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**From:** John R. Howell [mailto:[johnrhowell@earthlink.net](mailto:johnrhowell@earthlink.net)]

**Sent:** Friday, October 09, 2009 9:45 AM

**To:** Jomsky, Mark

**Cc:** Terry Tornek; 'Andrea Rawlings'; 'E.J. Remson'; 'Lambert Giessinger'; 'Steve Preston'; 'Steve Preston'; 'Sue Mossman'

**Subject:** 680 E. Colorado Blvd.

Dear Council Members,

In my opinion, the proposed project at 680 E. Colorado Boulevard is far too large in scope and scale.

My hope is that our current General Plan revision process will establish suitable guidelines throughout our City that will only enhance its quality and appeal, and implementation measures that will preclude developers from presenting such out-of-scale proposals.

In the meantime, I ask that you join the Planning Commission in denying this project.

Thank you.

John Howell

John R. Howell

Attorney at Law

Real Estate, Business, Contracts

301 East Colorado Boulevard, Suite 320

Pasadena, California 91101

[JohnRHowell@earthlink.net](mailto:JohnRHowell@earthlink.net)

telephone 626-796-3004 | facsimile 626-796-0118

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10/12/2009  
6.A. 7:30 P.M.

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**From:** SCEC1 [mailto:scec1@scec1.net]  
**Sent:** Friday, October 09, 2009 9:37 AM  
**To:** Jomsky, Mark  
**Subject:** Development at 680 East Colorado

**friends at City Hall - please register my personal opposition to the projected development at 680 East Colorado Boulevard - I live in the Madison Heights neighborhood and want to preserve what little sanity is left in the traffic headed to and from the freeway entrance/exit at Arroyo and Glenarm - surely we have enough office space by now - sincerely, Albert G. Cohen**

**Albert G Cohen  
Southern California  
Ecumenical Council  
195 S Hill Avenue  
Pasadena CA 91106  
O: 626-578-6371  
scec1@scec1.net**

10/12/2009  
6.A. 7:30 P.M.

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**From:** nkleinman [mailto:nkleinman@aol.com]  
**Sent:** Friday, October 09, 2009 8:01 AM  
**To:** Jomsky, Mark  
**Subject:** 680 East Colorado Building

The Madison Heights Neighborhood Association opposes the large office building complex planned for 680 East Colorado Boulevard. Any commercial building on El Molino Avenue will increase traffic on residential streets through our neighborhood. The City has been unable to find a solution to mitigate the traffic situation on El Molino Avenue between Glenarm Avenue and California Avenue. Cars travel at 35 mph or greater speeds.

Based on two recent neighborhood workshops for the General Plan Update, our residents have indicated that the rate and scale of development need to be reduced and that development projects should address needs of residents. "Destination" projects attract traffic to residential streets. Projects that are not easily accessed from Gold Line stations should be discouraged.

Neil Kleinman  
President

10/12/2009  
6.A. 7:30 P.M.

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**From:** Linda Stowitts [mailto:lstowitts@earthlink.net]  
**Sent:** Thursday, October 08, 2009 11:30 PM  
**To:** Jomsky, Mark  
**Subject:** 680 E Colorado proposal

To the City Council,

As a resident of District 7 living on South El Molino I wish to register my disapproval of the proposed project at 680 E Colorado. An oversized structure will completely change the neighborhood feel of the District. The many projected trips to and from that building will also impact El Molino Avenue for several blocks north and south; it is a street too narrow for the number of cars already using it.

Years ago an inappropriate building was built on the southeast corner of Lake and California. It displaced some small businesses, has almost always had vacancies, and is not in keeping with the the local neighborhood aesthetics. The scale of that building is completely wrong for the neighborhood.

Please don't let this happen in the Playhouse District.

Sincerely,  
Linda Stowitts  
745 S El Molino Ave  
Pasadena 91106

10/12/2009  
6.A. 7:30 P.M.

