

Nina Chomsky  
1500 Lancashire St.  
Pasadena, CA 91103  
(626) 795-1967

June 7, 2010

**Re: Council Meeting June 7, 2010; Agenda Item #5: IDS Concept Design Appeal Public Hearing**

Mayor Bogaard and Council Members:

Your attention is directed to the middle of Page 6 of tonight's Staff Report, where Staff states:

*The City Council certified an EIR for the project, and found that the land use approvals did not result in significant historic or aesthetic effects from the project. The Council relied on review to be conducted through the design review process and consideration of the Playhouse District Design Guidelines to ensure the continued integrity of those findings. Accordingly, in conducting design review, the Council is to start with the premise that the building as already approved does not have significant aesthetic impacts, and is consistent with the City's General Plan and other applicable rules and ordinances. . . .*

The advice as to where the Council "is to start" is not only circular, but untrue and improper.

The Design Commission, in fact, rejected this advice, and chose to follow carefully what YOU, the Council, directed in your adopted Resolution of Approval, which directions are grounded in the Aesthetic FEIR Mitigation provisions on Page ES-4 of the FEIR.

*On page 10 of your adopted Resolution, you said: The project will require review and approval by the Design Commission, which must consider the Playhouse District Design Guidelines. With guidance from those Guidelines and the required approval by the Design Commission, the Project will have less than significant aesthetic impacts. (emphasis added.)*

In other words, first comes the required Design Commission review, and then comes, maybe, the less than significant aesthetic impacts, NOT the other way around. Further, the Resolution of Adoption requires that the Design Commission itself, not the Council, act in this regard.

*On page 11 of your adopted Resolution, you said: The project will be subject to Design Review, where architecture, ... scale, massing, ... and other design concepts will be finalized and will ensure that the Project meets the City's criteria for a design that does not result in a significant adverse impact.*

Again, YOU decided and said that Design Review of such matters as scale and massing, conducted by the professionals appointed to the Design Commission, will ensure that the Project does not result in a significant adverse impact – NOT the other way around.

*On pages 15-16 of Attachment A to the Resolution (Specific Findings of Fact for Adjustment Permit and Conditional Use Permit), you said: The design characteristics of the project will be reviewed in the Design Review process to ensure compliance with the applicable design guidelines.*

Again, first comes Design Review, and then comes compliance with applicable design guidelines.

*On page 56 of Attachment G to the Resolution, the Summary of the Final Environmental Impact Report, you said: The FEIR concludes that the impacts on aesthetics and the surrounding historic structures are less than significant because the project is required to be reviewed by the Design Commission (which also assumes the role of the Historic Preservation Commission in the Central District) in the City's design review process. This is consistent with the policies and procedures of the Municipal Code. (emphasis added.)*

Again, YOU said that the FEIR concludes that impacts on aesthetics and the surrounding historic resources are less than significant BECAUSE the Design Commission will review the project.

My conclusions and request of you: The Design Commission tried to do what you directed and could not after a valiant and commendable effort. You, the Council, cannot mitigate the impacts on aesthetics and surrounding historic structures to less than significance tonight given the project you have before you. Thus, send it back to the Design Commission to study and bring back to you a range of reasonable, feasible and Environmentally Superior project Alternatives for the purpose of identifying a Design that truly mitigates the Project's impacts on Aesthetics and surrounding historic structures.

Thank you for your attention and consideration.

*Nina Chomsky*

**From:** George Corey <grcorey@sbcglobal.net>

**Date:** June 5, 2010 12:47:00 PM PDT

**To:** [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)

**Subject:** Playhouse District Project

**Please send this Project back to IDS, the Design Commission and City Staff with directions to study and bring back to the Council a range of reasonable, feasible and Environmentally Superior Project Alternatives in order to identify a size and design which truly mitigates the Project, including accomplishing the following:**

1. The Project must comply with all applicable City Plans and rules, including:
  - The City's General Plan
  - The Central District Specific Plan, including the Playhouse Sub-District
  - The Zoning Code
2. The Project Mass and Scale must be reduced; and
3. The Project must be in context with adjacent Historic resources.

