson Gene Masuda  
City Councilperson Jacque Robinson  
Vice Mayor Margaret McAustin  
City Councilperson Joe Bryant

I'm very sorry that I will not be able to attend the City Council Meeting tonight where you will be discussing the General Plan. As you may know I have spent the last 3-1/2 years working on the current General Plan Committee at the request and appointment by Chris Holden. I believe that he asked me to join this working committee so that I would be able to provide the experiences that Gene and I have had during our years of involvement in Old Pasadena. We began our active participation in the community in 1979 and participated as part of the community in the previous General Plan in 1994 and 2004. We have seen the results of this plan and feel that it proved to be an effective tool in helping Pasadena develop and prosper. We helped take the "skid row" of the old downtown; along with our neighbors, Jim Plotkin, Danny Mellinkoff, Larry Morrison, Francine Tolkin and many others; and build it into the successful District, know throughout the country, that it is today. This prosperity could not have taken place if we had the General Plan that is being proposed as amended by the Planning Commission.

I'm not sure why one small group of people, namely the Planning Commission feel that they should have the power to make changes, particularly ones that are not a benefit to the City of Pasadena for the next Twenty Five years. They spent 3-4 meetings over a one month time period and came up with recommendations that would negate all of the work that the General Plan Update Advisory Committee did, with public input, over the past 3- 1/2 years. Their revisions do not allow for growth, do not take into consideration that 25 years is a very long time; and there were no economic studies done as to how their recommendations would affect the City of Pasadena and most particularly the Central District.

I believe that the General Plan as recommended by the GPUAC, without the changes of the Planning Commission, should be used to conduct an EIR that studies the full range of possibilities and includes all reasonably develop-able properties in all Districts. They should be looking at all of the possible alternatives along with providing current economic studies that will allow for continued growth, both for the infrastructure of the Districts and the economic vitality of the City of Pasadena. We do not need to limit growth with a "plan" we need to allow growth that will enhance and allow our City to flourish. I know that several of the Council members do not want development in their Districts and that is fine if the people living in those districts agree, however, twenty five years is a long time and times changes, ideas change and there should be a plan that allows for those changes. Just think, where will YOU be twenty five year from now, personally I'll be 95 years old, and do I want to impose a rigid plan that doesn't allow changes to be made by the next generation.

The General Plan should allow for development and growth, just because you have a plan doesn't mean it is going to happen. As we have all found out in the past, there were many years when there was no growth at all, during the period 1985-1995, nothing was going on; the economic climate didn't allow for growth, again from 2008-2011, there was no growth. Everyone was just trying to keep the heads above water and keep what they had, that's a total time frame of 14-15 years with no growth. We did survive and the community did come back but what if we had those

restrictions imposed by "the plan", and there is no come back. We want to have a plan that encourages people to development meaningful projects, bring investment into our community and allows for a the next generation to flourish as we have.

Thank you,  
Marilyn Buchanan

**Jomsky, Mark**

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**From:** FRITZFAST@aol.com  
**Sent:** Monday, April 22, 2013 1:29 PM  
**To:** Bertoni, Vince; Bogaard, Bill; Masuda, Gene; Robinson, Jacque; McAustin, Margaret; Jomsky, Mark; Beck, Michael; Madison, Steve; Tornek, Terry; Gordo, Victor; Bryant, Joel  
**Cc:** Fritzfast@aol.com  
**Subject:** What was/is the Purpose?

## What was/is the Purpose?

4.22.13

At the very beginning of this ride, all the City could do was to reach out to all the residents extolling their virtues of wanting the public's input into the formation of the new General Plan update. While very dubious by nature, I along with many others attended quite a few of these public meetings held all over town, believing that the "powers that be" really did want our feelings concerning the direction of our City. That our input was a very valuable part of the General Plan update, always telling us we want your opinion.

Each meeting staff hauled out signs from the prior meetings and 2 issues prominent at every meeting I attended was over-development and too much traffic. Later on I noticed that these issues were being relegated to a small corner on these signs. Now I know why - they don't want folks to think these are a major problem, one that might throw the proverbial monkey wrench into their plans.

The real issue here is the residents of District 4 voted in a Slow Growth advocate, one who is doing what he campaigned on and one we, the residents, expect to be the guiding principal for East Pasadena.

Then came the A,B,C,D plan designed in such a way to promote their cause.

Yet the City has basically spit in our faces, virtually telling us they are going to do what they want, if we don't like it you can always move to another City.

So what was the purpose?

- 1) The City has spent giant gobs of cash on payroll, how much we will never know.
- 2) The City has spent untold thousands of dollars on supplies, never to be recovered.
- 3) The City has used up giant clouds of hot air telling us what to think.
- 4) And now their actions are telling us it was a waste of our time, they are going to do what a trumped up commission recommended following what the powers to be told them they wanted the findings to show.

So again I ask – Just what is the purpose of all this hoopla about public input if they never intended to listen and act upon our wishes???

What is the purpose ????????

Sincerely,

Fritz & Eileen Puelicher

**3204 Milton St.**

**Pasadena, 91107**

**What was/is the Purpose?**

## Jomsky, Mark

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**From:** Don Nanney <dcnanney@earthlink.net>  
**Sent:** Monday, April 22, 2013 3:52 PM  
**To:** Bertoni, Vince; Bogaard, Bill; Masuda, Gene; Robinson, Jacque; McAustin, Margaret; Jomsky, Mark; Beck, Michael; Madison, Steve; Tornek, Terry; Gordo, Victor; Bryant, Joel  
**Subject:** General Plan, East Pasadena Density - April 22 hearing, comments

Mayor Bogaard and City Council Members:

I am writing as a resident of District #4 to state my objection to the increase in density for parts of my district as proposed during the April 8 council meeting.

One of the reasons that my wife and I were attracted to Pasadena, when we moved here years ago, was less density. If we wanted to live where there is more density, we had plenty of choices elsewhere. That isn't what we wanted and we still don't. The proposed increase in density would represent an unwelcome trend in our district that would have adverse impact on our district in terms of traffic and congestion.

Please do not approve the increase in density. Please preserve our quality of life.

Thank you for your consideration.

Donald Nanney  
2090 Canyon Close Road  
Pasadena, CA 91107  
(626) 797-8898  
[dcnanney@earthlink.net](mailto:dcnanney@earthlink.net)

for the record that I have great concern regarding the scope of the General Plan, and in particular, the East Colorado Specific Plan relating to District #4. Slides from the audience view that evening were next to impossible to read from the ceiling monitors, given the reflection of the 6-lamp chandeliers and use of pale yellow-colored font print, affording little to no clarity or assistance to us. What appears to be proposed despite original recommendations is a scheme for our district #4 to increase by three times the plan boundaries, adding a density of 800+ additional units of mixed commercial with some residential living above, sometimes referred to as a live/work area. My guess is that neither Pasadena City Planning Director, Vincent Bertoni, nor any of you will wish to live or shop anywhere remotely near there, much less endure resulting, inevitable traffic congestion—neither historical, healthy, nor inviting.

I heard our Councilman Masuda thoughtfully review and ask why, following a first recommendation by the planning and advisory staff members, changes were made to increase density well beyond 0-1.0, floor area ratio (FAR). In my opinion, doing so would fundamentally alter the character of the area in objectionable ways, beyond congestion and traffic. Another citizen described the situation well: "we don't want to look like Santa Monica." On-street parking is inadequate throughout much of the city and on-site parking for customers and employees (to say nothing of the parking needs of residents above, in a mixed use setting) is very expensive for small business owners and tenants, given the city's limited availability of land parcels, at who knows what possibly untenable cost? Thus begins a list of future potential problems.

When a pure engineering approach to traffic takes hold, the first thing to go is the trees, followed by an almost palpable loss, living-breathing character essence/closeness with nature...and perhaps, the demise of "Tree City" itself? Parking in Pasadena is headache-inducing, as it is. Why add to the parking problems with such great escalation of density? It makes no sense. Like a D.C. bureaucrat, once elected whose memory begins to fade as to what is in the heart of the country/his constituents, waving his finger of "power" absently; not living at all content in a honeycomb berth of a place in perhaps, Georgetown.

Then, we witnessed the nightcap of the evening in the form of a shrill-voiced Ms. Fosselman directly demeaning Councilman Masuda that he should stay in his own district and mind his own business, which is exactly what he is doing on behalf of the residents of District #4 who elected him. I know this occurred, although it is not on the video record of the meeting. Indeed, it is very curious that Ms. Fosselman, when running for the office now occupied by Councilman Masuda, assured us when asked, of favoring lower density in District #4, but now she seeks greater density. Who is she serving now? Certainly not District #4! The fact is not lost on any of us that the entire City Council gave their support to Ms. Fosselman, but she lost the election to Mr. Masuda, who now speaks for us and has our best interests at heart.

Those on the City Council/Advisory Board who support greater density – in conflict with the historical character of the area plans originally drawing us to become Pasadeans –risk losing credibility and support among the residents (voters). In a meeting where every wall was lined to the max with standing residents, I was not the only person present of that opinion. Having worked hard in our continuing, respective careers, we chose to move to Pasadena because of its character. Please preserve it. Or, sadly, like friends Wayne Pepler and John Clute, activity and actively-driven former residents of the east Mountain Street District, who moved to another CA county and lovely home- finding a rich hierarchy of values, more will follow. "Governing social forces couldn't be reversed--enough of hitting the wall there", Wayne said.

Sincerely, Barbara Nanney (2090 Canyon Close Rd., Pasadena 91107, 626-797-8898)

# GENERAL PLAN ENVIRONMENTAL IMPACT REPORT



Monday, April 22, 2013

DOWNTOWN  
PASADENA  
NEIGHBORHOOD  
ASSOCIATION

Mayor Bill Bogaard  
Pasadena City Council  
Jacque Robinson  
Vice Mayor Margaret McAustin  
Joel Bryant and John J. Kennedy  
Gene Masuda  
Victor Gordo  
Steve Madison  
Terry Tornek

P.O. Box 967  
Pasadena, CA 91102  
26-539-3762  
DPNAlist@gmail.com

The Downtown Pasadena Neighborhood Association ("DPNA") desires to improve the specificity of its April 8<sup>th</sup> recommendations regarding the revision of the General Plan.