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**From:** James Ipekjian [mailto:[ipekjian@sbcglobal.net](mailto:ipekjian@sbcglobal.net)]  
**Sent:** Thursday, October 08, 2009 8:45 PM  
**To:** Jomsky, Mark  
**Subject:** 680 E. Colorado Blvd.

Dear Council Members,

We live in District 7 about 1 mile from the proposed office building/parking structure. We wish to express our strongest opposition to this project.

This project, per the City's traffic study, generates traffic that cannot be mitigated. Please direct the Development Department to stop offering developers opportunities to increase building size in exchange for more parking.

The building, as designed, is out of context both in terms of size and design. It would negatively overpower both the Playhouse and Arcade Lane.

The City is in the middle of a review of the General Plan partly because the overwhelming sense of the citizens of Pasadena is that overly large, inappropriate designs such as this need to be stopped.

Respectfully,  
James and Kathleen Ipekjian  
636 S. Mentor Ave.  
Pasadena

10/12/2009  
6.A. 7:30 P.M.

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**From:** Juan Ceva [mailto:[juan.ceva@stanfordalumni.org](mailto:juan.ceva@stanfordalumni.org)]  
**Sent:** Thursday, October 08, 2009 8:37 PM  
**To:** Jomsky, Mark  
**Cc:** Kristin Ceva  
**Subject:** Public Hearing on 10/12/09: 680 E. Colorado Blvd: OPPOSED

Dear City Clerk,

In reference to the upcoming (10/12) public hearing regarding the 680 E. Colorado Blvd. project, please pass to the City Council our **\*\*opposition\*\*** to this project. The project is out of place in the Playhouse district and will generate overwhelming traffic in our neighborhood and city.

Respectfully,

The Ceva Family  
875 S. Oak Knoll Avenue  
Pasadena, CA 91106

10/12/2009  
6.A 7:30 P.M.

**Jomsky, Mark**

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**From:** Caremolu@aol.com  
**Sent:** Monday, October 12, 2009 10:39 AM  
**To:** Jomsky, Mark  
**Cc:** ttornek@charter.net; Thyret, Pam  
**Subject:** Re October 12 hearing on Colorado and El Molino

Dear Council Members,

The office building proposed for the corner of El Molino and Colorado is too high, will generate too much traffic, and is out of character for the historic Playhouse district.

Please bear in mind that the General Plan Land use element is being updated. This kind of scale of project is probably best located in an area that needs and wants it (think East Colorado), not in the middle of the historic district.

I oppose this project.

Louisa Nelson  
District 7

**10/12/2009**

10/12/2009  
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**Jomsky, Mark**

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**From:** Barbara Miller [blmiller206@gmail.com]  
**Sent:** Monday, October 12, 2009 8:43 AM  
**To:** Jomsky, Mark  
**Subject:** Keep Our Neighborhoods Great

**Thanks to Terry Tornek's email: I am definitely opposed to another large project in our city - the 680 East Colorado corner.**

**I know the city is interested in it's revenue stream, but when are we going to halt the over building ( and many of then are ugly as heck!).**

**Pasadena has so much that surrounding cities don't have so why are we continuing to destroy what we ALL LOVE ABOUT OUR CITY.**

**It seems that we have 2 fractions going: 1) Those that want to create a "new" city to look like Hong Kong and 2) Those that want to keep the charm and historical architecture and trees and open spaces that is PASADENA!**

**Thank you,**

**B. Miller**

**10/12/2009**

10/12/2009  
6.A. 7:30 P.M.



RECEIVED

09 OCT 12 AM 10:42

*From the desk of*

**Carolyn Naber**

October 12, 2009

CITY CLERK  
CITY OF PASADENA

Mayor Bill Bogaard  
Vice Mayor Victor Gordo  
Members of the City Council  
City of Pasadena  
100 N. Garfield Avenue  
Pasadena, CA 91109

Subject: Agenda Item 6.A. regarding the proposed IDS Playhouse Commercial Development Project located at 680 East Colorado Boulevard

Dear Mayor Bogaard, Vice Mayor Gordo and Members of the City Council:

**Why I voted with my colleagues on the unanimous vote  
on the City of Pasadena Planning Commission**

The following are my comments made on the public record at the July 22, 2009 Planning Commission meeting. They are my personal views regarding the Final Environmental Impact Report (EIR) for the proposed project located at 680 E. Colorado Boulevard after my study of the EIR and consideration of the findings and recommendations made by staff:

**This EIR is deficient and cannot be certified. Many of the "Findings" in the Staff Report cannot be made to justify the Project and a Statement of Overriding Considerations cannot be justified based on the following:**

1. There are serious pedestrian safety concerns that were not studied in the EIR or adequate mitigations recommended. The design of Project will encourage pedestrian traffic mid-block on El Molino between Colorado & Green Street while at the same time, because of the parking garage ingress & egress location, will encourage car traffic southbound on El Molino from Colorado traveling across the pedestrian crosswalk area, where there will be inevitable pedestrian safety issues. The applicant's PowerPoint presentation during the Draft EIR process and in the May 13, 2009 staff report included an artist's rendering of a wide crosswalk connecting the Project with the Playhouse, mid-block on El Molino. The same artist's rendering was used as background for a large portion of the applicant's PowerPoint presentation during their July 22, 2009 presentation for the Final EIR. During public testimony, the applicant said that it would

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be legal to cross El Molino at the mid-block point because of Playhouse Alley. During the Draft EIR process, the Transportation Advisory Commission (TAC), the Planning Commission and members of the public pointed out that there could be a serious pedestrian safety issue with this mid-block pedestrian crossing and that it should be studied in the EIR with mitigations recommended in the EIR so that the applicant, members of the public and any other interested party would be able to review the impacts and comment publicly on the recommended mitigation measures. However, the EIR failed to study and recommend mitigations for the pedestrian safety issues and any mid-block walkway improvements. In the response to TAC's concern about this pedestrian/auto conflict, the FEIR responds:

*"The comment regarding a preference for particular project features, such as the walking link, do not make such features part of the proposed project, and thus are not analyzed in the EIR."*

It does not seem credible that the EIR would recommend mitigations for auto traffic several blocks away from the Project, but fail to recommendation mitigations for pedestrian safety issues adjacent to the Project.

The Final EIR recommends directional signage in the public parking structure instructing the public to cross El Molino at Green Street or Colorado Blvd. and proposes a future study of pedestrian issues in the "vicinity". The lack of a pedestrian study in the EIR and these recommended mitigations are not adequate to mitigate the inevitable, and unsafe mid-block pedestrian crossing.

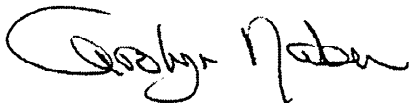
2. El Molino is a de-emphasized street in the General Plan. Under Policy 3.11 of the Mobility Element it states: *"Recognize designated de-emphasized streets as routes where efforts will be made to limit increases in travel. Measures that would increase traffic in these streets will not be planned or implemented."* Adding more traffic on to a de-emphasized street is in conflict with the General Plan. An alternative Project design, reduced project size or other mitigation should have been included that would not allow the Project to conflict with this General Plan policy.
3. The proposed Project recommended by staff is in conflict with the Central District Specific Plan Playhouse Sub-District (CDSP) because of its scale and massing in relation to the historic Playhouse and Arcade. Under Guideline #2 on Page 175 it states that *"The scale, massing and degree of façade articulation of new structures should be respectful of historical buildings"* and Recommendation #3 on Page 175 states that *"Massing should not overwhelm or diminish historic structures"*. A reduced sized

alternative should have been included and studied in the EIR so that a Project alternative that is not in conflict with this provision of the Specific Plan could be considered.