Thank you, George Corey

**Flores, Silvia**

**From:** Wendy Edwards [wendyedwards@dslextreme.com]

**Sent:** Saturday, June 05, 2010 8:35 PM

**To:** Flores, Silvia

**Subject:** Playhouse Adjacent Project

We are residents of South Pasadena whose business and social life have taken us into Pasadena every day for many years. It is our sincere hope that Pasadena's City Council will direct the developer and City Staff to abide by the planning and design guidelines that are in place for the Playhouse area rather than allowing the current plan for a project of incompatible design and scale to go forward. Please work to preserve the qualities that have made Pasadena the uniquely lovely city it is rather than allowing it to look more and more like any other city its size, *especially* next to the Playhouse, which is such a proud landmark.

Mark and Wendy Edwards  
821 Montrose Ave.  
South Pasadena, CA 91030

**Flores, Silvia**

**From:** Ann [ann@hweisshaar.com]  
**Sent:** Saturday, June 05, 2010 5:27 PM  
**To:** Flores, Silvia  
**Subject:** Fw: proposed IDS project in Playhouse District

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

**From:** Ann  
**To:** [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)  
**Sent:** Saturday, June 05, 2010 4:38 PM  
**Subject:** proposed IDS project in Playhouse District

TO: Pasadena City Council

RE: Proposed IDS building in the Playhouse District

The huge building project proposed by IDS would the destroy the ambience the the Playhouse District.

The public planning process must be honored and adhered to rather than be subverted by the wishes of an out-of-town developer.

I am writing to ask you, the City Council, to direct the developer and City Staff to abide by the planning and design guidelines that are already in place for the Playhouse area.

Respectfully,

Ann Eittinger

**From:** "Bob Kneisel" <[bkinpas@charter.net](mailto:bkinpas@charter.net)>

**Date:** June 7, 2010 12:36:03 PM PDT

**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>

**Cc:** "McAustin, Margaret" <[mmcaustin@cityofpasadena.net](mailto:mmcaustin@cityofpasadena.net)>

**Subject:** My Message to the City Council on the IDS Project

Please send the IDS project back to the developer with the instruction that it be scaled back to fit into the Playhouse District neighborhood. The current proposal goes against too many City standards, worked out in numerous public meetings over the years. A smaller, less obtrusive project should be considered now.

Bob Kneisel  
1278 Mar Vista Ave.  
Pasadena, CA 91104  
626-797-2707

**From:** Carol Lachata <[mslachata@yahoo.com](mailto:mslachata@yahoo.com)>  
**Date:** June 7, 2010 8:33:07 AM PDT  
**To:** [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)  
**Subject:** **Oppose IDS Project**

Dear Mark,

Regarding the IDS Project that is being proposed for the Play house District, I am opposed to putting such a large scale project as this in our beautiful city.

I have travelled all over the world. Whenever I return home to Pasadena, it is the tree lined streets and human-scaled buildings with their well-thought out architecture that reminds me again and again as to why I chose this as a place to live. Everyone who visits us comments on "how different Pasadena is" from the rest of the mess that is So Cal.

Any one can build another Westwood.

IDS is an ill-advised project that could start a trend to direct us down the slippery slope to Glendaleization. Please send this Project back to IDS, the Design Commission and City Staff with directions to study and bring back to the Council a range of reasonable, feasible and Environmentally Superior Project Alternatives.

Thank you for your time and consideration.

Carol Lachata

**Flores, Silvia**

**From:** Jane Levy [janelevy@earthlink.net]  
**Sent:** Saturday, June 05, 2010 1:05 PM  
**To:** Flores, Silvia  
**Subject:** Fwd: Proposed IDS Project, Playhouse District

Dear members of the City Council,

We are writing to ask that the public planning process be adhered to in granting permission to go ahead with the the IDS proposed project, adjacent to the historic Playhouse Theatre.

The Project must comply with all applicable City Plans and rules, including:

The City's General Plan

The Central District Specific Plan, including the Playhouse Sub-District

The Zoning Code

The project Mass and Scale must be reduced; and the project must be in context with adjacent Historic resources.

