

## Jomsky, Mark

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**From:** Paul Little <Paul@pasadena-chamber.org>  
**Sent:** Friday, September 06, 2019 2:16 PM  
**To:** City\_Council  
**Cc:** Jomsky, Mark; Reyes, David  
**Subject:** Proposed project at 127-141 N. Madison Avenue-Public Hearing - Agenda Item #7

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Dear Mayor Tornek and City Council Members,

The Pasadena Chamber of Commerce supports the development project at 127-141 North Madison Avenue in Pasadena. We urge you to uphold the decision of the Board of Zoning Appeals and allow the project to move forward.

The project will bring much needed housing to Pasadena, including four units of very low income housing. The developer has made significant concessions to the height, massing and office component and added distance between the project and the historic Blinn House.

The Chamber has always been very uncomfortable with the idea that new buildings must somehow match or mirror the existing architecture. That mindset could have precluded development of almost any project that did not match the existing architecture, including many properties the City is rightfully proud to have here.

In this case, however, the only building on the Madison Avenue that merits historic consideration, the Scottish Rite Temple across the street, is in excess of 40 feet high and clearly set apart from its neighbors by the large lot and parking areas adjacent to the structure. Other buildings on the block and in the immediate area and visible from the site include the classroom building and parking lot at Oakland and Walnut at Fuller Seminary and the apartments at Madison and Walnut. Each of these, as well as the office buildings south on Madison Avenue closely resemble the proposed building and its design.

The Board of Zoning Appeals was correct in approving the project at 127-141 North Madison. The Pasadena Chamber encourages you to uphold that decision and allow development of much-needed housing in downtown Pasadena.

Thank you for your service to Pasadena and your constituents.

Sincerely,

Paul

*Paul Little*

Paul Little  
President and Chief Executive Officer  
Pasadena Chamber of Commerce  
44 North Mentor Avenue  
Pasadena, CA 91106  
626-795-3355  
[www.pasadena-chamber.org](http://www.pasadena-chamber.org)

## Jomsky, Mark

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**From:** Diane Cox <diane.cox@disasterscope.com>  
**Sent:** Friday, September 06, 2019 2:31 PM  
**To:** Jomsky, Mark  
**Cc:** Graeme Cox; Morales, Margo  
**Subject:** Appeal of 127-141 N. Madison

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Mark,

My husband and I have lived in Pasadena since we were kids. We've been doing disaster recovery work (advising FEMA) across the country since Katrina and before that worked on the Northridge Earthquake recovery since 1994 for the governor's OES. Our background gives us unique experience and many reasons to be very concerned about the development happening in Pasadena these last years.

Please tell the City Council there are layers of reasons to ***at the very least follow Pasadena's General Plan, Zoning Codes and Design Guidelines***. We've been witness to countless outcomes that are persuasive to adhering to policies like these. It's important to our city's well-being and resilience that these standards are upheld. Usually, even these policies developed by cities for protection of residents, preservation of history and community aesthetic have been the result of compromise between best practice and developers' financial interests. Please don't compromise Pasadena further.

Thank you,

**Diane**

Diane Burden Cox  
[Diane.Cox@DisasterScope.com](mailto:Diane.Cox@DisasterScope.com)  
(626)797-8439 office



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**Jomsky, Mark**

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**From:** Gerald Guzman <dogdish@roadrunner.com>  
**Sent:** Friday, September 06, 2019 2:23 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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I SUPPORT PASADENAS HERITAGE APPEAL AND REQUEST THE CITY COUNCIL NOT APPROVE THE PROJECT AT 127-141 N. MADISON AS PROPOSED. A FULL ENVIRONMENTAL REVIEW IS NEEDED TO FULLY EVALUATE THE PROJECT AND TO ENSURE COMPATIBILITY WITH ADJACENT HISTORIC RESOURCES.

SINCERELY,

GERALD CHARLES GUZMAN

**Jomsky, Mark**

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**From:** Amy Richards <amy@showcaller.com>  
**Sent:** Friday, September 06, 2019 1:11 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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**To the City Council:**

**I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

**Sincerely,**

Amy Richards  
[amy@showcaller.com](mailto:amy@showcaller.com)  
626-376-0922

**Jomsky, Mark**

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**From:** Mabell Garcia Paine <garciapaine@hotmail.com>  
**Sent:** Friday, September 06, 2019 12:52 PM  
**To:** Jomsky, Mark  
**Subject:** 127-141 N. Madison Avenue

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Dear Mr. Jomsky,

I am a resident of Pasadena and have lived here for over 20 years.  
I love Pasadena and in particular because of the advocacy work of Pasadena Heritage.