4. Only an 80% reduced project alternative was included in the EIR which was based on car traffic "triggers" for "significant impact" only. The 50% and 75% alternatives that were requested during the Draft EIR process were dismissed. Other impacts that may justify a 50% and 75% reduced project alternative (or any other percentage reduction) were dismissed, such as:
  - a. Conflicts with de-emphasized street policies in the Mobility Element
  - b. Massing and scale next to the Pasadena Playhouse & Arcade, conflicting with the Central District Specific Plan Playhouse Sub-District
  - c. Water and any other infrastructure impacts
  - d. Pedestrian safety issues from mid-block crossings on El Molino.
5. The economic feasibility study does not justify a Floor Area Ratio (FAR) increase of 10%. The economic feasibility study (Memo from Keyser Marston Associates to Richard Bruckner dated August 25, 2008 and included in the Staff Report dated July 22, 2009) is out of date and according to the city's own consultant, does not reflect current market conditions. Further, the study identifies the Project Alternative without the FAR 10% Bonus and Public Parking option as the most financially feasible. This is in conflict with staff's conclusion that the 10% FAR bonus is justified.

I urge you to support the Planning Commission's action regarding the EIR, so that the EIR may be revised to correct its deficiencies and additional alternatives proposed. I remain open-minded to all new proposals and staff recommendations, and look forward to reviewing afresh a revised EIR and Staff Report.

Sincerely,



Carolyn Naber  
Post Office Box 50107  
Pasadena, CA 91115  
crnaber@earthlink.net  
626.795.7675

**Jomsky, Mark**

**From:** Andrea Rawlings [andrea@lafn.org]  
**Sent:** Sunday, October 11, 2009 5:39 PM  
**To:** Bogaard, Bill; Jomsky, Mark  
**Cc:** Jim Ipekjian; Madison, Steve  
**Subject:** 680 E. Colorado Blvd.

Dear Mayor Bogaard, City Council Members and City Clerk,

I am writing to ask that you deny the proposed project for 680 East Colorado across from the Pasadena Playhouse.

This project is too massive, has too little articulation and will overwhelm our historic Playhouse and arcade lane. This is a sensitive site and needs more attention to the adjacent historic resources than this proposal offers. Please follow the Planning Commission's lead and deny this project.

regards,

Andrea Rawlings, AIA  
City of Pasadena  
Historic Preservation Commissioner,  
375 Anita Dr.  
Pasadena 91185

**10/12/2009**

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6.A. 7:30 P.M.

**Jomsky, Mark**

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**From:** Sidney Tyler [styler32@earthlink.net]  
**Sent:** Saturday, October 10, 2009 3:15 PM  
**To:** Jomsky, Mark  
**Cc:** betsey tyler  
**Subject:** COUNCIL AGENDA ITEM 6.A.: 680 E. COLORADO BLVD.

Dear Mayor and City Council Members:

Unfortunately I am unable to attend Monday night's meeting to express in person my opposition the IDS proposed project. My principal reasons are as follows:

1. There is no PUBLIC benefit to the people of Pasadena from the project that is commensurate with what the City Staff is proposing to give away. The give-aways are substantial: 1) large height and FAR variances and 2) the addition of 155 parking spaces beyond what the code allows. These are benefits to the property-owner/developer to enhance economic returns, and to the Playhouse Business District.....certainly not to those of us who live here. The Planning Commission got this right.
2. The addition of the 155 Public Parking spaces cannot possibly be justified on the basis of the proposed Paseo to the Arcade, described as being an historic element to the project. Moreover, I recall there are 127 or so public parking spaces in the recently developed Treo project, which I am told are sparsely used. If this is true, why is there a need for additional public parking in the Playhouse District, especially when there are already some 580 public parking spaces?
3. The proposed design overpowers and disrespects one of Pasadena's historic crown jewels: The Playhouse Theatre.
4. What we have here is a phenomenon that municipalities everywhere are seeing: a developer that in retrospect overpaid for the property and as a result can't get the economic return originally hoped for by conforming to existing development standards. This subsequent loss of economic value, we need to keep in mind, is the responsibility of the developer, and cannot be passed on to the citizens in the form of significant variances, thus making a mockery of our Zoning Code.

Please vote NO on the staff recommendation, and do not certify the EIR.