Sincerely yours,

Jane and Daniel Levy  
689 Cornell Rd.  
Pasadena, CA 91106



**From:** "Marjorie Lindbeck" <[mlindbeck@lamc.org](mailto:mlindbeck@lamc.org)>  
**Date:** June 7, 2010 12:30:21 PM PDT  
**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** IDS Project  
**Reply-To:** <[mlindbeck@lamc.org](mailto:mlindbeck@lamc.org)>

Dear City Council,

I had expected to be at tonight's meeting, but, alas, a broken foot will keep me at home.

I have attended prior meetings related to the IDS project proposed at the corner of El Molino and Colorado. I fail to understand how such a project with underground parking for some 500 cars that will ALL ingress and egress from a single entrance of El Molino could possibly be under consideration. Either there are no standards for traffic, or they have been completely overlooked. I can't believe that the fire department would ever approve such a scheme.

El Molino, as I understand it, is a "deemphasized" street. Clearly the sidewalk projections into the street just a few blocks south attest to a desire to impede traffic rather than move it along. If anyone has walked El Molino, as we often do as residents in the district, it is clear that placing additional traffic on this north-south street is simply ludicrous.

It is also fairly evident from what I have read that this project does not comply with all applicable city plans including the General Plan, the Central District Specific Plan and the zoning codes. And, while I appreciate the effort to add additional parking and businesses in our district, this does not appear to be a project with any helpful solution to the district, but is simply one developer's attempt to invest on behalf of STRS.

While I understand that tonight's meeting is dealing with the merits of the design itself, I would urge the council to step back from this project and question the wisdom of placing such a huge, massive project that has unsolvable problems in the center of an historic district. Certainly the impact upon the Playhouse District is far more important than the wishes of a single developer. I have no idea how such a project as conceived could ever be considered environmentally sound unless there is faulty underlying information. Please take a further look at this project to understand its true impact on our community.

Thank you,

Marjorie

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Marjorie Lindbeck  
Owner/resident  
700 E. Union Street  
Pasadena 91101

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**From:** Elizabeth MacKillop  
**Sent:** Monday, June 07, 2010 10:03 AM  
**To:** 'mjomsky@cityofpasadena.net'  
**Subject:** Playhouse Plaza

To the attention of the City Council,

As a resident of the Playhouse District I am astounded that IDS's Playhouse Plaza project has been approved and is in danger of burdening our neighborhood with the weight of a building that:

1. Doesn't advance the urbanism of the neighborhood
2. Doesn't follow the Design Guidelines set for the neighborhood
3. Will overwhelm the neighborhood with traffic, significantly decreasing the livability of the neighborhood.
4. Will overwhelm the neighborhood with it's mass and scale, leaving the residents with a building that is out of balance with the character and context of its place.
5. Will doom the Pasadena Playhouse, a state and city historic treasure and the iconic building from which the neighborhood takes its name, to shrink in its shadow, literally being squeezed out of existence by the scale, traffic and failure to add to the sense of place.

The building should follow the applicable plans and rules of the City General Plan, Central District Specific Plan and the Playhouse Sub-District Plan, and the Zoning Code. After implementing these very plans that have made Pasadena such a great place to live, why should this building be allowed to violate them?

The building should be in context - in character and scale.

The building should respect the historic resources present in its neighborhood.

The building should relate to the street, keeping its place vibrant and livable for those of us who live there and those who visit.

Please remember what makes Pasadena great and DO NOT approve this project.

Sincerely,

**Elizabeth MacKillop**  
128 N. Oak Knoll Ave., Unit 102  
Pasadena, CA 91101

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

**From:** info@whitneymaxpetcare.com [mailto:info@whitneymaxpetcare.com]

**Sent:** Sunday, June 6, 2010 09:51 AM

**To:** mjomsky@cityofpasadena.net

**Cc:** tsuzuki@cityofpasadena.net

**Subject:** Playhouse Plaza Project

Dear Mark,

As a Pasadena central district resident for almost 10 years, and living just 2 blocks away from the proposed Playhouse Plaza project, I implore the City Council and Staff to adhere and honor the public planning process for this historic area. Please take into consideration the input and feedback from Pasadenans for a Livable City, Pasadena Heritage and former Councilmember Sid Tyler. Thank you for your time.