For that reason, I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Thank you for taking my voice into consideration.

Sincerely,  
Mabell Paine

**Jomsky, Mark**

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**From:** heather sabin <hsabin40@hotmail.com>  
**Sent:** Friday, September 06, 2019 12:46 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

I actually use the Blinn house monthly for DAR meetings, and am often struck by its lovely setting. Please don't let something too big and incompatible be built right next to our historic resources.

Thank you,  
Heather Sabin  
3844 York Blvd  
Los Angeles, CA 90065

**Jomsky, Mark**

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**From:** Priscilla Gibbs <gibbsps@pacbell.net>  
**Sent:** Friday, September 06, 2019 12:40 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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Dear Mr. Jominsky,

Pasadena is fast becoming the Westside with too much traffic and too many developments. I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Priscilla Gibbs  
1330 Lida Lane

**Jomsky, Mark**

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**From:** Richard Valencia <platy01@pacbell.net>  
**Sent:** Friday, September 06, 2019 12:35 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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Dear Mr. Jomsky,

**I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

Sincerely,

**Richard Valencia**



**Jomsky, Mark**

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**From:** James Ipekjian <ipekjian@sbcglobal.net>  
**Sent:** Friday, September 06, 2019 12:35 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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**Council members,**

**I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

Jim Ipekjian

## Jomsky, Mark

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**From:** Gary Jones <gary.jones64@live.com>  
**Sent:** Friday, September 06, 2019 12:28 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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After review of the updated documentation, I believe that the project at 127-141 N. Madison Avenue does not comply with the General Plan. It is too big for the area and will have negative impacts on the historic buildings around it. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic structures and I request that the City Council not approve the project at 127-141 N. Madison as proposed.

Regards,  
Gary Jones  
(626) 201-0655

**Jomsky, Mark**

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**From:** Judith Vogt Design Studio <vogtdesignstudio@gmail.com>  
**Sent:** Friday, September 06, 2019 12:22 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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**I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

Judith Vogt  
Vogt Design Studio  
(626) 437-2957

**Jomsky, Mark**

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**From:** Hui Lisano <huilisano@yahoo.com>  
**Sent:** Friday, September 06, 2019 12:21 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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Mr. Jomsky,

As long time Pasadena residents, we want to let you know that we support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Please support this to keep Pasadena beautiful!

Dr and Mrs Lisano  
440 La Loma Rd  
Pasadena 91105

## Jomsky, Mark

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**From:** Janet Whaley <janet1860@charter.net>  
**Sent:** Friday, September 06, 2019 12:19 PM  
**To:** Jomsky, Mark  
**Cc:** preservation@pasadenaheritage.org  
**Subject:** Appeal of 127-141 N. Madison

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Dear Mayor and City Council:

I support Pasadena's Heritage's appeal and request that the City Council **not** approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

The project, as proposed, does not comply with the General Plan (which represents the citizens' vision for our city), and is not compatible to the two historic districts it is located between.

Please do not disregard our historic resources, and irreparably damage the precious fabric of our community.

Thank you for your consideration.

Janet Whaley  
1143 North Los Robles Avenue  
Pasadena, CA 91104  
626-345-9796

**Jomsky, Mark**

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**From:** George Corey <grcorey@sbcglobal.net>  
**Sent:** Friday, September 06, 2019 12:18 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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**Dear Mr. Jomsky,**

**I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

**Respectfully,  
George Corey  
Pasadena, CA**

## Jomsky, Mark

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**From:** Tatiana Bonilla <Tatiana@santiagosolutionsgroup.com>  
**Sent:** Friday, September 06, 2019 1:27 PM  
**To:** Jomsky, Mark  
**Subject:** 127-141 N. Madison Avenue

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Dear Mr. Jomsky,



I'm a resident of Pasadena for more than 18 years, we love the city for its unique architecture. In fact we bought a house in Madison Heights built in 1920, and we invested in its restoration. We want to join the advocacy efforts to maintain the Pasadena Heritage; therefore, I support Pasadena's Heritage's appeal and request that the **City Council not approve the project at 127-141 N. Madison as proposed**. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Thank you for taking my voice into consideration.

Sincerely,

*Tatiana M. Bonilla*  
SSG, Business Development Director



Los Angeles | Ft. Lauderdale | C: 626.862.1470 |  

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[2018 Multicultural Economy Outlook](#)

AIMM's publications:

[The Case for Change: Multicultural and inclusive marketing as a business imperative for long-term growth](#)

**Jomsky, Mark**

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**From:** Sally Howell <salhowl@yahoo.com>  
**Sent:** Friday, September 06, 2019 1:36 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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**We support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.**

Sally and John Howell  
625 S. Hudson Avenue  
Pasadena, CA 91106



## Jomsky, Mark

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**From:** Suzie Boyer <suzieboyer@att.net>  
**Sent:** Friday, September 06, 2019 1:38 PM  
**To:** Jomsky, Mark  
**Subject:** Re: Appeal of 127-141 North Madison

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I am resending this email as I understand this matter is coming again before Council on Monday. I stand strongly in opposition to the project.

