

Stephanie Clements
38 South Lotus Avenue
Pasadena, California 91107
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January 10, 2014

City Council
City of Pasadena
100 North Garfield Avenue, Room S228
P.O. Box 7115
Pasadena, California 91109-7115

Subject: Proposed Development at 2610 East Colorado Boulevard

Dear Councilmembers Robinson, McAustin, Kennedy, Masuda, Gordo, Madison, and Tornek:

Thank you, for your service to the citizens of Pasadena.

I have lived in the Pasadena area for over thirty years, fifteen in the City of Pasadena. I make it a priority to patronize small businesses close to home. It's convenient, it benefits our community, *and*, I enjoy knowing my local merchants. When mixed-use developments/urban infill projects such as that proposed for 2610 East Colorado Blvd. fit the scale, character and needs of their neighborhoods they are neighborhood assets. I am deeply concerned about the negative effects that the development now proposed for 2610 East Colorado Blvd., could have on merchants and on the visual identity and character of the area. The 10,000 square foot building proposed for the three thousand square foot lot is massive when compared to its surroundings. As the only building of that height on the south side of the 2600 block, it would change the character and appearance of an intimate, vibrant, commercial neighborhood. The link in the postscript shows a street view of 2610. I also wonder concerned why the owners, tenants and others concerned about the neighborhood were not notified about the development. Were notices of any kind posted published or mailed? Did we somehow miss them? Was an environmental document required? If so, where and when were the public notices posted? If an environmental document was not required; what were the reasons for not requiring one? The businesses could be negatively impacted by construction. Traffic along East Colorado, a street I travel every day, most certainly would be. If this project were approved as proposed, it could set a precedent for future large-scale developments along East Colorado Blvd. I urge you to oppose the project as proposed.

Sincerely,

Stephanie

Stephanie Armetta Clements

P.S. View of the project area: <https://maps.google.com/maps?client=safari&oe=UTF-8&q=2610+e+colorado+blvd.+pasadena+ca&ie=UTF-8&hq=&hnear=ox80c2dca7615af889:ox54c9053e2d6904,2610+E+Colorado+Blvd,+Pasadena,+CA+91107&gl=us&ei=u17RU67DYylsATBwIGwDA&ved=oCCsQ8gEwAA>

01/13/2014
Item 16

Iraheta, Alba

Subject: FW: WWW COMMENT

Field	Value
Your Name	David & Linda Smith
Phone	(626) 862-4800
Email	smith_101@yahoo.com
Comments	<p>1/11/2014 Subject: Opposition to development at 2610 E. Colorado Blvd My wife and I have been the owners of rental property located at 26 S. Virginia Avenue in Pasadena since 1986. The property sits just south of Weir Alley; behind the storefronts on Colorado Blvd, on Virginia Avenue and is comprised of a triples of 1-bedroom apartments and a small 2-bedroom house. We unfortunately did not receive the notification sent to property owners advising of the proposed development at 2610 E. Colorado Blvd. Having only just found out from a neighboring property owner, James Pappas, about the hearing on Monday, 1/13/2014, we are writing this letter to express our concerns regarding this proposed development since a prior commitment takes us out of town from 1/12-1/14/2014. We believe the mass and scale of the proposed development is too large for the 1-story street-scape that presently exists. In the 28 years we have been landlords we have witnessed a revitalization of the shops on Colorado Blvd. While we are pleased that a new business would like to come to the area, we are alarmed at the scope of the proposed development and feel it would be counter intuitive to those who live in the neighborhood. Parking will become an issue without a doubt. While the developer proposes a new concept "tandem/lift" parking, in practicality people will find it inconvenient (either because of lack of time or lack of space) and utilize more easily accessible parking available in surrounding lots; thereby adversely affecting the other business owners. Traffic in and out of Weir Alley is a safety concern. Literally, our tenants walk out their back doors into the alley. Trash pickup is in the alley and for most tenants they bring their trashcans in when they get home from work in the evening. There is foot traffic in the alley, both during the day and at night, from residents that live in the area. The developer's plan to have two separate driveways with 4-way traffic flow exiting into tiny Weir Alley will create a traffic nightmare for the residents in the area who utilize the alley daily; either by car, bicycle or on foot. Crime is another concern. Over the years we have witnessed criminal activity in the neighborhood; including robberies, prostitution, and vagrancy. Overall, the Pasadena Police Department has done a commendable job in making our area more safe and crime-free. However, we are concerned that a proposed underground parking area would create a potential problem providing persons with criminal intent a secluded area to perpetrate criminal activity. As long-time landlords of property located in East Pasadena/Lamanda Park, we ask the Council to help us preserve the integrity of our neighborhood. We do not discourage development, but only ask that consideration be given to prudent planning that is reasonable and respectful to the neighboring properties and the immediate neighborhood. Sincerely, David & Linda Smith Owners 26 S. Virginia Avenue Pasadena, CA 91107</p>

Email "WWW COMMENT" originally sent to mjomsky@cityofpasadena.net from CityWeb-Server@cityofpasadena.net on 1/11/2014 2:00:51 PM.