Sincerely,

Whitney Max

Whitney Max Pet Care  
www.whitneymax.com  
626.403.1377

*From the desk of*

Cathryn Nebel

June 7, 2010

Mayor Bill Bogaard  
Vice Mayor Victor Gordo  
Members of the City Council  
City of Pasadena  
via email to: Mark Jomsky, City Clerk at [mjomsky@CityofPasadena.net](mailto:mjomsky@CityofPasadena.net)

Subject: Agenda Item 5 – IDS Playhouse Plaza Project

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

**I urge you to send this proposed project back  
to the developer, City Staff and the Design Commission  
with directions to develop a project that  
complies with all City planning rules and regulations,  
including the General Plan, the Playhouse Sub-District Specific Plan and Zoning Code**

As a member of the General Plan Update Advisory Committee, I have visited every City Council District several times and personally have heard over and over, *“Why bother with a General Plan and why bother taking time out of my busy day to participate, when the City doesn’t follow the rules anyway?”*

- If the IDS Project is allowed to be built as proposed, the General Plan update process currently underway will be subverted and a waste of the citizens’ time. Further, why bother having any rules at all? Where is the fairness to the people of Pasadena?

I have also heard many many times, *“Who approved that big, ugly, out-of-scale project?”*

- If the IDS Project is allowed to be built as proposed, there will be another building that will add to the public disgust with the design, massing and scale of much of the recent development in Pasadena.

As a member of the Planning Commission, I joined my colleagues in the unanimous vote to reject the EIR, reject the findings and reject the project as proposed. Since then, the Design Commission has faced the same issues, the equivalent of trying to jam 20 pounds of sugar into a 5-pound bag! This Project as proposed just doesn’t fit.

- The Project as proposed breaks rules in the General Plan, the Playhouse Sub-District Specific Plan and the Zoning Code, and findings can’t be made to justify such violations of existing rules.

06/07/2010  
Item 5

The proposed Project is currently designed with the Parking Garage entrance/exit on El Molino, a street designated in the General Plan as a de-emphasized street and as a result, the proposed Project will be in violation of the City's 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."***

- Because of the design, not only will the proposed Project traffic be funneled onto a de-emphasized street, but because of the additional visitor parking within the proposed Project, traffic from area businesses will be funneled onto a de-emphasized street, as well.

At the Planning Commission Draft EIR hearings, the developer showed pictures of a mid-block pedestrian crosswalk link between the Playhouse and the Arcade. Fundamentally, that link was a basis for "Findings of Public Benefit" and an award to the developer of a 10% bonus of square footage, a disregard for the height limits in the current zoning code and the disregard for the rules and regulations in place for that location.

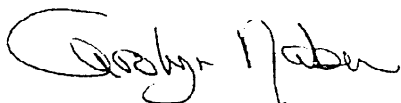
- There is no enhanced pedestrian crosswalk, as originally "advertised" by the developer, between the Playhouse Theatre and the Project, and there is no public pedestrian access or reciprocal easement agreement between the Project and the Arcade property – *therefore no pedestrian link from the Playhouse Theatre to the Arcade is included in the current plan.*

There are serious pedestrian safety issues still unresolved or mitigated. The design of the building and the location of the parking garage entrance/exit will contribute to inevitable and possibly grave auto/pedestrian conflicts.

- The City Council approved the proposed Project on the condition that a pedestrian study be conducted. *That study has been postponed indefinitely.*

Members of the City Council, there must be a more appropriate design, size, height, scale and massing for a project at 680 East Colorado that could comply with the General Plan, the Central District Specific Plan Playhouse Sub-District and the Zoning Code. *This Project as proposed does not qualify. Please send it back!*

Sincerely,



Carolyn Naber

**Flores, Silvia**

**From:** Caroline Nelson [caroline.lockwoodnelson@gmail.com]  
**Sent:** Monday, June 07, 2010 12:11 PM  
**To:** Flores, Silvia; Jomsky, Mark  
**Subject:** Letter to City Council re: IDS project Project June 7 2010  
June 7, 2010

Dear Mayor Bogaard, Vice Mayor Gordo, and Council Members Robinson, Tornek, McAustin, Holden, Haderlein, and Madison:

I am writing to express my dismay over the proposed IDS project. As someone who has lived in Pasadena for twenty-eight years (my whole life), I am concerned about maintaining and preserving the character of the city I live in, work in, and love. A building whose design overpowers all the adjacent historic buildings and which dumps traffic onto a narrow street threatens the character of Pasadena. You are asking Pasadena residents to give you input on the General Plan, so I hope that you will listen to us when we tell you what we want for the City. Please send ask IDS to redesign a project that respects and enhances Pasadena.

