



April 22, 2015

Mayor Bill Bogaard and Pasadena City Council
100 North Garfield Avenue
Pasadena, Ca 91101

VIA EMAIL

Re: Lincoln Properties Development at 100 West Walnut

Dear Mayor Bogaard and Pasadena City Council Members,

Thank you for taking time to carefully consider the Lincoln Properties project at 100 West Walnut (Parsons) in Pasadena. The Pasadena Chamber of Commerce anticipates a successful development that will enhance the built environment and economic stability of Pasadena.

The Chamber believes the project can have a very positive impact on our local economy in general and in the Old Pasadena area. The addition of housing units, offices and retail along Fair Oaks Avenue will be a great benefit to our entire community. It will provide much needed housing, jobs and work spaces. It will also activate the west side of Fair Oaks Avenue south of Walnut for retail uses.

The Chamber also anticipates the project providing work for local people and business for local establishments and Chamber members.

We encourage the City Council to support the project and our local economy.

The Chamber will monitor the project closely as it continues through City of Pasadena reviews. We are particularly interested in the design aspects and how the project integrates with Old Pasadena and supports our local economy.

Thank you for your service to Pasadena and consideration of our position.

Sincerely,

Paul Little
President and Chief Executive Officer

Cc: M. Jomsky M. Beck