**RECOMMENDATION: "Full FAR" + "Jobs/Housing Balance" Alternatives; SFO=3.0; Form-Based Code**

The action before the city council concerns the Environmental Impact Report, which will gather facts and make a quantitative analysis of various policy options. The decisions on those options should be made based on the results of the EIR, and not at this stage, before results are known. A FULL range of alternatives will provide the Council with the information needed to intelligently set Central District & South Fair Oaks development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play.

Therefore, in order to support the core values of the DPNA as stated on April 8<sup>th</sup>, and following the same rationale presented in that letter, we urge that:

1. **A "Full FAR" Alternative.** City should conduct an EIR that includes an alternative in which all reasonably developable (non-historic) properties in the Central District & South Fair Oaks are actually developed up to the draft FARs.
2. **A "Jobs/Housing Balance."** A second alternative (below the "Full FAR" alternative) should examine a "Jobs/Housing Balance" scenario, in which the current 1.87 ratio is not degraded.
3. **Maintain Central District FARs.** Proposed FARs in the Central District should not be lowered except to provide a 500ft buffer from the 210 freeway. Any FAR decreases should be offset with increases elsewhere in the CD.
4. **3.0 in SFO.** Accept GPUAC's recommendation to increase FARs to 3.0 in South Fair Oaks.
5. **Form-Based Code.** A definite commitment be made to implement a Form-Based Code for the Central District by including it in the Implementation Section of the General Plan.

Sincerely,  
Downtown Pasadena Neighborhood Association

Attached: April 8<sup>th</sup> letter with key sections highlighted for re-reading.

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



## DOWNTOWN PASADENA NEIGHBORHOOD ASSOCIATION

P.O. Box 967  
Pasadena, CA 91102  
626-539-3762  
DPNAlist@gmail.com

Board of Directors:  
elected 5/17/12

Jonathan Edwards,  
President

Andy Eiters,  
Secretary

Christine Fedukowski

Greg Gunther,  
Vice President

Joao Huang-Anacleto

Gale Anne Hurd

Richard Kim

Amy Korn

Patty Liao

Jim Predergast

Wesley Reutimann

Marsha Rood

Patricia Roughan,  
Vice President

Joy Selby

Mark Smutny

Brian Wallace

Fried Wilson

Mary Winton

Karen Yook

Sunday, April 07, 2013

April 8th - For Review

Mayor Bill Bogaard  
Pasadena City Council  
Jacque Robinson  
Vice Mayor Margaret McAustin  
Joel Bryant and John J. Kennedy  
Gene Masuda  
Victor Gordo  
Steve Madison  
Terry Tornek  
City Manager Michael Beck  
City of Pasadena Planning Department  
Vince Bertoni  
Scott Reimer  
Director of Public Health, Dr. Eric Walsh  
Principle, The Planning Center, Woodie Tescher

The Downtown Pasadena Neighborhood Association (“DPNA”) has been following with great interest the revision of the General Plan. Our neighborhood is at stake.

The 1994 General Plan set into motion a transformation of our neighborhood that is less than halfway complete. We believe that areas of Downtown Pasadena are under-performing in terms of contributing to an active, vibrant urban pedestrian neighborhood. They hold great potential to be transformed.

The DPNA’s core values fully support that transformation:

- Walkability — a sustainable city designed for pedestrians, cyclists, and public-transit users.
- Urban Revival — a return to a traditionally dense “downtown” City Center as the place of greatest vitality & activity.
- Economic Vitality — In an urban setting, local businesses function as public space, as an extension of residential private spaces. Therefore, the economic vitality of local businesses directly impacts residential quality of life.
- Commercial & Residential Coexistence — Downtown Pasadena is both a residential and a commercial area, and a mix of uses in proper balance is desirable.
- Great Public Spaces — a public built environment (including privately-owned businesses) that engages people in *activities*, encourages *social interaction*, is *accessible*, and is *comfortable & pleasant*.
- A Sense of Place — a city with a unique identity, firmly grounded in respect for its history, with a clear vision and resolve for continued *bold progress*.

However, while this 2013 draft revision reaffirms that transformation *in principle*, the proposed development levels are less than in 1994, some FARs are too low, and the result is a plan that may be insufficient *in practice*.



# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



DOWNTOWN  
PASADENA  
NEIGHBORHOOD

More specifically:

## 1.A "Full FAR"

Alternative in which all reasonably developable properties in the CD & SFO are actually developed up to the draft FARs.

2. A "Jobs/Housing Balance." scenario, in which the current 1.87 ratio is not degraded.

By curbing urban revitalization through insufficient development levels in the Central District and South Fair Oaks, and by designating some areas as "medium-density" when they should be "high-density," the Draft General Plan does not go far enough in encouraging and promoting urban regeneration that is consistent with a pedestrian-oriented and sustainable neighborhood.

### **RECOMMENDATION: Increase development levels & FARs in the Central District & South Fair Oaks.**

We should not stop or slow the transformation of our Downtown neighborhood by unnecessarily limiting positive change.

Therefore, in order to support the core values of the DPNA as stated on pg. 1, we urge that:

1. The EIR study development levels that are significantly higher (both residential and commercial) in the Central District.
2. The proposed FARs in the Central District not be lowered except within 500 feet of the 210 Freeway. Any decreases should be offset with increases elsewhere in the CD.
3. The EIR study a substantially greater increase to the number of residential units and commercial space in the South Fair Oaks Specific plan, and an increase of FARs to 3.0.
4. A definite commitment be made to implement a Form-Based zoning code for the Central District by including it in the Implementation Section of the General Plan.

### **RATIONALE: Why do we think that the proposed development levels and FARs are too low? Against what indications are we comparing them to?**

1. **Because the proposed development levels are lower than they were in 1994.**<sup>1</sup> We believe that the transformation of our neighborhood is at the less than halfway point. Development will continue to be the transformation engine, tempered by a Form-Based Code, that will produce desired change.
2. **Because reducing allowable development shows a *diminishing commitment to actually achieving* the goals and principles that were so clearly affirmed by the community.**
3. **Because commercial development is on its way to reaching its limit within the first 5-8 years of a proposed 20-year plan.** This has been determined by simply adding up the projects that are already proposed and in progress, and then comparing that total to limit of 3,100,000 commercial square feet. By way of example, a *single* project that is currently under consideration at the Parsons site would consume a full 1/3 of the 20-year commercial allotment for the entire Central District.<sup>2</sup>

<sup>1</sup> 1994: **5,395** Residential Units in CD+SFO; **7,767,000** Commercial Sq Ft in CD+SFO.  
2013: **4,350** Residential Units in CD+SFO; **3,100,000** Commercial Sq Ft in CD+SFO.

<sup>2</sup> The Parsons infill project will likely consume 1,000,000 square feet.

Joao Huang-Anacleto  
Gale Anne Hurd  
Richard Kim  
Amy Korn  
Patty Liao  
Jim Predergast  
Wesley Reutimann  
Marsha Rood  
Patricia Roughan,  
Vice President  
Joy Selby  
Mark Smutny  
Brian Wallace  
Fried Wilson  
Mary Wynton  
Karen Yook

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



DOWNTOWN  
PASADENA  
NEIGHBORHOOD  
ASSOCIATION

P.O. Box 967  
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Dao Huang-Anacleto

Deale Anne Hurd

Richard Kim

Tommy Korn

Wally Liao

Jim Predergast

Vesley Reulmann

Marsha Rood

Patricia Roughan,  
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David Wilson

Barry Wynton

Karen Yook

4. **Because the proposed development levels will degrade the jobs/housing balance in the Central District.** Academics have pegged the ideal balance of jobs-to-residential units as 1.50.<sup>3</sup> Aberrations from that balance will limit the achievement of the core values listed on pg. 1. Increased commuter traffic congestion and pollution will result. **Too many daytime office workers and not enough residents mean that the streets and sidewalks will be bustling during the daytime, but empty, unwelcoming, and possibly unsafe after 6 p.m.** Rationale #3 above argues that commercial opportunities and development levels may be artificially low; this point implies that residential levels must be increased 2 or 3-fold in order to maintain the right balance between jobs and housing.<sup>4</sup>

5. **Because of the economic and fiscal impact analysis.** Do the city's fiscal obligations exceed the economic benefits produced by the development levels that have been proposed?<sup>5</sup> Given shortfalls in General Fund revenue over the past several years, the City will benefit by replacing sales & property tax revenues that have been lost.<sup>6</sup> Those tax revenues fund services for all its citizens, including police, fire, libraries, parks, tree trimming, street cleaning, road repair, etc. The economic analysis that the planning department conducted determined that General Plan scenarios with higher development levels yield higher net surpluses for the General Fund.

Land use decisions and development levels should not be made for the *sole* purpose of yielding surplus funds for the budget. However, it would be imprudent to *prematurely foreclose* at this EIR stage economic benefits that would be obtained through higher development levels and FARs. Moreover, higher development levels are expected to have multiple benefits such as furthering the walkability and place-making core values as outlined on pg. 1.

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<sup>3</sup> Los Angeles Business Council Institute, "*Building Livable Communities - Enhancing Economic Competitiveness in Los Angeles.*" 2012, pg. 10.

<sup>4</sup> For more on the jobs-housing balance, see the letter submitted by Marsha V. Rood to the Pasadena City Council, dated April 3, 2012. According to Stanley R. Hoffman's report, "*Projected Fiscal Impacts, Pasadena General Plan Update,*" commissioned by the City of Pasadena, dated 10/10/2012, the development levels proposed by staff will degrade the jobs/housing balance from 1.87 to 2.10.

<sup>5</sup> Stanley R. Hoffman's report, "*Projected Fiscal Impacts, Pasadena General Plan Update,*" commissioned by the City of Pasadena, dated 10/10/2012, projected that the recurring annual surplus for the Proposed General Plan is \$13,150,000 in year 2035.

<sup>6</sup> According to the Economic Development Strategic Plan, the city lost 11 auto dealerships over the past 10 years, and has seen the "Destination Retail" status of Old Pasadena threatened by the emergence of copycat "Lifestyle Centers" such as The Grove, The Americana at Brand, the addition to the Arcadia Westgate, etc. The effect of this emerging competition on sales tax revenue may be reflected in the chart labeled "Sales Tax Growth Rates" (pg. 6), which shows that Pasadena's emergence from the recession has lagged significantly *behind* the county and state growth rates, particularly in the last 6 quarters. Recently, the closure of the Avon distribution plant in East Pasadena also significantly worsened the sales tax revenue situation.