Sid Tyler

**Jomsky, Mark**

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**From:** Ron Logan [logan.ron@gmail.com]  
**Sent:** Saturday, October 10, 2009 6:58 AM  
**To:** Jomsky, Mark; Terry Tornek  
**Cc:** Nicole Wallens Logan  
**Subject:** Re: Project Hearing Alert from Terry Tornek

To the City Council of Pasadena,

I can not attend the meeting on Oct 12 regarding the proposed office building project adjacent to the Pasadena playhouse. However, please register my opposition to this project, and support for Councilman Terry Tornek's well-reasoned position. .

A 6 story building will be completely out of character with the neighborhood and the historic Pasadena Playhouse across the street.

From environmental and quality-of-life standpoints, the last thing we need in the middle of Pasadena right now is another office building generating more traffic with increased smog and congestion on our already-overcrowded streets. And from an economic standpoint, there are so many vacancies in office buildings in Pasadena that I can't believe this office space is even required at all for the foreseeable future. But if it does come on line, it will very likely just shift office tenants around Pasadena, and create vacancies for existing landlords in Pasadena that are trying to hang on through this unprecedented economic downturn and the likely "jobless recovery" that many economic forecasts say will ensue.

The City Council has already approved far too many residential units than were ever going to be needed in Pasadena that are currently standing empty. And we've all seen major projects that took far too long to complete due to problems with owner solvency and financing.

Let's not take this risk and scar the neighborhood with this inappropriately-sited office building in the heart of Pasadena that we'll be stuck with for years to come.

Respectfully,

Ron Logan  
685 Magnolia Ave.

On 10/8/09, Terry Tornek <ttornek@charter.net> wrote:

> Dear District 7 Neighbor -

>

> The heart of my campaign last Spring was the pledge that I would work

> to Keep Our Neighborhoods Great".

> As a specific illustration of how to do that, I took a public position

> against a proposed new project at 680 E. Colorado Blvd.(please see  
> attached mailer).  
>  
> That proposal, unmodified, will have a Public Hearing before the City  
> Council this coming Monday, 10/12/09, at 7:30 PM.  
>  
> I will speak in opposition to the project, because I believe that it  
> is too big, will generate too much traffic & will overwhelm the  
> adjacent historic Pasadena Playhouse & Arcade Lane buildings.  
>  
> The project has been rejected unanimously by the Planning Commission,  
> but NEIGHBORHOOD VOICES SHOULD ALSO BE HEARD.  
> So, if you are among those who have expressed concerns about  
> inappropriate new development in Pasadena, I urge you to join me on  
> Monday night. If you cannot attend, please send an email message to  
> the City Council in care of the City Clerk. His email address is  
mjomsky@cityofpasadena.net.  
>  
> Please call me at 375-0075 with any questions. Thank you.  
>  
> Terry

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Sent from my mobile device

**Jomsky, Mark**

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**From:** vlaming [vlaming@earthlink.net]  
**Sent:** Friday, October 09, 2009 9:50 PM  
**To:** Jomsky, Mark  
**Subject:** proposed 680 E. Colorado project

We're writing in opposition to the proposed buidling project for 680 E. Colorado. As residents of Pasadena, living near the historic Playhouse district, we feel not oly is the proposed project too large but it will generate too much traffic and, most of all diminish the neighborhood surrounding it.

Jeff and Kathy Vlaming  
658 South Hudson

[VLAM-INK.blogspot.com](http://VLAM-INK.blogspot.com)



**Jomsky, Mark**

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**From:** Christopher Davidson [cdavidson001@earthlink.net]  
**Sent:** Monday, October 12, 2009 10:10 AM  
**To:** Jomsky, Mark  
**Cc:** Terry Tornek  
**Subject:** DEVELOPMENT AT EL MOLINO AND COLORADO

I understand that this project will come before the City Coucil tonight.

Please be aware of my opposition to this massive and inappropriate proposal.

The scale is all out of proportion to the neighborhood. The traffic generated would choke our streets. Finally, the purpose -- a giant office complex -- is out of sync with this artsy, pedestrian area of our city.

Stop this project in its tracks.

Thank You.

Christopher C. Davidson  
869 South Oak Knoll Avenue  
Pasadena, CA 91106  
626.792.6970

**10/12/2009**

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6.A. 7:30 P.M.

