



November 11, 2009

Via E-Mail and Hand Delivery

Mayor Bill Bogaard
Members of the City Council
City of Pasadena
100 North Garfield Avenue
Pasadena, California 91109

Re: Playhouse Plaza Project

Dear Mayor Bogaard and Members of the City Council:

The West Pasadena Residents' Association (WPRA) Board of Directors has been following closely the public review process for the Playhouse Plaza Project. At the WPRA Board meeting on November 4, 2009 Directors discussed the current status of the project and whether the Board should take a formal position in anticipation of the City Council's consideration of the Project on November 16, 2009.

The WPRA board believes that the proposed office building, just one block from residences and directly across the street from the historic Pasadena Playhouse, is symptomatic of an unsettling development trend in the City of Pasadena, and we urge the City Council to carefully consider the impacts it will have on the city and the adjacent neighborhood.

While the Project might be commendable by certain standards and in another place, the Board believes that the Project would overwhelm the street and the Pasadena Playhouse Historic District due to its size. We believe that there would be significant impacts on the properties in this National Register-listed historic district, including the traffic impacts on two segments of El Molino Avenue that could not be mitigated. As currently proposed, this office complex's design makes minimal effort to relate to its historic setting. The proposed scale, more than 160,000 square feet, and five stories in height does not respect, emulate or relate in any way to the adjacent, small scale, well-articulated buildings.

Many west Pasadena residents, as well as others throughout the city of Pasadena, who are taking part in the General Plan Update process, have expressed concern about the size and density of recent developments in our city. Moreover, the WPRA Board is concerned that city staff is recommending that the applicant be awarded a 10% density bonus which the applicant is otherwise not entitled to under current city plans and ordinances. The Board also notes that your own Planning Commission has unanimously advised against the current iteration of the Project.

The Playhouse Plaza project does not comply with the General Plan guiding principle that new construction should harmonize with existing historic fabric. And, it does not comply with the goals described in the City's Central District Specific Plan that requires new buildings to

**WEST PASADENA RESIDENTS' ASSOCIATION
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“respect and embrace their surroundings” and “provide for new development consistent with the scale, density and urban design features of the historic district.”

The WPRA supports reasonable and thoughtful development. We recognize that continued business development is necessary for the economic vitality of our city. However, this project as currently proposed, does not comply with the letter or the spirit of our planning documents and ordinances. We urge the City Council to exercise its discretion to insist that the project be changed to comply with such.

Sincerely,

Audrey O’Kelley, President

Cc: Michael Beck
Richard Bruckner

Jomsky, Mark

From: Linda Schultz [linda91106@gmail.com]
Sent: Monday, November 16, 2009 7:19 AM
To: Jomsky, Mark
Subject: Tonight's hearing on expansion/ city council meeting

Pasadena has a lot of older and disabled people; myself being one of them.

I can no longer drive; because I am visually impaired. My mode of transportation around town, is a power wheel chair; because I can't walk very far.

The thought of more expansion is frightening!!

There is already so much traffic, that it is hard for me to cross a street, without a car speeding and nearly hitting me.

We don't need more traffic!

Pretty soon Pasadena will be a less friendly city; and we will have to move elsewhere to feel safe.

I lived in South Pasadena most of my life; but since my stroke in 2000, I have lived here in Pasadena to be closer to my kids.

I go back to South Pasadena about two times a week for senior meetings and TO join long time friends for lunch at the Senior center.

The Gold line is fairly accessible; but the side streets have fewer curb cuts, making it harder to get around.

PI LEASE reconsider another expansion, so that seniors and the disabled can get around town safely.

Linda Schultz

Commissioner, representing District 7, on the Accessibility and Disability Commission

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From: David Saeta [mailto:dsaeta@idsrealestate.com]
Sent: Monday, November 16, 2009 11:40 AM
To: Beck, Michael
Subject: FW: Project at Se corner of El Molino and Colorado

Michael,

I am forwarding John's email to you at his request. Could you please distribute it to the City Council?

Dave



David Saeta - DRE Lic. # 00999820
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From: Latta, John [COBIUS] [mailto:JLatta3@its.jnj.com]
Sent: Monday, November 16, 2009 9:41 AM
To: David Saeta
Subject: Project at Se corner of El Molino and Colorado

Dave:

I want to clarify the Madison Heights Neighborhood Association position on the development on the SE corner of El Molino and Colorado. The board was impressed by the development and felt it would be a positive addition to the Playhouse district. Our main concern is the potential increase in traffic associated with overall development in our area. We oppose development that increases traffic coming through residential street in Madison Heights. If the survey shows either no or minimal increases in traffic, the development is reasonable and a positive addition to Pasadena.

John Latta

Treasurer, MHNA

Cell 626 233-8516
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Jomsky, Mark

From: pzwart@earthlink.net
Sent: Monday, November 16, 2009 2:49 PM
To: Jomsky, Mark
Subject: Council meeting input

Dear Pasadena City Clerk, I am unable to attend tonight's city council meeting but want to comment on the proposed develop at the SE corner of Colorado and El Molino. Pasadena DOES NOT need another ugly building to overshadow our lovely community. I've lived here all my life and each year more and more BIG UGLY BUILDINGS dot our town, enough is enough!

Thank you,

Paul Zwart

319 Wallis Street

Pasadena, CA 91106

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