Regards,

Caroline Nelson  
Resident, District 2

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Caroline Nelson

**From:** Cesar Portillo <dodgerdog64@mac.com>  
**Date:** June 5, 2010 5:40:14 PM PDT  
**To:** "mjomsky@cityofpasadena.net" <mjomsky@cityofpasadena.net>  
**Subject:** Email to Council opposed to IDS proposed project adjacent to the historic Playhouse Theatre.

Dear Council Members:

I am a resident downtown Pasadena who both walks the playhouse district daily with my dogs and regularly takes in movies & dinner in the district. This is to express my adamant opposition to the IDS Project.

I moved to Pasadena four years ago because of the high quality of life & diversity of the city, and especially it's walkability. This project clearly violates numerous guidelines & protections adopted by the city to protect areas like the Playhouse District from developments like IDS that will destroy the very qualities that make our city great.

**Please send this Project back to IDS, the Design Commission and City Staff with directions to study and bring back to the Council a range of reasonable, feasible and Environmentally Superior Project Alternatives in order to identify a size and design which truly mitigates the Project, including accomplishing the following:**

1. The Project must comply with all applicable City Plans and rules, including:
  - The City's General Plan
  - The Central District Specific Plan, including the Playhouse Sub-District
  - The Zoning Code
  
2. The Project Mass and Scale must be reduced; and



**3. The Project must be in context with adjacent  
Historic resources.**

**Respectfully**

**Cesar Portillo**

**420 S Oak Knoll Ave 91101**

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**From:** Dick Roether [mailto:dickroeth@netscape.net]  
**Sent:** Sunday, June 06, 2010 3:49 PM  
**To:** Flores, Silvia  
**Subject:** Fwd: IDS Project in Playhouse District

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

From: Dick Roether <dickroeth@netscape.net>  
To: mjomsky@cityofpasadena.net  
Sent: Sun, Jun 6, 2010 3:24 pm  
Subject: IDS Project in Playhouse District

To the City Council:

Stop selling our city down the river to developers rather than sensitively implementing previously approved general and specific plans which seek to enhance the livability and beauty of our city!

Dick Roether  
1944 Las Lunas St.

MARSHA V. ROOD, FAICP  
216 S. Madison Avenue, #302  
Pasadena, CA 91101  
[marsharood@earthlink.net](mailto:marsharood@earthlink.net)

JUNE 4, 2010

*via e-mail*

Mayor Bogaard  
Members of the City Council  
City of Pasadena  
c/o M. Jomsky, City Clerk

SUBJECT: AGENDA ITEM NO. 5; CALL FOR REVIEW OF A DECISION BY THE  
DERSIGN COMMISSION – DESIGN REVIEW, 680 EAST COLORADO BOULEVARD,  
IDS PLAYHOUSE PLAZA; JUNE 7, 2010

Dear Mayor Bogaard and Members of the City Council:

The developer's proposed project is not consistent with the objectives and policies of the *Central District Specific Plan (the "Specific Plan")* and the City's *General Plan*. Mitigation of its significant aesthetic impacts through design review simply cannot be done. It would be similar to asking someone to dock an aircraft carrier at Marina del Rey and told, "Make it work". The project breaks so many long-standing rules to such a great degree that one has to wonder what makes this project such a special "Pasadena Project".

The developer has told you, the Design Commission and members of the community repeatedly that he has gone through many, many design iterations; true, but the developer had to meet the "*superior design solution*" test to obtain additional Floor Area Ratio (or square footage) as approved by the City Council last November. Now the developer is asking you to treat the Concept Plan Review phase as essentially done; however, the Project has changed so dramatically since you last saw it. Does it meet this "*superior design solution*" test going forward?