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



## DOWNTOWN PASADENA NEIGHBORHOOD ASSOCIATION

P.O. Box 967  
Pasadena, CA 91102  
626-539-3762  
DNPNAlist@gmail.com

Board of Directors:  
elected 5/17/12

Jonathan Edwards,  
President

Andy Efters,  
Secretary

Christine Fedukowski

Greg Gunther,  
Vice President

Leo Huang-Anacleto

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Richard Kim

Tommy Korn

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Vesley Reutimann

Aarsha Rood

Patricia Roughan,  
Vice President

Joey Selby

Mark Smutny

Christian Wallace

Richard Wilson

Barry Wynton

Karen Yook

Because walkable urban neighborhoods with an authentic sense of place are *desirable* and increasingly in *demand*,<sup>7</sup> improving walkability and transforming our streets and blocks into great “Places” will provide a substantial economic benefit which, in turn, will redound to the General Fund. This will happen most effectively if the development levels and FARs, in combination with creating a quality built and natural environment, are sufficient.

6. **Because the City Council is the only body charged with responsibility for the city’s fiscal health.** All the advisory bodies that have weighed in on the General Plan (e.g. ---the Planning Commission, GPUAC, and the Transportation Advisory Commission) do not have the city’s fiscal health within their purview. Therefore, the City Council should take their recommendations into consideration in view of its responsibility for the city’s fiscal health.

7. **Because the proposed development levels and FARs lag behind historical growth rates and statistical predictions.** A study that was specifically commissioned for this General Plan update revealed that all the development levels and FARs that were ever proposed<sup>9</sup> lag behind both the SCAG and the 40-year historical job growth rate predictions.<sup>10</sup>

8. **Because the proposed development levels and FARs lag significantly behind case studies of similar cities that are transforming their city centers based on planning for people and places.**<sup>11</sup> In spite of numerous planning documents and policies over the past two decades, Pasadena continues to implement an auto-oriented infrastructure for our Downtown/Central District, creating a pedestrian-hostile environment.

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<sup>7</sup> See Leinberger, Christopher and Doherty, Patrick C., “*The Next Real Estate Boom.*” The Brookings Institute, November 2010, <http://www.brookings.edu/research/articles/2010/11/real-estate-leinberger> and Becker, Sofia, Bernstein, Scott, and Young, Linda, “*The New Real Estate Mantra: Location Near Public Transportation.*” March 2013. Report commissioned by the American Public Transportation Association in partnership with the National Association of Realtors.

<sup>9</sup> During the early stage of the General Plan Update, four alternatives were developed. *All four alternatives* proposed commercial development levels that were insufficient and stunted in comparison with historical growth rates, SCAG predictions, and case studies. The relative difference between Alternative “B” and “D” was insignificant; it was a false comparison. See appendix B for a demonstration of that fact.

<sup>10</sup> Pg. 46, Exhibit II-7. *Market and Fiscal Impact Evaluations of Proposed General Plan Growth Alternatives, Pasadena Central District*, report conducted by Robert Charles Lesser & Co and Christopher B. Leinberger of the Brookings Institution, January 20, 2012.

SCAG County Job Growth Rate:

**8,518** Residential Units in CD+SFO; **3,407,000** Commercial Sq Ft in CD+SFO

40-year Historical County Job Growth Rate:

**14,918** Residential Units in CD+SFO; **5,962,000** Commercial Sq Ft in CD+SFO

<sup>11</sup> *Ibid.*

Arlington, Virginia analog:

**19,318** Residential Units in CD+SFO; **13,360,000** Commercial Sq Ft in CD+SFO

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



DOWNTOWN  
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NEIGHBORHOOD  
ASSOCIATION

P.O. Box 967  
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Aarsha Rood

Patricia Roughan,  
Vice President

Ray Selby

Mark Smutny

Brian Wallace

David Wilson

Gary Wynton

Aren Yook

9. Because the Greater Los Angeles region is rapidly improving its regional rail network. Pasadena should not ignore its context within the greater Los Angeles region, particularly in regards to transportation. Greatly enhanced Gold Line connections will come on-line during the life of this General Plan (e.g. extension of the Gold Line eastward, the Downtown Connector, LAX connections, the Expo Line, the Purple Line, and other Measure R projects). The proximity of the Central District and South Fair Oaks to its increasingly viable (and therefore valuable) four Gold Line Stations demands increasing the opportunity to build for living, working, and playing next to these Gold Line stations.

In addition to advocating increased development levels and FARs, the DPNA urges the implementation of **Form-Based Code**. Pedestrian activity—the vitality of people—is extremely sensitive to good *design*. Just adding buildings or people where there are parking lots is not sufficient; those buildings must be designed so that they relate to the street and to the surrounding buildings in a manner that encourages pedestrian activity and compatibility. For this reason, the DPNA also advocates for a Form-Based Zoning code and other tools and policies that foster good *design*. The General Plan should go beyond simply “exploring” the possibility of Form-Based Code. It should *commit* to actually *implementing* it.

Sincerely,

Downtown Pasadena Neighborhood Association

Attached:

**Appendix A:** A demonstration that the transformation of our neighborhood is less than half-way complete. Photos of areas in Downtown Pasadena that should be incentivized for pedestrian-oriented infill development. To zoom in on photos, or to view in color, please go to:

<https://www.facebook.com/media/set/?set=a.346850245384307.71499.207126989356634&type=1&l=bf467c2ae3>

**Appendix B:** Excerpts from the RCLCO/Christopher Leinberger report.

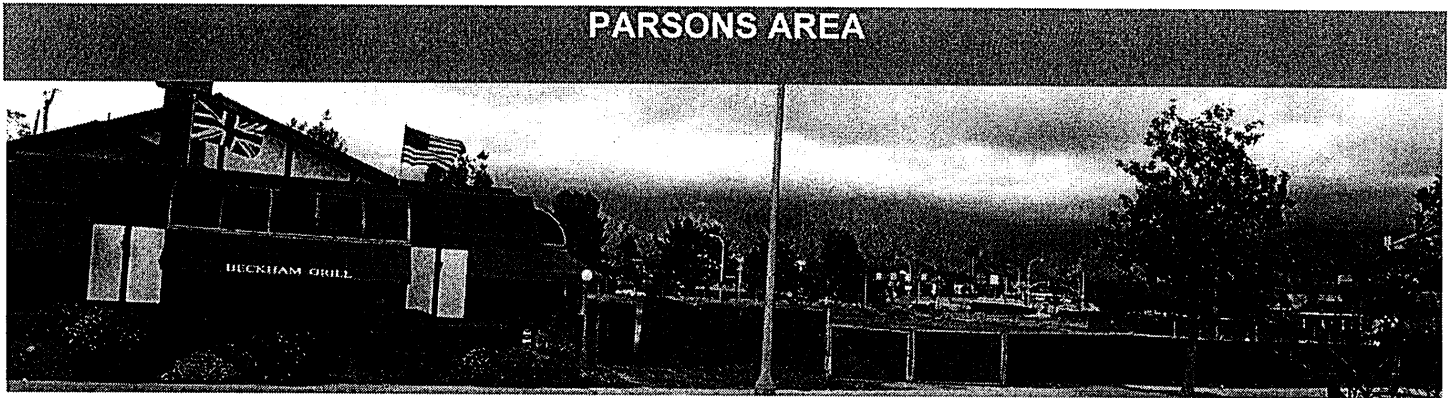
TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

## **APPENDIX A**

**Photos of areas in Downtown Pasadena that should be incentivized for  
pedestrian-oriented infill development**

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

AREAS WHERE TRANSFORMATION AWAITS



**Walnut & N Fair Oaks – Looking North.** This parcel is within 500 ft. of the 210 Freeway and should be designated for commercial, not residential development. The Residence Inn proposed for the right side of this parcel is acceptable (if the design for the ground floor is modified to better engage pedestrians) but not ideal.



**Parsons lot at Walnut & Fair Oaks –** The proposed project for this single site would consume 1/3 of the 20-year development level for the entire Central District, unless the development levels are increased per our recommendation.



**Walnut & Raymond – Midblock, looking NW toward St Andrews.** Marston's is to the right; Memorial Park is across the street.

# TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

## WALNUT

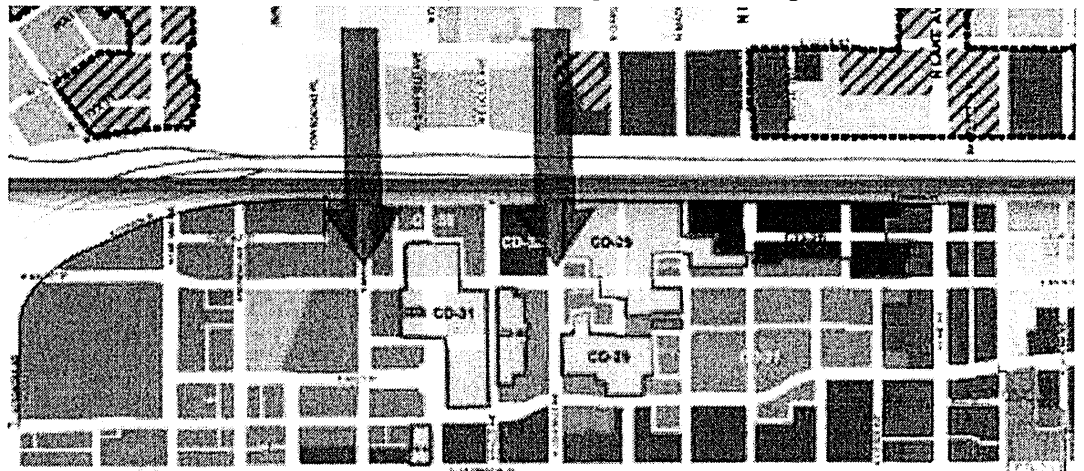


**N Marengo Ave (between Corson and Walnut) – Opportunity for a high density office complex with neighborhood services such as dry cleaning, insurance office, etc. on the ground floor. Freeway adjacent.**



**Intersection of Walnut & Los Robles – The north half of this intersection, which consists of the pictured Arco, and, on the northwest corner, a large surface parking lot and parking garage for Kaiser Permanente, deadens and negates the attractive Congregational Church and Westin hotel, which lead into the Fuller Seminary and the Civic Center.**

**Marengo & Los Robles are “gateways” to Downtown Pasadena.** These streets are natural entry points for residents who live in the Villa Park area, north of the 210 freeway, to walk to destinations within Downtown Pasadena. Input from the community emphasized that the 210 freeway acts a ‘dividing line’ that should be mitigated. That “210 barrier” is not simply a function of the freeway; it is also due to the poor building and street design of the corridors between Walnut Ave and the 210 Freeway. All the streets with bridges crossing the 210--Fair Oaks, Marengo, Los Robles, El Molino, and Lake Ave--are hostile to pedestrians and cyclists because of high traffic volumes and generally uninteresting building facades or parking lots that are oriented to cars, not people.





TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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Walnut & Madison



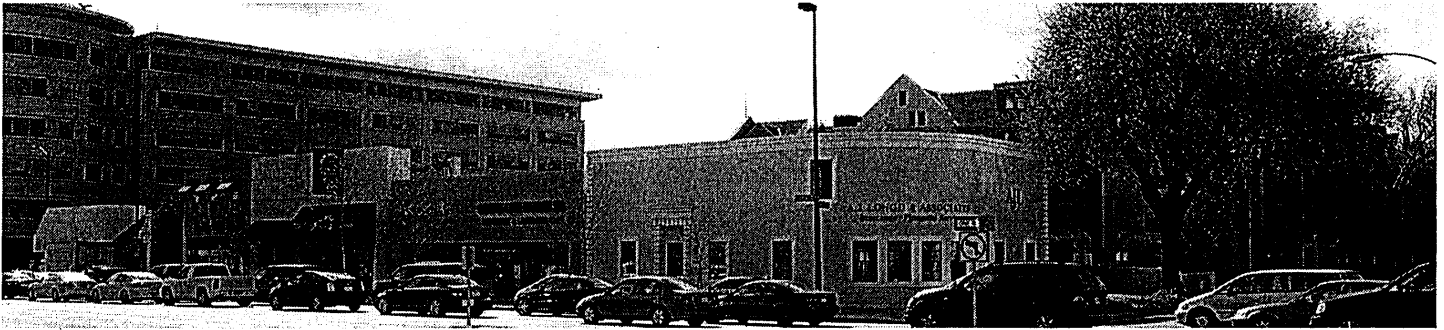
Lake & Colorado – Midblock, looking east.



Lake & Union – Looking South towards Colorado Blvd. This pedestrian-hostile route is the one that Gold Line riders who use the Lake Ave station are forced to endure.



TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

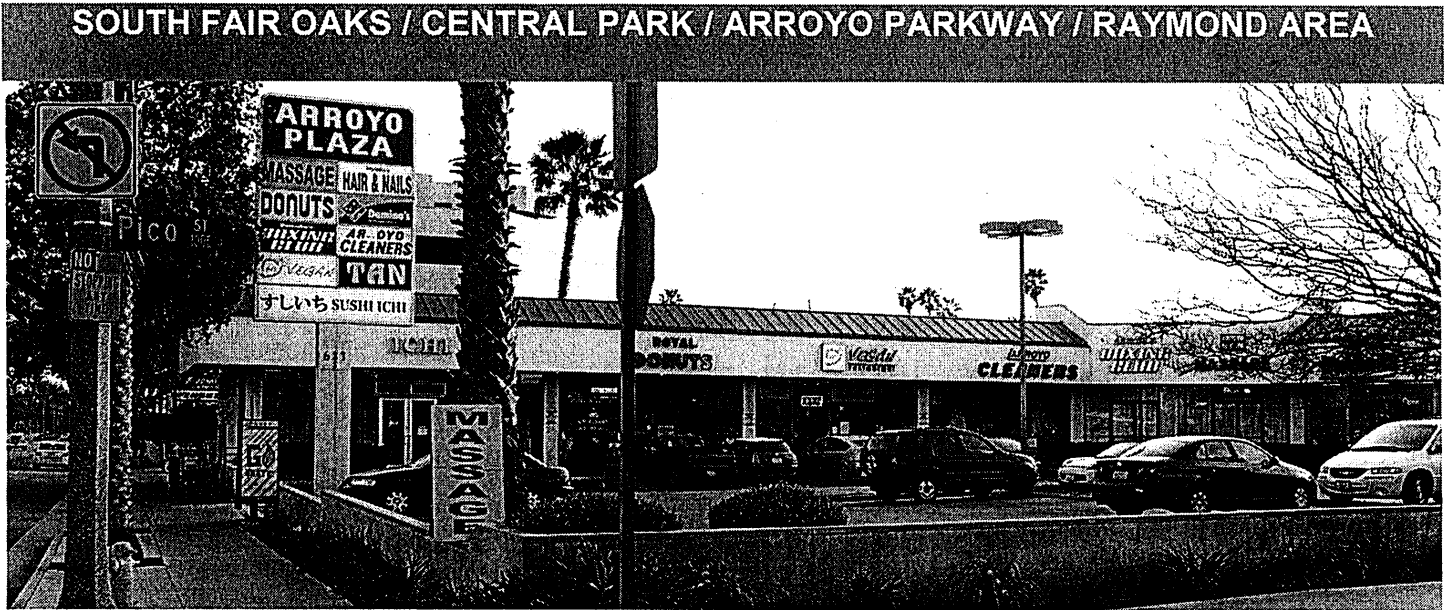


**Lake & Walnut – Looking West.** These single-story shops are pedestrian-orientated and engage the sidewalk correctly but, since they are near the Lake Ave Gold Line station and are not architecturally significant buildings, they could be replaced with or adapted into multi-story mixed-use buildings that would add residents or workers who would generate more activity on the sidewalks, and yield greater benefits to the city.



**Lake & Walnut – Looking east (top) and north (bottom).** The Ralphs grocery store is an important amenity for the neighborhood, but the large surface parking lot that faces the sidewalk is oppressive.

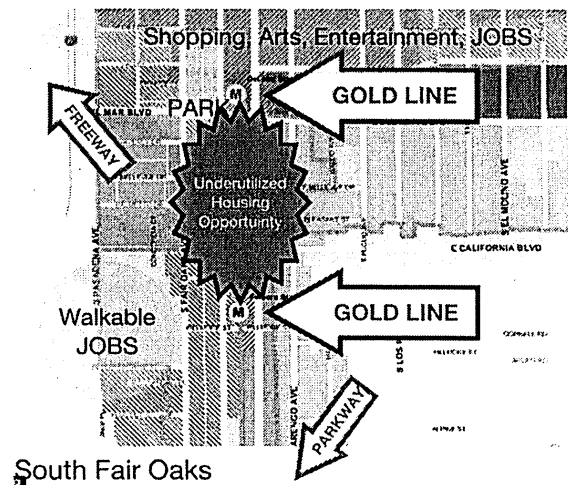
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**Arroyo Parkway & Pico** – The strip malls that line Arroyo Parkway should be replaced with multi-story mixed-use buildings.

The incredible potential of South Fair Oaks Situated between two closely-spaced Gold Line stations, Fillmore and Del Mar, and with easy on/off access to both the 110 Freeway and the 134/210 Freeways, the South Fair Oaks / Central Park / Arroyo Parkway / Raymond corridor is the area of Pasadena (and perhaps the entire San Gabriel Valley) that is most connected to the entire Southern California transportation network.

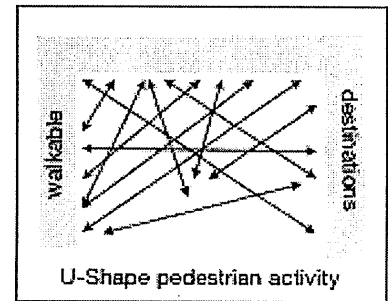
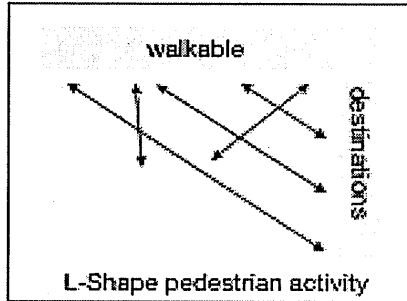
In addition, it is surrounded by Trader Joes, Whole Foods, Vons, Huntington Hospital, and a host of other neighborhood amenities, with Central Park, Del Mar Station, and Old Pasadena directly to the North. Furthermore, the South Fair Oaks/Central Park/Arroyo Parkway/Raymond corridor has many vacant and underutilized properties, with some key historic buildings (i.e. Royal Laundry, antique stores, the Union Garage Building/former Maserati dealership), which provide great infrastructure for creative development and reinvestment. And, poor air quality is not a concern, since the freeway access points are both terminal and therefore do not generate freeway-quantities of smog. Therefore, this corridor is a prime location for residential living.



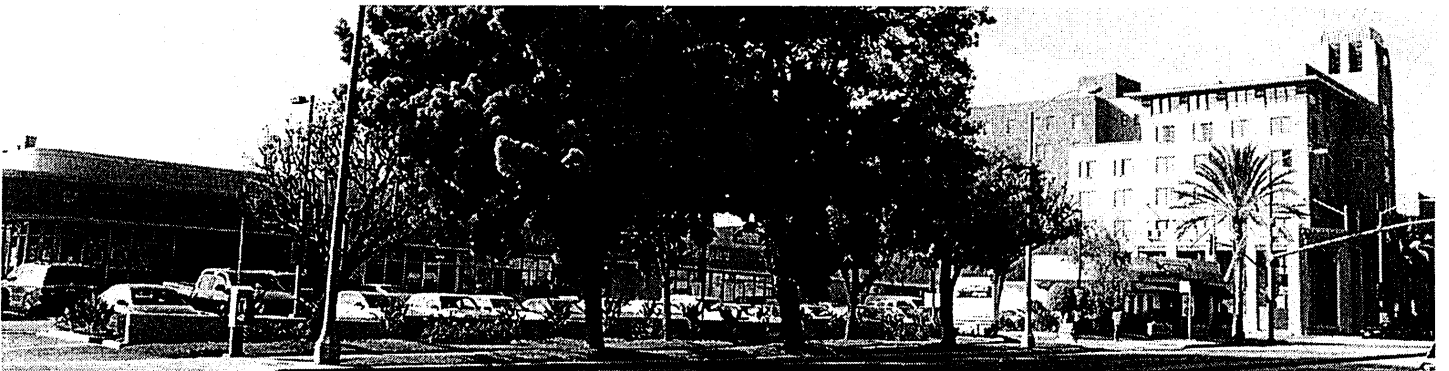
While there is potential with the right planning and investors, currently SFO comes nowhere near its full potential, especially with respect to attracting higher level of use by residents & visitors. The existing self-storage, cold storage, antique shops, and low-density office & industrial buildings, of great opportunity for adaptive reuse and re-imagining. The “suburban” strip-malls need to be completely reconfigured or demolished, offering opportunities for the highest density. If this area were filled with high quality, higher-density residential properties (for all income and demographics) and workers, that would generate positive economic benefits and pedestrian street life that would benefit all of Downtown Pasadena, with fewer negative impacts than if growth were placed elsewhere.