Suzanne Boyer

Sent from my iPhone

On Jul 21, 2019, at 8:55 AM, suzie boyer <[suzieboyer@att.net](mailto:suzieboyer@att.net)> wrote:

I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. An EIR is needed to fully evaluate the project and study alternatives and proper mitigation.

I am horrified to think that the City would contemplate allowing a 5 story, 62' development to tower over what is truly one of the most charming and historic streets in Pasadena: the cul-de-sac on Oakland with the historic homes and Fuller. When I have visitors, I always drive them down that street as it's so beautiful and historic. You will ruin it by building a looming and towering massive building.

There is a rapidly growing number of citizens in Pasadena that are worried and angry about all of the development that is inconsistent with the character of Pasadena. People who before were not interested in city affairs are now discussing this growing threat to Pasadena's character with their neighbors, at coffees, etc. We had a record number of neighbors attend our Madison Heights Neighborhood Association annual meeting because of this concern and other neighborhood meetings are reporting the same overflowing crowds. We chose to live in Pasadena for specific reasons and not one of the nearby cities because of Pasadena's character. It appears that developers are calling the shots in Pasadena. The developers want to make money, and we don't understand why the City Council isn't following the General Plan and protecting the integrity and character of Pasadena. Not every development needs to be shoe-horned in by the Paseo, South Lake or Old Pasadena. There are other places in Pasadena that they could develop: North or East Pasadena. Or, there are other cities to put their developments. We are aware that there needs to be more housing in California, but not all of it needs to be in Pasadena, next to historic neighborhoods, or Old Pasadena, the Paseo or South Lake. Please protect the character and integrity of Pasadena and do not let our city be ruined. Thank you.

Suzie Boyer

**Jomsky, Mark**

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**From:** Gail Rolf <grrolf@yahoo.com>  
**Sent:** Friday, September 06, 2019 1:39 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Gail Rolf  
300 Malcolm Dr.  
Pasadena, CA 91105

**Jomsky, Mark**

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**From:** Marjorie Lindbeck <margiel@pacbell.net>  
**Sent:** Friday, September 06, 2019 1:39 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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Dear Mr. Jomsky,

I am writing to support Pasadena's Heritage's appeal and to request that the City Council not approve the project at 127-141 N. Madison as presently proposed.

It makes sense that a full environmental review is needed to fully evaluate the project and ensure compatibility with adjacent historic resources.

These issues are extremely tricky, so I would think that a full environmental review — esp. related to compatibility with adjacent historic resources — would be helpful to the Council in making a final determination.

Thank you,

Marjorie Lindbeck

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Marjorie Lindbeck  
margiel@pacbell.net

## Jomsky, Mark

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**From:** Grean Studios <elizabethgreanstudios@gmail.com>  
**Sent:** Friday, September 06, 2019 1:45 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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Dear City Council:

I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Thank you,

Sunny Grean  
1210 Palm Terrace  
Pasadena, CA 91104

**Jomsky, Mark**

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**From:** John Latta <johnlatta@gmail.com>  
**Sent:** Friday, September 06, 2019 1:43 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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City Council:

I support Pasadena Heritages appeal of the development at 127-141 N. Madison and believe the council should reject the project because a full environmental review needs to be done.

Thanks for your consideration:

John Latta  
President  
Madison Heights Neighborhood Association.

John Latta  
626-233-8516  
Johnlatta@gmail.com

Sent from my iPhone

**Jomsky, Mark**

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**From:** Laurie Smith <223hotpink@gmail.com>  
**Sent:** Friday, September 06, 2019 1:43 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

-Laurie Smith  
2064 Chula Vista Place

Please excuse typos-Sent from my iPhone

**Jomsky, Mark**

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**From:** Jim Key <coachkey55@icloud.com>  
**Sent:** Friday, September 06, 2019 1:41 PM  
**To:** Jomsky, Mark  
**Subject:** Appeal of 127-141 N. Madison

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I support Pasadena's Heritage's appeal and request that the City Council not approve the project at 127-141 N. Madison as proposed. A full environmental review is needed to fully evaluate the project and to ensure compatibility with adjacent historic resources.

Thank You

Jim Key  
273 N Hill Ave  
Pasadena Ca 91106  
626-833-7955