December 18, 2013

Dear Mayor Bogaard and City Councilmembers,

I am writing to object to the proposed development at 2610 East Colorado Boulevard in its current form. My family owns the neighboring property located at 2636-2670 East Colorado Boulevard and the parking lot behind the stores there. **We have no problem with development of the subject property, but it should be done on a much smaller scale. Illegal parking by tenants, employees, and patrons of neighboring properties has been an ongoing problem for us.** This proposed project will only compound a serious parking problem that already exists in this area.

I have personally met with Pasadena Parking Enforcement officials many times in the past and we have given numerous citations/tickets, but this is a losing proposition. The problems continue. I am asking that you use your discretion based on a careful examination of the immediate vicinity and its unique parking problems to deny the proposed project in its current form. It will only compound already existing problems.

We are experiencing continual poaching of our parking spaces by the adjacent properties on all sides.

- To the south of our property, a condominium complex was recently built with subterranean parking. Many of those tenants and their visitors do not use the underground parking at all, but find it easier to just park on our lot to the north. Then, they just walk a short distance to their condominiums.
- To the north of our property, the L-shaped shopping center on the southwest corner of Colorado Blvd. and San Gabriel Blvd. also has its tenants, employees, and customers using our parking spaces to the south.
- Also to the north, Toro Nightclub/Bar and Lounge on the northwest corner of Colorado Blvd. and San Gabriel Blvd. has a subterranean parking lot. Again, because it is more convenient, its patrons often park in our lot.
- To the west of our property on Vinedo Avenue, the apartment complexes and condominiums have tenants that are continually poaching parking from us. Again, this occurs because it is much easier and more convenient for them to do so.
- Even further west of this proposed project, the Pasadena Christian Center (which was formerly a one-screen movie theater) had its CUP approved by having a parking agreement with us, since we were within 500 feet of their property. However, after approval, they canceled their parking agreement. Nonetheless, some of their patrons have continued to park on our property.

- Further, Walden School had a parking agreement with us to obtain their CUP, since we were within 500 feet of their property. Again, subsequent to approval, they also canceled their agreement. However, some of the school's parents, teachers, and visitors continue to park in our parking lot.

The mass and scale of the proposed project is way too large. It is important to point out that the hearing officer stated that she wanted it noted on the record that she believed the mass and scale of the project to be too large for the lot size. By using "tandem/lift" parking, the proposal seeks to tear down an existing 3,000 square foot one-story building and replace it with an enormous 10,330 square foot three-story building, on a lot that is slightly more than 7,000 square feet.

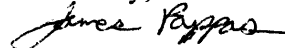
In the history of the Lamanda Park area, this "tandem/lift" parking has never been done to my knowledge. It is unprecedented. Based on our numerous past experiences, it is a virtual certainty that this inconvenient parking system will not be used by most people. They will seek the path of least resistance and park on ground level parking on neighboring properties. Cars will flow onto adjacent properties to avoid the inconveniences of the elevator lifts and underground parking.

Would you give your key to a valet and have him put your car up in the air on an elevator to visit a clothing store for 10 minutes in East Pasadena? It makes no sense. The vast majority of customers will not do it. Having a valet attendant present at all times, raises the question, "Where will he/she park?" Where will the other employees park? Tenants, their visitors, employees, and customers will take the easiest route by just parking on our property to the east, as well as adjacent properties.

The question is not whether the proposed project meets the absolute minimum requirements on paper, but whether or not it will work in reality. The City of Pasadena needs to make wise decisions and have good planning now, or we will be burdened with this problem for years to come.

We respectfully request that you look at the big picture carefully at this location to protect the rights of neighboring property owners. Being that the long-term future of this area is at stake, and we have clear evidence from the past, there is no need to rush this through. To avoid compounding the existing problems, we ask that you deny the proposed project in its current form, but approve a similar project on a smaller scale.

Sincerely,


James Pappas

January 11, 2014

To the City of Pasadena Board of Zoning Appeals,

My wife and I have been the owners of rental property located at 26 South Virginia Avenue in Pasadena since 1986. The property sits just south of Weir Alley; behind the storefronts on Colorado Boulevard, on Virginia Avenue and is comprised of a triplex of one-bedroom apartments and a small one-bedroom house.

We unfortunately did not receive the notification sent to property owners advising of the proposed development at 2610 E. Colorado Boulevard. Having only just found out from a neighboring property owner, James Pappas, we are writing this letter to express our concerns regarding this proposed development. *since a prior commitment takes us out of town 1/12 - 1/14/2014.*

We believe the mass and scale of the proposed development is too large for the one-story streetscape that presently exists. In the 28 years we have been landlords we have witnessed a revitalization of the shops on Colorado Boulevard. While we are pleased that a new business would like to come to the area we are alarmed at the scope of the proposed development and feel it would be counter intuitive to those who live in the neighborhood.

