

Flores, Valerie

Subject: FW: 100 West Walnut (Parsons)

From: Steve Riboli <steve.riboli@sanantoniowinery.com>

Date: April 27, 2015 at 5:51:19 PM PDT

To: "mjomsky@cityofpasadena.net" <mjomsky@cityofpasadena.net>

Subject: 100 West Walnut (Parsons)

4/27/2015 5:51 PM

100 West Walnut

Dear Mr. Jonsky,
Kindly submit this statement for the hearing this evening.
Thank you.

"Honorable Mayor Bogaard and Members of the Pasadena City Council,
My name is Steve Riboli.
Our family owns the San Antonio Winery in Los Angeles along with being the proud owners of two commercial projects in the City of Pasadena, 88 Colorado Blvd and Campus Village the block of retail East of Bonnie.
I have reviewed the designs for the proposed Parsons project and feel this would be an excellent development to anchor the NorthWest corner of Old Pasadena. The project will transform a strategic block into wonderful office space and residential while adding much needed parking for Old Pasadena and the Rose Bowl shuttle. The office towers are gorgeous and the residential portion will add much needed density to the Old Pasadena core.
We are eager to see this project proceed and be voted on favorably this evening".

Sincerely,
Steve Riboli
Owner
San Antonio Winery

4/27/2015
Item 23
Submitted by Steve Riboli



Lincoln Property Company Commercial, Inc.
915 Wilshire Boulevard, Suite 2050
Los Angeles, California 90017
T 213.538.0900 F 213.538.0901

April 27, 2015

BY HAND DELIVERY

Mayor Bill Bogaard
Honorable City Councilmembers
City of Pasadena City Hall
100 North Garfield Avenue
Pasadena, CA 91109

Re: 100 West Walnut Project

Mayor Bogaard and Honorable Councilmembers:

We are excited to have the 100 West Walnut project heard this evening. We are confident the project will be a great project for the City and the surrounding community. We have learned a great deal about the history of the Parsons site and the surrounding area from Councilman Kennedy during this process. Lincoln Property Company will consult with the City of Pasadena Cultural Affairs Division, Pasadena Museum of History and Pasadena Heritage to develop a permanent and visible recognition on the property (such as a plaque or monument) of the history and contribution of African American businesses, individuals and residences in the area.

Sincerely yours,

A handwritten signature in black ink that appears to read "Robert Kane".

Robert Kane

4/27/2015
Item 23
Submitted by Lincoln Property
Company

Parsons Project, 100 West Walnut

I love the 100 West Walnut proposal with mixed use and walkable space close to the Gold line, Freeway and Old Pasadena. The Edward Bennett plan has helped to make our city a destination. I love continuing this tradition and plan.

And I certainly would like to see these creative and beautiful buildings that are proposed, as opposed to a large parking lot. I very much appreciate the efforts that Marsha Rood, Jonathan and others who have given hugely of themselves to assure that this project creates the kind of inclusion and access into the action and streetscapes of our city. This is smart growth at its finest. Except for one thing.

The approved Inclusionary Housing Plan that Parsons signed in January 2015 indicates a for-sale housing project, with a sizable fee paid to the city in lieu of building affordable units. I'm here tonight to encourage the City Council to support this project, but with the inclusion of affordable units. It not too late to make this adjustment and the units are sorely needed. If it were a rental project, the Inclusionary requirement would be 10% Low Income (48 units) and 5% Moderate Income (24 units), for a total of 72 affordable units. I'm not sure what the number would be if they are affordable for sale units. But either way from my understanding with the added density that this would give the project, the developer would still be financially ahead.

I'm sure that many hours have been spent listening to the community, especially those residents several blocks south of this project in the Central City, but I'm curious about how many hours have been spent listening to those two blocks north of this project?

When Parsons engineering was built years ago, many African American homes were torn down and families were displaced. Even a church, Scott United Methodist, was moved.

I wonder how many of these families (or their children now) will be able to afford investing in this project either as a condo owner or a renter? I love the diversity of our community, and I hope that the impact of this core goal of the city has been taken into account.

I'm also wanting to know how many of people who work in Old Pasadena will be able to afford to live in this project. If those who work in the retail jobs in Old Pasadena could live here, that would indeed be smart growth at this finest.

My understanding is that it was either the Planning Commission or staff that approved that this project pay a fee in lieu of developing 15% affordable residential units, suggesting that this fee would ultimately provide more affordable units. Typically, the in lieu fee covers only about 38% of a replacing a unit. Affordable housing dollars are scarce and diminishing. So finding and leveraging dollars to add to the in lieu fee in order to build replacement units elsewhere is very hard.

This is an ideal location for higher density. I'm asking you to encourage the developer to increase their density by including the 15% affordable units, or more. Holly St Apt. and Westgate included 20%. When a developer includes the affordable units everyone wins. The developer makes more money. It's better for the environment, it's wise land use, and better use of our infrastructure. It helps to retain diversity and strengthens businesses. Additionally, it helps the city meet its affordable housing goals (we far exceeded the goals for market rate units and have not meet the goals for the lower income units). Our recent award winning Housing Element says we have 19,000 households in our city in need of affordable housing.

The greatly increased value of land around Gold line stops, plus the extra density allowed in the city center, give land owners and developers much to gain financially due to this public investment. In exchange for this increased value, the public good of affordable units should be included in this project and due to this increased the 15% of units in our IZ need to be increased to 20-25%.

Please seriously consider urging this project to include affordable units. It's not too late. Thank you!

Jill Shook, 1628 N. Garfield Ave, Pasadena, CA 91104 (626) 675-1316 jill@makinghousinghappen.com

4/27/2015

Item 23

Submitted by Jill Shook