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

**Why South Fair Oaks and the Central District are inter-related.** Creating more “walkable destinations” in South Fair Oaks would transform the primary commercial zones in Downtown Pasadena from an “L-shape” (Colorado Blvd + Lake Ave) to a “U-shape” (Arroyo Pkwy/Fair Oaks + Colorado + Lake Ave). A U-Shape promotes pedestrian street life by providing “destinations” in all directions, rather than in an L-shape. The activity created by residents & workers who would likely walk up Raymond Ave in order to get to destinations within Old Pasadena, would be particularly beneficial to Central Park, which currently feels deserted and unsafe at night.

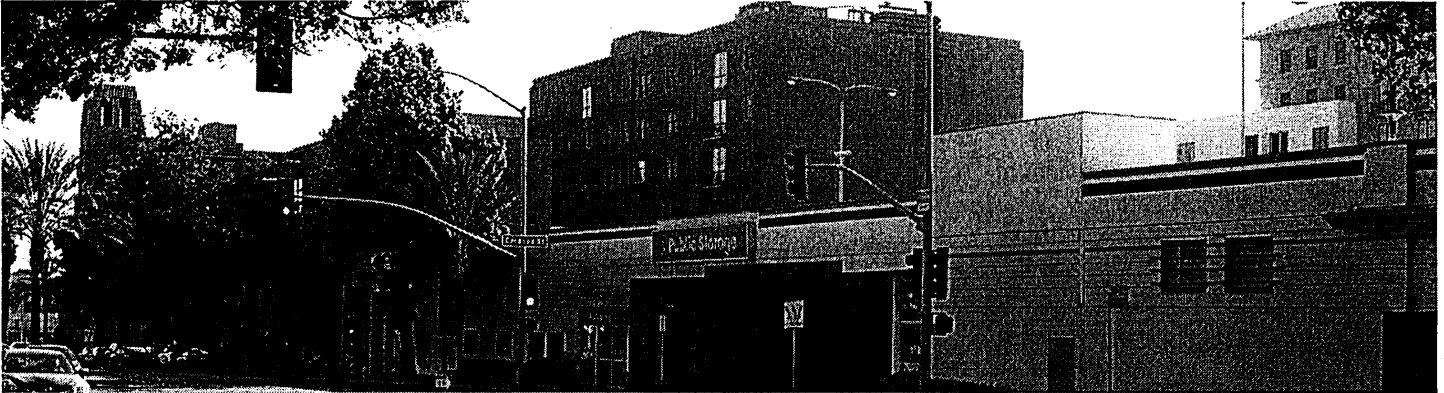


**Arroyo Parkway & Fillmore** – Prime location for very-high-density mixed-use residential/office, as this location is literally <100 feet from the Fillmore Gold Line Station. FARs should be increased to 3.0.



**Arroyo Parkway & Del Mar**—The retail establishments storefronts should be brought to the sidewalk, with 5+ stories of offices or residential units above. Activating the pedestrian traffic on the Arroyo Parkway sidewalks should encourage the ground-floor units of the former-Archstone complex, which were intended to be “Live/Work” units to actually be used as such (with attorneys/CPAs/other professionals hanging a ‘shingle’ outside their units and inviting walk-in traffic). This may also be an opportunity to re-design this project, which is now acknowledged to have many design flaws.

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE



**Arroyo Parkway & Cordova**—A pedestrian & bike right-of-way/easement should be created between Arroyo Parkway and Raymond Ave, at Cordova, since Cordova is being designated as bike thoroughfare, so that pedestrians & cyclists can go directly into Central Park, rather than making a detour down to Del Mar or up to Green Street. The Public Storage building offers a great opportunity for adaptive re-use and a higher use (an addition of upper floor residential, creative office space, or flex space). Its current use is a poor use of land in our urban core, which is so close to the activity in Old Pasadena and the public amenity of Central Park. We must incentive change on these parcels.



**Arroyo Parkway & California**—Pasadena should prepare for a future in which people may have to ration resources in ways that are very different than the era of cheap and abundant fossil fuels. The rise in gas prices and advent of the electric car will likely free up many busy intersections as fewer gas stations are needed. It also seems possible that automated/driverless cars may become commonplace over the next 20 years, the lifespan of the General Plan. Driverless cars could have a radical impact on our land use, because the ability to “whistle” for a car at the time of need will greatly decrease the need for large parking lots. Changes in Energy Supply/Demand plus Technology advances all point to more compact land use than we currently have.

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

For further reading on driverless cars and the implications for land use, please see:

- The Atlantic: *"Driverless Cars Would Reshape Automobiles \*and\* the Transit System"*  
<http://www.theatlantic.com/technology/archive/2012/09/driverless-cars-would-reshape-automobiles-and-the-transit-system/262953/#>
- Robocar Parking: <http://www.templetons.com/brad/robocars/parking.html>



Arroyo Parkway & California—FARs should be increased to 3.0.



Raymond Ave & California—FARs should be increased to 3.0.



Raymond Ave & California—Looking north. At the right of the photo is the Disney Story/Royal Laundry building. The U-Haul lot and storage facility is across the street.



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Raymond Ave & California—Looking south. FARs should be increased to 3.0.

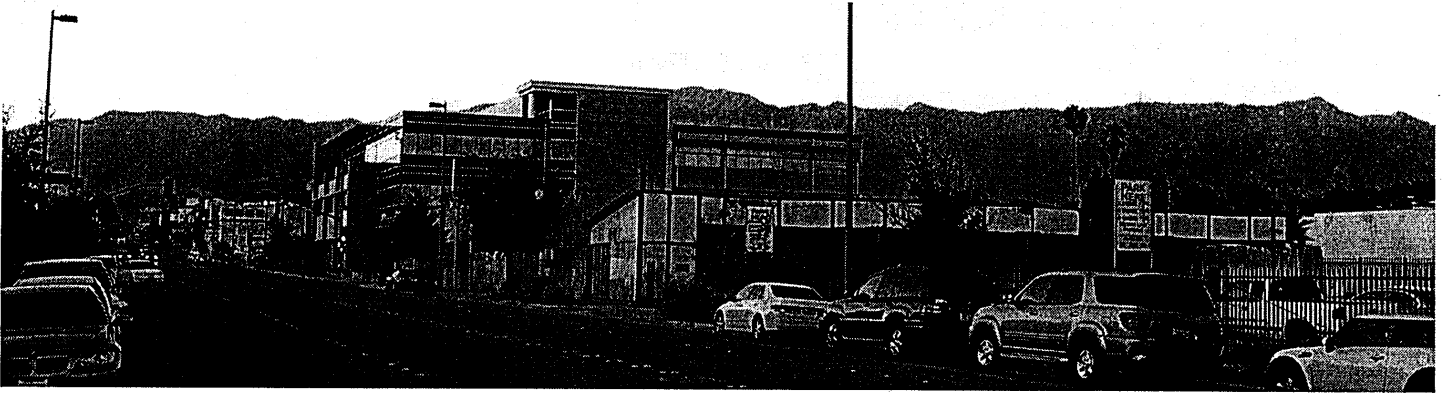


Raymond Ave & California—Looking east.



Raymond Ave—South of California. Despite being adjacent to the Fillmore Gold Line station, these properties are industrial. The “Bio-Tech” vision of the last several decades never emerged.

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Raymond Ave—Looking north from Fillmore Ave.



Raymond Ave—This dilapidated property is immediately adjacent to the Fillmore station.



Fillmore Ave—Facing S Fair Oaks Ave.

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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Fair Oaks—The Playfair lot and adjoining property which face S Fair Oaks Ave.



Fair Oaks—Burger King facing Fair Oaks. North of this property is the former Monty's (now a parking lot) and Grandview Palace, which will likely be a medical office building at some point.



TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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## APPENDIX B

EXCERPT/ADAPTATION FROM the RCLCO / LEINBERGER REPORT

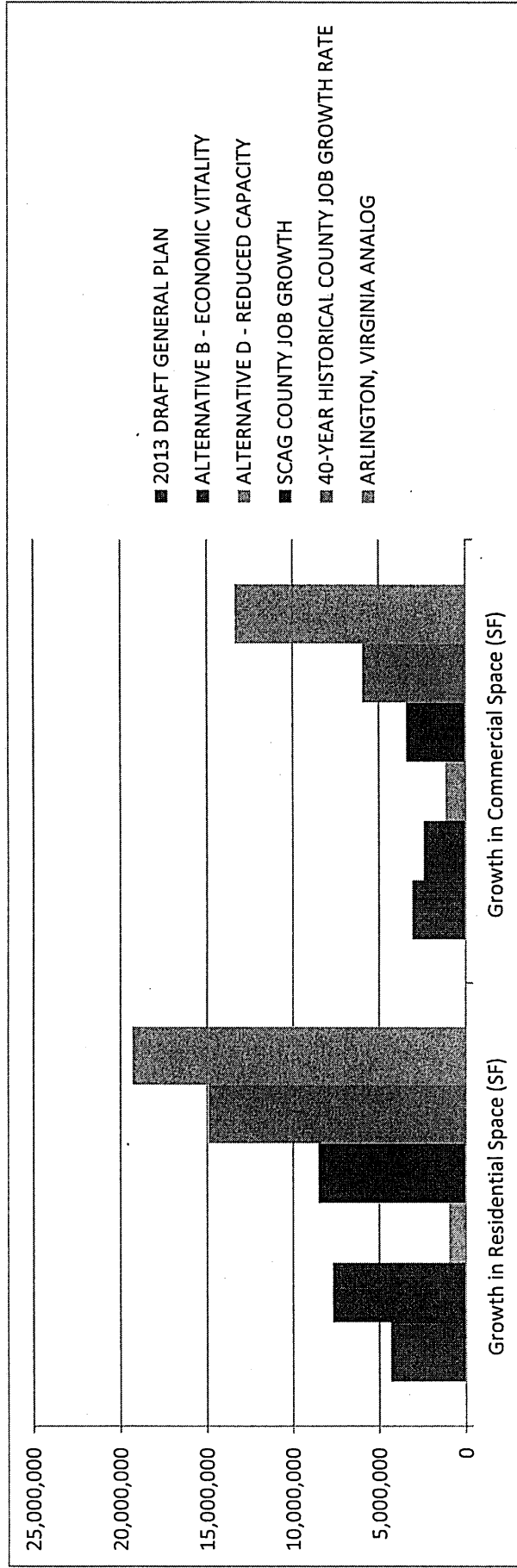
Updated to reflect April 2013 Development Levels in Draft Plan

*Market and Fiscal Impact Evaluations of Proposed General Plan Growth Alternatives, Pasadena Central District*, report conducted by Robert Charles Lesser & Co and Christopher B. Leinberger of the Brookings Institution, January 20, 2012.  
Commissioned by the Old Pasadena Management District and the Playhouse District Association.

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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# STATISTICAL COMPARISONS & ANALYSIS

**Exhibit II-7**  
**COMPARISON OF PROJECTED INCREMENTAL GROWTH, 2010- 2035**  
**TREND-BASED GROWTH VS. GENERAL PLAN ALTERNATIVES CBD AND SOUTH FAIR OAKS SPECIFIC PLAN AREAS,**  
**PASADENA, CA DECEMBER 2011 [updated by DPNA April 2013 to add 2013 Draft General Plan data]**



Scenario	New Residential Units	Growth in Residential Space (SF)	Growth in Commercial Space (SF)
2013 DRAFT GENERAL PLAN	4,350	4,350,000	3,100,000
ALTERNATIVE B - ECONOMIC VITALITY	7,693	7,693,000	2,428,000
ALTERNATIVE D - REDUCED CAPACITY	969	969,000	1,157,000
SCAG COUNTY JOB GROWTH	8,518	8,518,000	3,407,000
40-YEAR HISTORICAL COUNTY JOB GROWTH RATE	14,918	14,918,000	5,962,000
ARLINGTON, VIRGINIA ANALOG	19,318	19,318,000	13,360,000

NOTE: Assumes an average size of 1,000 square feet for the residential units. SOURCE: City of Pasadena; RCLCO  
Adapted from chart / table on pg. 46 of the original report.

Jim and Dawn O'Keeffe  
1033 North Mentor Avenue  
Pasadena, CA 91104

April 22, 2013

Margaret McAustin  
City Council Member

Dear Margaret,

Enclosed is the petition letter from North Mentor residents between Mountain and Washington with an overwhelming majority of signatures from the property owners in the neighborhood. The only ones missing are people who were not at home.

We support the planning staffs recommendations to retain the restricted commercial, low density zoning that is in the specific plan for North Lake between Orange Grove and Mountain for the new general plan.

However, we are asking you, Margaret, as our representative, to request an amendment for the area of Lake adjacent to the Bungalow Heaven Neighborhood Landmark District, between Mountain and Washington. This amendment would be to set aside, out of the new general plan for one month, this area between Mountain and Washington, allowing us to meet as a neighborhood with planning staff and you, as we **do not support** mixed use or medium density adjacent to our homes.

Thank you for your help with this urgent matter.

Sincerely,

Jim and Dawn O'Keeffe  
Representing North Mentor Property Owners between Mountain and Washington

**Petition to be submitted  
at the meeting**

4/22/2013  
Item 12

Linda Evans

209 South Oakland Avenue, Unit G

Pasadena, CA 91101

Dear City Council,

This letter is to pronounce my dissatisfaction with The City of Pasadena for plans to over develop the 91101 residential zones. The maneuvers for the Oakland, Madison and El Molino will add to and bring about stress in overcrowding of streets and parking areas. This was not in my vision of moving my family to Pasadena area over 35 years ago.

It is also intolerable that the City of Pasadena zoning regulations allow this type of infringement upon its residents who pay taxes, are home owners and are energetic voters invested in our great City.

The mobility element should allow enough parking for our residential units so we can continue to live in an environment we have invested in for years. This should not be an issues or fight to bring regarding investors who want to take advantage of our community's growth. These new apartment structures will take away our rights to ample parking spaces.

Please stand up and do the right things for your homeowners and pay less attention to those who will move in and out and never have a vested interest in the community. We should have the parking spaces required for Homeowners, family and friends.

Make the right decisions for the Homeowner and continue to invest in those who voted you into office and pay taxes to keep our city flourishing. We just ask you to plan our city expansion to meet the needs of your Communities, first.

It may be as simple as "One or Two less Rental Apartment Buildings will satisfy your Voter's requirements" and allow development but not at the expense or inconvenience of your Homeowners.

Respectfully,

Linda Evans

Proud Homeowner of South Oakland, Pasadena, CA 91101

## Reese, Latasha

---

**From:** Marilyn Buchanan <marilyn@ajbenterprises.com>  
**Sent:** Monday, April 22, 2013 2:55 PM  
**To:** cityclerk  
**Cc:** Steve Mulheim  
**Subject:** Consent Calendar - City Council April 22, 2013

To: Mayor Bill Bogaard  
City Councilperson Victor Gordo  
City Councilperson Steve Madison  
City Councilperson Terry Tornek

City Councilperson Gene Masuda  
City Councilperson Jacque Robinson  
Vice Mayor Margaret McAustin  
City Councilperson Joe Bryant

It has come to my attention as a member of the Old Pasadena Parking Meter Zone Advisory Commission that there is an item on the Consent Calendar regarding a "Loan" from the Old Pasadena Parking Meter Funds to the Civic Center Parking Meter Fund. It seems to me that this type of expenditure should have been on the Agenda of the Old Pasadena Parking Meter Zone Advisory Commission and there was no mention of this item. If this loan is made, even though it might be temporary or "short term", it puts the Old Pasadena Parking Fund into a negative position and that does not seem like a very good financial decision. There was no mention of interest on this Loan, the time line for the pay back or any other information that should have been brought to the attention of the Old Pasadena Parking Meter Zone Advisory Commission.

The reason for our scrutiny is that there was a similar "Loan" in the past to the Del Mar Station parking and there is no mention in our Financial Statements of this "Loan" and whether or not it was paid back. That item did not appear in our Financials, kind of hard to follow the money when these items are not reported or shown for all to see, if there is a loan then it should be on the Financial Statement and the pay back should also be recorded and shown for all to see. The Commission is responsible for the approval of the budget, the expenditures and making sure that the Parking Fund is kept in balance, events such as this does not allow us to keep our house in order. I do not believe that it is prudent to have the Old Pasadena Parking Fund in the red to achieve funding in another district, when they do not have the funds. There is a statement in the written request that states "By enabling the City to use Master Lease Equipment financing to reduce the overall cost of acquiring the parking meter equipment, this action supports the City Council's strategic goal to maintain fiscal responsibility and stability", how can that be when it puts another Fund in the Red?

Thank you for your scrutiny.  
Marilyn Buchanan

**Reese, Latasha**

---

**From:** karen <karyook@gmail.com>  
**Sent:** Monday, April 22, 2013 4:21 PM  
**To:** cityclerk  
**Cc:** Downtown Pasadena Neighborhood Association  
**Subject:** Support for the DPNA's position on the General Plan

Karen Yook

729 Locust St #3

Pasadena, CA 91101

415-306-4150

[kyook@caltech.edu](mailto:kyook@caltech.edu)

The Honorable Bill Bogaard, Mayor

Members of the City Council

City of Pasadena

100 North Garfield Avenue

Pasadena, CA 91109

Attn: Mark Jomsky, City Clerk

Subject: Proposed Draft General Plan Update and Draft EIR

Dear Mayor Bogaard and Council Members:

I have been a resident of Pasadena since August 2007. I moved here without a car and to this day still live and work in Pasadena without a car. I rent. I vote. I have no intention of buying a car. I have no intention of buying a house. I have no intention of leaving my job at Caltech in Pasadena. I rely on public transport, car share, cycling, and walking to traverse the city; I shop small, locally, and frequently; I trust my healthcare to local doctors, pharmacies, etc. **I am not a transient resident.**

However, if support for the urban development in Pasadena, that started 35 years ago, is not carried through, I will need to move out of Pasadena, or get a car, or stop shopping locally.

What I need as a local resident to continue my low-environmental impact living in Pasadena are active businesses and fully developed lots. Empty buildings and deserted lots are dangerous for everyone, they add elements of fear as well as just being a general hazard to locals who need to close gates that swing open into the sidewalk

In regards to the GENERAL PLAN, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a WALKABLE URBAN neighborhood.

Please instruct staff to conduct an Environmental Impact Report (EIR) that studies the FULL range of possibilities and includes an alternative in which all reasonably developable (non-historic) properties in the CD & SFO are actually developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to intelligently set CD & SFO development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play.

Sincerely,

Karen Yook Ph.D.

## Reese, Latasha

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**From:** Christopher Cunningham <christophercunningham@outlook.com>  
**Sent:** Monday, April 22, 2013 3:39 PM  
**To:** cityclerk  
**Subject:** RE: Proposed Draft General Plan Update and Draft EIR

Christopher Cunningham  
268 Pleasant Street #6  
Pasadena, CA 91101  
[christophercunningham@outlook.com](mailto:christophercunningham@outlook.com)

April 22, 2013

The Honorable Bill Bogaard, Mayor  
Members of The City Council  
City of Pasadena  
100 North Garfield Avenue  
Pasadena, CA 91109

Attn: Mark Jomsky, City Clerk

I am a resident in the Central District. I am on the steering committee of Northeast Los Angeles Transition (the regional Transition Initiative which includes Pasadena), which is a grassroots organization promoting local economy and environmental sustainability. I am also a member of Downtown Pasadena Neighborhood Association.