Parking will become an issue without a doubt. While the developer proposes a new concept "tandem/lift" parking, in practicality people will find it inconvenient (either because of lack of time or lack of space) and utilize more easily accessible parking available in surrounding lots; thereby adversely affecting the other business owners.

Traffic in and out of Weir Alley is a safety concern. Literally, our tenants walk out their back doors into the alley. Trash pickup is in the alley and for most tenants they bring their trashcans in when they get home from work in the evening. There is foot traffic in the alley, both during the day and at night, from residents that live in the area. The developer's plan to have two separate driveways with four-way traffic flow exiting into tiny Weir Alley will create a traffic nightmare for the residents in the area who utilize the alley daily; either by car, bicycle or on foot.

Crime is another concern. Over the years we have witnessed criminal activity in the neighborhood; including robberies, prostitution, and vagrancy. Overall, the Pasadena Police Department has done a commendable job in making our area more safe and crime-free. However, we are concerned that a proposed underground parking area would create a potential problem providing persons with criminal intent a secluded area to perpetrate criminal activity.

As long-time landlords of property located in East Pasadena/Lamanda Park, we ask the Council to help us preserve the integrity of our neighborhood. We do not discourage development, but only ask that consideration be given to prudent planning that is reasonable and respectful to the neighboring properties and the immediate neighborhood.

Sincerely,



David V. Smith, Owner



Linda A. Smith, Owner

January 10, 2014

To the City of Pasadena Board of Zoning Appeals,

I am the owner of the property located at 2482-2486 E. Colorado Blvd., and I am writing to express my strong opposition to the proposed development at 2610 E. Colorado Blvd.

The mass and scale of the project is way too large. The developer is replacing a small existing building (appropriate for the one-story streetscape) with a three-story monstrosity that will protrude like an eyesore. Even the hearing officer stated that she wanted it on the record that she believed the mass and scale of the project to be much too large. She clearly wanted to make this point clear on the record for the purposes of appellate review.

The developer is tearing down a small one-story 3,000 square foot building and replacing it with a huge three-story 10,330 square foot building, when the entire lot is only about 7,000 square feet. Also, the existing building is one story with ground level parking, whereas the proposed building is three stories with underground parking and a ridiculous tandem/lift parking system. With the underground level, we are talking about a four-story project.

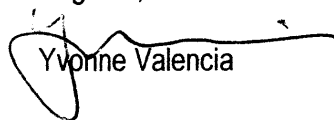
This "new" idea of tandem/lift parking and putting one car in the air above a car underneath will definitely not work in our area. It has never been done before in Lamanda Park. This elevator parking might be appropriate for big inner cities, but not suburban East Pasadena/Lamanda Park. The parking layout on this project is clearly designed just to pass the city, but will not work in the practical real world. Anyone with basic common sense can see this. Don't allow the developer to pull the wool over your eyes. Pasadenans have entrusted you with the responsibility to stop such developments. The parking system is far too inconvenient and people will just use nearby ground level parking on adjacent lots. I can attest that the parking in this area is already a significant problem with people regularly parking on other people's lots. It is an ongoing problem that is becoming worse and worse. This poorly designed parking system will definitely compound it.

Also, this project will cause traffic and safety problems in tiny Weir Alley. The plan proposes to have two separate driveways with four-way traffic flow exiting into the small alley. This is not a major street. Cars already have to squeeze by to pass each other in the small alley.

The safety concerns are not limited to traffic safety. Having underground parking in the alley could allow robberies, rapes, and even homicides to occur. Nearby residents could be walking at night in the area and be pulled underground and harmed, only to be discovered the next morning. The alley already has a problem with prostitutes and vagrants.

I urge you to exercise wise discretion and stop this massive overdevelopment of a tiny lot. Any development there should be reasonable and respectful of the rights of neighboring properties. Insightful and prudent planning must consider the existing problems in the immediate neighborhood.

Regards,


Yvonne Valencia

01/13/2014
Item 16

Robert Apramian
2608 E. Colorado Blvd
Pasadena, CA 91107
949.497.9912

January 13, 2014

Dear Members of the Pasadena Planning Commission,

I would like to address the issue of the proposed parking structure planned for the site next to my property at 2608 E. Colorado Blvd.

I am greatly concerned about the increase in traffic that could result if these plans are approved. This area is already stressed for parking, and it seems likely that patrons of this commercial property will use the parking that is more easily accessible at my location and the other established locations rather than attempt the entry into subterranean parking or deal with the cost or inconvenience of valet parking.

I am very concerned about potential destabilization effects that the subterranean excavation will have on the foundation of my adjacent buildings. I am also concerned about potential structural damage to my building considering the scope of the proposed project and how close the construction is to the property line.

I have been at this location for over 50 years. Over the past half century, I have served on various Pasadena business committees and Chamber of Commerce. I ask that you consider the effect this proposed construction will have on the current businesses in this location which have proudly supported the city of Pasadena with tax dollars faithfully over the decades.

Thank you for your attention.



Robert Apramian

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