
From: Mark Fedde [mailto:mark@fedde.com]
Sent: Friday, September 11, 2009 6:44 PM
To: Mike Smith
Subject: East Pasadena Vons Project

Mike,

Sorry to get back to you so late, but it has been a hectic retail week just after Labor Day. I will be at a national Furniture Market next week so I will not be able to call you back before the next city council meeting. I am not sure exactly what you need, but hopefully this might help a little.

Pasadena City Council;

Fedde Furniture Company is overwhelmingly in favor of the new Vons Market Center , located on the corner of Sierra Madre Blvd. and Colorado Blvd. The city of Pasadena needs to address the business concerns of East Pasadena and move forward in a timely manner on business projects that will not only beautify the city, but most important provide the city with a much needed tax base.

This project not only makes sense on a increased need for the local community, but will help build a solid business foundation for other businesses located in East Pasadena . We believe that Vons has always been a good business partner with the city of Pasadena , it is now time for the city of Pasadena to become better business partners with local area businesses.

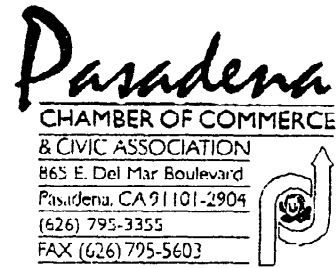
We look forward to what Vons is able to provide for the community and hope that the city council is able to help Vons move forward to get this project completed in a timely manner for all parties involved.

Please help Vons and support the East Pasadena community. Thank you.

Mark Fedde
Fedde Furniture
www.Fedde.com

"Email Firewall" made the following annotations.

09/14/2009
7.A.1.



September 11, 2009

Mayor Bill Bogaard
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

Dear Mayor Bogaard and Council Members,

The Pasadena Chamber of Commerce encourages the City Council to approve the tree removal at 2345 East Colorado Boulevard so that the Vons store at that location can undertake its renovation and expansion project. This project will enhance Pasadena's job market by adding both permanent jobs as well as jobs necessary for construction. The City also stands to increase the general fund as a result of increased property taxes, construction taxes and other fees. In addition, the new store will improve the streetscape of the East Colorado area.

Safeway, Inc. is prepared to increase the street tree inventory of Pasadena considerably as part of this project. They will pay replacement cost for the removed tree and are planning to add twelve trees along Sierra Madre Boulevard and two along Walnut Street.

This will be a good project for the businesses in the area, a good project for the neighbors and a good project for the City of Pasadena. I urge you to approve the removal of the single street tree to allow this project to move forward.

Thank you

Paul Little
President and Chief Executive Officer

Cc: M. Beck, M. Jomsky

09/14/2009
7.A.1.