I am writing in broad support of the proposals set forth in the Draft General Plan, and recommend that in consideration of staff's hard work, that the Draft EIR be allowed to proceed at a minimum with the recommended development levels for assessment. I also am in support for the D.P.N.A. proposal that given the opportunity for development in the Central District and in South Fair Oaks a "Full FAR" alternative be included in the EIR study, with an FAR of 3.0 alternative for South Fair Oaks. This would be a sensible assessment in the case that certain districts make a strong case against development in their neighborhoods, and still give Pasadena someplace where it can sensibly 'grow' for the next 20 years.

I encourage you to look forward to a city where individual vehicle miles driven are drastically reduced, with marked environmental and health benefits. There is no doubt that fossil fuels are wrecking our planet in a number of ways, not the least of which is climate change. A fair amount of this impact has been attributed to car use. Presently, 40 percent of all vehicle trips are 2 miles or less according to a nationwide transportation survey. Pasadena can do more for our climate footprint and future energy demands by encouraging the right density of population to meet more people's day-to-day needs walking, bicycling, or riding transit within that 1 to 2 mile radius from their homes. To achieve this, the City of Pasadena must promote sufficient residential units be built in proximity to and in tandem with adequate work/shop opportunities.

As pertains to the Central District and South Fair Oaks, there is much potential that has not yet been realized here. From my perspective, I have moderately walkable access to a number of shops and restaurants located



largely to the north and west, from the Whole Foods and Trader Joe's on Arroyo Parkway to the bustling activity of Old Pasadena, but also occasionally make the longer walk or bike over to South Lake Avenue, but there could easily be more going on here. The nearest Metro station is the lovely but very underutilized Fillmore Station, but Del Mar is only a minute or two farther. Most of Arroyo Parkway, Fair Oaks, and Raymond Avenue are so car-centric (fast, loud, and unsheltered) that you seldom see pedestrians venturing there. In regards to both development and mobility, there is a lot that should be done there. As a 'gateway' to Pasadena from the south, the present Arroyo Parkway sorely lacks character, just to give one example.

A final key note, I strongly support Pasadena adopting a Form-Based Code into planning and zoning regulations. A properly implemented Form-Based Code would mitigate many of the concerns at present being voiced by many who live in and near our historic residential districts as well as residents and business owners in close proximity to iconic and historical places, such as the Playhouse District.

Sincerely,  
Christopher Cunningham

## Reese, Latasha

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**From:** Christy A. Cannariato <csr7954@att.net>  
**Sent:** Monday, April 22, 2013 2:25 PM  
**To:** cityclerk  
**Cc:** Gordo, Victor  
**Subject:** Input on Vote for General Plan

Hello,

I cannot attend the meeting tonight. But I would urge the passage of a plan that would support revitalization of the Northwest District. Please support the plan that doesn't put the wealthier parts of Pasadena first on the list and detract funds from this district.

A "walkable city" to us in the Northwest District means something very different than to those in the Downtown/Central District. We want to be able to walk around and feel reasonably safe from crime and have our neighborhoods free from blight. Let's work on this area so we can get rid of the vacant stores and vacant homes that attract crime and drag property values down and discourage business growth.

Thank you for your time.

Christy Cannariato  
984 N Hudson Ave  
District 5

## Jomsky, Mark

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**From:** angel medina <angel\_m\_90042@yahoo.com>  
**Sent:** Monday, April 22, 2013 5:05 PM  
**To:** Bertoni, Vince; Bogaard, Bill; Masuda, Gene; Robinson, Jacque; McAustin, Margaret; Jomsky, Mark; Madison, Steve; Beck, Michael; Tornek, Terry; Gordo, Victor; Bryant, Joel; andrec@pasadenaweekly.com; joe.piasecki@latimes.com; frank.girardot@sgvn.com; larry.wilson@sgvn.com  
**Subject:** Change in Population Density

Dear Councilman Gene Masuda,

Subject: General Plan Land use

According to the minutes of the City Council meeting of April 8, 2013 an agenda item read " Recommendation of Planning Commission: On February 27, 2013, the Planning Commission found the recommended new project consistent with the General Plan." However, after watching the recoding of the meeting I find the agenda title should have read "Planning Commission Revises General Plan: Expectation of the people does not mean mandate from the people." I was in a majority of the Pasadena residents that voted to keep residential property, residential and commercial property commercial. Increasing the allowable Density from 1.0 (residential homes) to 1.75 means that a 2 to 3 story building could be built in our residential neighborhood. I understand the city governments desire to grow. More density may mean more tax income, but this is not a forgone conclusion. Apartment dwellers could provide more tax revenue per acre of property than residential homes. Given today's dismal economic realities, apartment dwellers may use more tax dollars in city services than they contribute in taxes. More densely populated areas use more public services such as fire, medical and result in increased traffic and congestion. I subscribe to "Crime Mapping" in Pasadena and it is disconcerting to see the number of residential burglaries and crimes reported on a daily basis.

The General Plan Update Advisory Committee is undermining the time and effort we citizens took to review and vote on the general plan. The City Council video indicates that Greg Jones of the Planning Commission for District 4 voted to follow the approved General Plan to reflect the will of the people. However, the Planning Commission Advisory Board did not approve of the will of the people and has proposed changes.

I vehemently oppose any changes to the General plan that we voted to implement. Growth should be well thought out, reflective of the will of the people and sustainable. Increases in the density will put additional strains on public services and result in a fundamental change to our community that cannot be undone. Unlike some individuals speaking at the City Council meeting, this is a subject that we did take into consideration when we voted for the General Plan. I believe Councilmembers Gordo de Arteaga and Tornek understand the likely voter revolt that can ensue as indicated by their comments during the City Council Meeting. Please vote NO to any changes to the land use. I hope this does not require mounting a voter's offensive to ensure the elected adhere to the will of the people.

Respectfully,

Dr. Angel Medina

## Reese, Latasha

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**From:** Jonathan Frame <jonathan@arroyoseco.org>  
**Sent:** Monday, April 22, 2013 2:31 PM  
**To:** cityclerk  
**Cc:** DPNAlist@gmail.com  
**Subject:** Statement of Support for Downtown Pasadena Neighborhood Association

In regards to the GENERAL PLAN, Arroyo Seco Foundation supports the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a WALKABLE URBAN neighborhood.

Please instruct staff to conduct an EIR that studies the FULL range of possibilities and includes an alternative in which all reasonably develop-able (non-historic) properties in the CD & SFO are actually developed *up to the draft FARs*. A full range of alternatives will provide the Council with the information needed to intelligently set CD & SFO development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play.

Walkabout neighborhoods are a key feature of healthy urban watersheds. This support the mission of the Arroyo Seco Foundation.

Thanks,  
Jonathan Frame  
Arroyo Seco Foundation  
(323) 405-7326



From: Charla E. Bolton AICP, 1717 Whitefield Road , Pasadena  
CA 91104

To: Honorable Mayor Bill Bogaard and Members of the City  
Council

Date: April 22, 2013

Re: General Plan Update: affordable housing, historic  
preservation, the North Lake area and form based codes.

I am speaking tonight as a relatively new resident of Pasadena. I moved here two years ago for health and family reasons. I chose Pasadena, because of its obvious commitments both to planning and historic preservation, not only on the municipal level but also by Pasadena Heritage. I moved from Long Island, New York, where I served as a planner for a large Long Island municipality. The majority of my work concerned comprehensive planning, historic preservation and affordable housing. I wrote both the Historic Preservation and Housing elements of our comprehensive plan. After I retired, I served on the Suffolk County Planning Commission for a population of close to 2 million people.

I would like to offer comments regarding the General Plan's goal to create additional jobs. It is clear that not all jobs are created equal, and in fact, that the majority of new job creation is at the lower end of the wage scale. As such I urge further evaluation via the EIR, to look at the impacts to housing needs citywide as well as within the specified growth areas. This examination should evaluate the potential to create further imbalance between existing and proposed housing supply and the number and types of jobs which can be expected.

Secondly, my own experience with the limits of zoning to work with existing historic environments as well as to create future

compatible development, begs for a new system. Zoning as conceived and practiced embodies the proverbial Procrustean bed, forcing development which meets arbitrary standards rather than development which is adaptable to the case at hand. One only need examine the voluminous and repetitive records of Boards of Zoning Appeals, where the general perception is that no one wins, to appreciate zoning's limits. It places the cart before the horse as a matter of practice. I urge the Planning Commission and the City Council to assert a clear policy in the General Plan Update to develop and implement a form-based code more adapted to Pasadena's unique character and high quality design.

I live very near the North Lake Avenue area of Pasadena and listened to the many concerns expressed by residents regarding the increase in densities and mixed use schemes intended for this area. I appreciate the concern that such may have the effect of impinging on existing fragile neighborhoods adjacent. I wonder if the city, rather than emphasizing increases in FAR's and density in this neighborhood, would consider the neighborhood a subject for a charette which would look closely at desirable forms within the North Lake area and test the possibility of substituting form based zoning strategies. This might allow the creation of a positive bottom up, rather than top down approach to new development in this area.

Thank you for your consideration.

## Jomsky, Mark

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**From:** lois harrison <loiswardharrison@gmail.com>  
**Sent:** Monday, April 22, 2013 7:04 PM  
**To:** cityclerk  
**Subject:** The Power of Nearness . . .

As I zipped home on Corzon Street above the jammed east-bound #210 this afternoon to the Playhouse District of Pasadena,

I was reminded once again that all reasonable, developable (non historic) properties in the CD and SFO of Pasadena must be supported. For Pasadena to remain a dynamic destination for real, walkable, life enhancing experiences . . and a strong business, arts, and education hub, I urge the City Council to move to the EIR process in support of Pasadena residents living *near* to where they work, shop and play.

Thank you for all your efforts in this regard.