**Jomsky, Mark**

**From:** Tink Cheney [tinkcheney@earthlink.net]

**Sent:** Friday, October 09, 2009 11:33 AM

**To:** Jomsky, Mark

**Cc:** ttornek@charter.net

**Subject:** 680 East Colorado Blvd., Pasadena

Dear City Clerk:

I would like to go on record as being against the project at 680 East Colorado Blvd. Although the increased traffic would be an issue for me, my main concern is the unavailability of water in Pasadena. Since there is already water rationing taking place, I do not understand how Pasadena can support any further development.

Thank you,

Catherine "Tink" Cheney  
President's International Premier  
Previews Estates Director  
D.R.E. License No.: 01173415  
Coldwell Banker  
388 South Lake Avenue, Pasadena CA 91101  
office: 626/356-8129, cell: 626/233-2938  
fax: 626/440-0455  
www.tinkcheney.com

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6.A. 7:30 P.M.

**Jomsky, Mark**

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**From:** Richard Schwabe [richardschwabe@gmail.com]  
**Sent:** Monday, October 12, 2009 10:55 AM  
**To:** Jomsky, Mark  
**Subject:** 680 E. Colorado Blvd.

**To Pasadena City Council:**

**I am opposed to the proposed office building at 680 E. Colorado Blvd. There has been far too much inappropriate development in the City of Pasadena and this project has the potential to generate too much traffic and overwhelm the wonderful ambience of the Playhouse District.**

**Sincerely,**

**Richard C. Schwabe**

**10/12/2009**

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6.A. 7:30 P.M.

**Jomsky, Mark**

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**From:** Rick Wetzel [Rick@wetzels.com]  
**nt:** Monday, October 12, 2009 2:52 PM  
**To:** Jomsky, Mark  
**Cc:** Terry Tornek  
**Subject:** Opposition to 680 E. Colorado Blvd Project

To the Pasadena City Council,

As a resident of Pasadena, I am very concerned with the amount of traffic in our city. Therefore, I am opposed to the proposed project at 680 E. Colorado Blvd. I believe that it is too big, will generate too much traffic & will overwhelm the adjacent historic Pasadena Playhouse & Arcade Lane buildings.

Please do not approve this project.

Best regards,

Rick Wetzel  
1488 San Pasqual Street  
Pasadena, CA 91106

10/12/2009 6.A. 7:30P.M

**10/12/2009**

**Jomsky, Mark**

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**From:** mtq@aol.com  
**Sent:** Monday, October 12, 2009 3:38 PM  
**To:** Jomsky, Mark  
**Subject:** 680 E Colorado

**We are opposed to the project that has been proposed at 680 E Colorado. The project will impact traffic at several intersections in the Pasadena Playhouse District which already experiences too much traffic. It will also overshadow the existing Playhouse and Arcade and will not fit in with the neighborhood.**

**Kris & Mike Quinn**

**10/12/2009**

10/12/2009  
6.A. 7:30 P.M.

Jomsky, Mark

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From: sharonghm@aol.com  
Sent: Monday, October 12, 2009 4:10 PM  
To: Jomsky, Mark  
Subject: 680 E. Colorado Blvd., Pasadena, CA

**City of Pasadena  
Care of The City Clerk,**

**As an almost three year resident in District 7, I agree with Mr. Torneck's objection to the proposed new project at 680 E. Colorado Blvd. My major concern is with the increased traffic on El Molino. However, I also want the Arcade Lane and Pasadena Playhouse to be dignified due to their historic statures, and to not be overshadowed by an overbearing structure.**

**Respectfully submitted,**

**Sharon G. Higuera**

**700 East Union Street #302**

**10/12/2009**

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6.A. 7:30 P.M.

**Jomsky, Mark**

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**From:** Stewart, Jana  
**Sent:** Monday, October 12, 2009 4:35 PM  
**To:** City\_Council  
**Cc:** Jomsky, Mark  
**Subject:** Public Hearing Item A - 680 E. Colorado Blvd.