L. Harrison, recent condo owner,  
Union St. Pasadena 91101



## Jomsky, Mark

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**From:** stuntdummy@gmail.com on behalf of Patrick Lynch <mr.patrick.lynch@gmail.com>  
**Sent:** Monday, April 22, 2013 6:21 PM  
**To:** cityclerk  
**Cc:** DPNAlist@gmail.com  
**Subject:** Another Pasadena local for Walkability!

"In regards to the GENERAL PLAN, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a WALKABLE URBAN neighborhood.

Please instruct staff to conduct an EIR that studies the FULL range of possibilities and includes an alternative in which all reasonably develop-able (non-historic) properties in the CD & SFO are actually developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to intelligently set CD & SFO development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play."

As a Pasadena resident and Jet Propulsion Laboratory employee, I fully support the City of Pasadena becoming more viable as a multi-faceted area that promotes localism, thus bolstering our own community.

All one has to do is look at the rest of the greater LA area to see that 'commuter culture' is not healthy for any community. If we don't own the places we work and conduct business, then we don't care about them. We displace the local residents' jobs, forcing them to also commute, creating a dysfunctional displacement of work, and a precedent of using other towns' resources.

Pasadena is the gem of Los Angeles. We are also a fine example of a town that sees itself as a real community full of beauty and diversity. We have the one of the largest income disparities in Southern California---which sounds bad, but it is actually not! If our town didn't have a huge income disparity, what it would really mean is that lower income families and individuals could not afford to live here and would be forced to leave Pasadena.

Let's NOT be a town that makes it impossible for those without vehicles or higher income to thrive in this beautiful place! Walkability and other efforts to make Pasadena a localized town will benefit everyone.

-A proud and caring local

--

-Patrick T. Lynch  
(626) 502 7807

## Jomsky, Mark

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**From:** Jeff Rupp <jsrupp@scotlandco.com>  
**Sent:** Monday, April 22, 2013 7:12 PM  
**To:** Jomsky, Mark  
**Subject:** FW: General Plan Comments-District 4

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**From:** Jeff Rupp [<mailto:jsrupp@scotlandco.com>]  
**Sent:** Monday, April 22, 2013 5:23 PM  
**To:** 'bbogaard@cityofpasadena.net'  
**Cc:** 'Masuda, Gene'; 'mbeck@cityofpasadena.net'; 'vbertoni@cityofpasadena.net'  
**Subject:** General Plan Comments-District 4

Mayor,

First of all, shame on you for appointing the losing candidate you endorsed as an "at large" member of the Planning Commission. It seems your representative Ms. Fosselman has changed her tune about adding additional density to our District from what she was touting during the election. It appears that once again the City has chose to push additional commercial development and increased density mixed use develop our way. Traffic conditions are already deplorable in the areas the City staff are pushing for more development (altering their own density decision). I suggest that the City staff be directed to listen to the elected representative of District 4. Mr. Masuda understands the conditions in our District and is the person on-point to deal with the many, many issues increased density and development will have on his electorate. Finally, I think it is sheer folly to think that those you live in high density development will use public transit as a matter of course; meaning more vehicles laying claim to less real estate. This is not to mention that I will now have to drive farther when OSH becomes history!

I understand we need a blue print to where we are headed as a City, however, we elected our representative and not yours to determine the direction of our District. Listen to him.

Jeff Rupp  
1930 Canyon Close Road  
Pasadena, CA 91107

**Jomsky, Mark**

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**From:** Elaine Kramer <efkramer1@gmail.com>  
**Sent:** Monday, April 22, 2013 5:39 PM  
**To:** Jomsky, Mark  
**Subject:** General Plan Update

Dear Mayor Bogaard and Members of the City Council:

I am a resident of Pasadena and a member of the Pasadena Heritage Board of Directors. I have participated with my fellow-board members, other volunteers and staff to study and consider the updates to the General Plan. I am writing to add my personal support for the positions articulated in the letter from Pasadena Heritage to the Council requesting that the City Council 1) approve the **Planning Commission's version of Guiding Principle #2** (or eliminate any reference to the Secretary of the Interior's Standards if that fosters confusion, 2) **adopt caps for the amount of new development** which will clearly signal the points at which development capacity should be reconsidered, and 3) **adopt the specific recommendations for the Land Use Diagram** submitted by Pasadena Heritage.

Thank you for considering these positions. I believe including this language in the General Plan will be good for both the growth of the city and retaining its essential character.

Yours Truly,

Elaine Kramer  
655 Prospect Crescent  
Pasadena, Ca 91103

## Jomsky, Mark

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**Subject:** FW: Tonight's Agenda Item No. 12 -- General Plan Update

**From:** Robinson, Jacque  
**Sent:** Monday, April 22, 2013 10:27 PM  
**To:** Jomsky, Mark  
**Subject:** Fwd: Tonight's Agenda Item No. 12 -- General Plan Update

Sent from my iPhone

Begin forwarded message:

**From:** Richard McDonald <[rmcdonald@hrbc.com](mailto:rmcdonald@hrbc.com)>  
**Date:** April 22, 2013, 3:19:23 PM PDT  
**To:** "Bogaard, Bill" <[bbogaard@cityofpasadena.net](mailto:bbogaard@cityofpasadena.net)>, "Margaret McAustin - City Council ([mmcaustin@cityofpasadena.net](mailto:mmcaustin@cityofpasadena.net))" <[mmcaustin@cityofpasadena.net](mailto:mmcaustin@cityofpasadena.net)>, "Steve Madison ([smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net))" <[smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net)>, "Terry Tornek ([TTornek@cityofpasadena.net](mailto:TTornek@cityofpasadena.net))" <[TTornek@cityofpasadena.net](mailto:TTornek@cityofpasadena.net)>, "Gene Masuda - City Council ([gmasuda@cityofpasadena.net](mailto:gmasuda@cityofpasadena.net))" <[gmasuda@cityofpasadena.net](mailto:gmasuda@cityofpasadena.net)>, "Robinson, Jacque' ([jacquerobinson@cityofpasadena.net](mailto:jacquerobinson@cityofpasadena.net))" <[jacquerobinson@cityofpasadena.net](mailto:jacquerobinson@cityofpasadena.net)>, "Gordo, Victor ([vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net))" <[vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net)>  
**Cc:** "Michael Beck - City of Pasadena ([mbeck@cityofpasadena.net](mailto:mbeck@cityofpasadena.net))" <[mbeck@cityofpasadena.net](mailto:mbeck@cityofpasadena.net)>, "Mermell, Steve" <[smermell@cityofpasadena.net](mailto:smermell@cityofpasadena.net)>, "Eric Duyshart - City of Pasadena ([eduyshart@cityofpasadena.net](mailto:eduyshart@cityofpasadena.net))" <[eduyshart@cityofpasadena.net](mailto:eduyshart@cityofpasadena.net)>, "Bertoni, Vince" <[vbertoni@cityofpasadena.net](mailto:vbertoni@cityofpasadena.net)>  
**Subject: Tonight's Agenda Item No. 12 -- General Plan Update**

Dear Mayor Bogaard, Vice-Mayor McAustin, and Honorable Members of the City Council and City Administration:

Agenda Item No. 12 on your Agenda tonight is the update of the City's General Plan. Since we have a Design Review Commission hearing this evening as well, we may not be able to attend and thus wanted to offer the following suggestions:

1. Per your April 8 discussion, we would recommend you schedule one or two more meetings on the Update so that you can walk through all of the amendments and their potential impacts on the various Specific Plans areas. The Planning Department, GPUC, and Planning Commission spent months on their recommendations and there seems to be no reason to rush your consideration of them.
2. The debate over Guiding Principle No. 2 seems capable of being resolved by balancing the use of the Secretary of Interior Standards with other architectural influences, perhaps as one of many exemplars, i.e., new construction will be compatible with its surrounding uses taking into account the applicable City's Design Guidelines, the Secretary of Interior's Standards for the Rehabilitation of Historic Properties, and other relevant contemporary design and architectural principles and concepts.

3. Attachment B, i.e., properties greater than or equal to two acres, seems either incorrect or unhelpful because it shows every such site in the City regardless of whether it is developed or likely to be redeveloped, including those in RS-1 areas. More relevant would be a map showing vacant or underutilized two acre parcels in the CG and IG zones, e.g. the Avon site. Further, the analysis on Page 8 seems very simplistic in suggesting that protecting residential neighborhoods and historic properties are the top foundations of the Land Use Element and using a PD removes all protections on which the community relies to do so. In fact, there are many "foundations" for the Land Use Element as shown in the Land Use Element Policy Outline provided to you tonight, e.g., growth, open space, economic sustainability, community character, and many others. When building a project that covers two acres or more, all of these come into play and the City needs to balance them towards the highest and best use of the site, which more often than not is going to change much like we are doing on the Colorado at Hill site and is likely at the Avon site. Using a PD is the best administrative tool to balance all of the components of the Land Use Element given the likely change in use. In that regard, the Adjustment Permit is of no help because it does not involve any change in the use of the site. Lastly, absent a move to require a PD on all such sites, you will need to raise the FAR for many of them to no less than 2.75 - 3.00 to create the requisite economic incentives to develop them with all of the Land Use Element components in mind. Colorado at Hill is currently proposed at 2.25 and the Avon site is currently at 1.25. Neither is directly adjacent to a residential neighborhood, and both involve changes in the site's use. One is in a CG zone and the other is in the IG zone. To achieve the highest and best use of each, therefore, their FAR should be adjusted up to 3.0 and the EIR should study that maximum envelope. That is to say they will be built to that level; but, studying it will provide you with the most options going forward. Other commercial sites that are not directly adjacent to any residential neighborhoods also should be studied in a similar manner, particularly if they are in the CG or IG zones.

4. We continue to recommend budgeting more funds for the DEIR. Experience has shown that a quality, detailed EIR costs significantly more than \$ 200,000 - \$300,000. Since there are already some members of the community thinking about filing lawsuits, we would recommend no expense be spared in preparing the best EIR possible.

Thank you.

Richard A. McDonald, Esq.  
Law Office of Richard A. McDonald  
Of Counsel, Horgan, Rosen, Beckham & Coren, L.L.P.  
140 South Lake Avenue, Suite No. 265  
Pasadena, CA 91101-4724  
Telephone No.: (626) 356-4801  
Facsimile No.: (626) 356-4801  
Cell Phone No.: (626) 487-6713

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