This message is being distributed to all Councilmembers at the request of the writer.

**Jana Stewart**  
Office of the Mayor & City Council

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**From:** Marjorie Lindbeck [mailto:mlindbeck@lamc.org]  
**Sent:** Monday, October 12, 2009 4:31 PM  
**To:** Stewart, Jana  
**Subject:** tonight's meeting

To all members of Pasadena City Council Meeting  
Regarding Tonight's Council Meeting  
Public Hearing Item A regarding commercial development at 680 E. Colorado Blvd.

It is my understanding that the Planning Commission recommended that this project NOT go through. We are in total agreement with that recommendation. The traffic impact from this project on El Molino would be devastating. A project of this size with the only ingress/egress to the parking garage on El Molino is unthinkable. I urge all council members to vote against this project.

Thank you,  
Marjorie

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Marjorie Lindbeck

**700 E. Union Street, No. 103**  
**Pasadena, CA 91101**

**10/12/2009**

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6.A. 7:30 P.M.

**Jomsky, Mark**

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**From:** Michael Jeffries [mmjeffries@sbcglobal.net]  
**Sent:** Monday, October 12, 2009 4:13 PM  
**To:** Jomsky, Mark  
**Subject:** Vote NO on 680 E. Colorado project

I am writing to protest the planned project on 680 E. Colorado Blvd.

It is outrageous that someone thinks it might be permissible to build any 5 story building on Colorado Blvd in the Playhouse district. The next thing you know we will be talking about a Weisfield's Shopping Mall next to City Hall. Let's sober up down there. This is a beautiful city in many diverse ways. Pasadena is the envy of many throughout Southern California who recognize the beauty of our landscaping and uniqueness of our architecture displayed throughout our parks and neighborhoods.

This purely for-profit project pushed forward most likely by carpebaggers should be rejected because it is grossly disproportionate to the other buildings in the area, most importantly the playhouse. It will generate too much traffic, and it will physically and aesthetically overwhelm the Playhouse and the Arcade Lane buildings.

Please use your good sense and reject this very bad idea.

Michael Jeffries  
984 S. Oakland Ave, pasadena, CA 91106  
626-354-5722

10/12/2009  
6.A. 7:30 P.M.

**10/12/2009**



**Jomsky, Mark**

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**From:** Beck, Michael  
**Sent:** Monday, October 12, 2009 4:35 PM  
**To:** Jomsky, Mark; Bruckner, Richard  
**Subject:** Fw: 680 E. Colorado public hearing

**Attachments:** ids\_logo\_signature.jpg

Mark and Richard,

FYI.

...Michael

-----  
Michael J. Beck  
City Manager  
City of Pasadena  
(626) 744-7927

----- Original Message -----

**From:** David Saeta <dsaeta@idsrealestate.com>  
**To:** Beck, Michael  
**Sent:** Mon Oct 12 16:33:20 2009  
**Subject:** 680 E. Colorado public hearing

Michael,

Please accept this email as formal request to move tonight's public hearing for 680 E. Colorado Boulevard to November 16th. I apologize for the late notice.

Thank you very much.



ids\_logo\_signatu  
re.jpg (20 KB)...

David Sae a - DRE Lic. # 00999820

Senior Vice President  
I D S Real Estate Group  
515 S. Figueroa Street, 16th Floor  
Los Angeles, California 90071  
T: 213.362.9319 F: 213.627.9937  
E: dsaeta@idsrealestate.com  
www.idsrealestate.com <<http://www.idsrealestate.com/>>

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**Jomsky, Mark**

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**From:** julia woodward [woodward@caltech.edu]  
**Sent:** Monday, October 12, 2009 5:10 PM  
**To:** Jomsky, Mark  
**Subject:** proposed building at corner of El Molino and Colorado

I am writing to say that my husband and I are both opposed to the five story office building which is being proposed at the corner of El Molino and Colorado. We feel that moving such projects to areas east of Lake Street would be in the city's best interest both in terms of traffic flow and in terms of generating more business to the eastern part of Pasadena.

Julia Woodward