## INTENT OF THE RULES

The *intent* of the rules is critical when citing any specific rule. The basic intent of the *Specific Plan* is that because “*large, monolithic buildings negate the qualities particular to the Central District*” they must be avoided. They would make the Central District “*a less humane place.*” Qualities specific to the Central District – human scale and a humane place – respect what is there and what is valued by the community.

What is wanted, according to the *Specific Plan*, is that “*the scale, massing and detail of individual buildings contribute to a coherent streetscape and satisfying public environment.*”

## THE PROJECT FLUNKS THE LOCATION AND DESIGN TESTS

The project flunks the location test – the “*primary office corridor*”, according to the *Specific Plan*, is along Lake Avenue, with Los Robles as the secondary corridor.

The project flunks the “*harmonize infill development with adjacent buildings through compatible scale, massing rhythms*” test. According to the EIR, the project also flunks the “*respect the scale, massing and articulation of adjacent historic buildings*” test. The EIR states that the project will harm landmark buildings in the Playhouse District, including the Pasadena Playhouse itself, because of its excessive height, bulk and intensity. This task was left to the Design Commission to “mitigate”.

The project flunks the “*incompatible design solutions and significant interruptions to the predominant scale of the street*” test because of its mass and scale.

The project flunks the *orientation to the major street* test – major development along Colorado Boulevard is to be oriented to Colorado, including major entrances to this street; also, the *Specific Plan* states that a project must “*differentiate a main building entrance from storefront entrances into street*”

*level businesses*". As proposed, the project's the main entrance will be one of several other entrances onto Colorado.

The project flunks the "*outdoor spaces should be intimate, contained spaces, and function as an extension of interior space*" test. The project's outdoor open area is along El Molino and is designed as an "office plaza" to be used primarily for office workers.

The project flunks the "*high level of design excellence appropriate to the arts-oriented district*" test, including "*variety within the context of a street-oriented development pattern*", especially along El Molino.

The project flunks the "*design volumes*" test – the building does not maintain a compatible scale with its surroundings, and its massing and scale are not broken down in a compatible way.

The project flunks the "*horizontal dimension to make a tall buildings appear less overwhelming*" test – the current design is vertically oriented which makes the building look taller and more overwhelming.

In the end, is the project to be shaped by the rules? Or are the rules to be shaped by the project? It is in your hands.

Respectfully,

*Marsha V. Rood*

MARSHA V. ROOD, FAICP

EXCEPTS FROM THE *CENTRAL DISTRICT*  
*SPECIFIC PLAN*

## DISTRICT-WIDE URBAN DESIGN CONCEPT

90

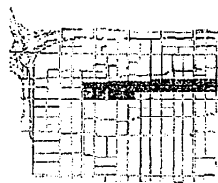
### The Private Realm

Height limits work in conjunction with floor area ratios to guide private sector development, regulate building envelopes, and control the three-dimensional character of Downtown. *District-wide Map 25: Maximum Height Concept* establishes height limits throughout Downtown; also reference *District-wide Map 13: Maximum FAR Concept*. The assigned limits seek to balance competing interests, supporting economic growth and vitality, while protecting Downtown's historic buildings and residential areas. Among the objectives to be achieved are: 1) develop urban land patterns; 2) reinforce district character; 3) preserve historic & cultural resources; 4) conserve in-town neighborhoods; and 5) provide economic opportunity.

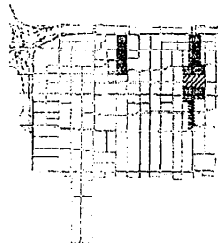
*Prominent "Main Street":* Colorado Boulevard has long been regarded as Pasadena's Main Street, although its appearance outside of Old Pasadena only sporadically lives up to that distinction. Therefore, FAR and height limits support Colorado Boulevard's development as the City's preeminent street, a grand and ceremonial setting for the Tournament of Roses Parade. Development opportunities should accommodate a broad mixture of uses, emphasizing commercial and mixed uses. Even so, height limits are respectful of existing buildings of historical significance and the visual dominance of City Hall's dome. In general, 75-foot tall buildings are permissible, with limited provisions for additional height.

*Primary Office Corridor:* Lake Avenue north of Green Street (in addition to the west side of Lake north of Del Mar Boulevard) functions as Downtown's primary office corridor and should continue in that role. Height limits typically accommodate 75-foot tall buildings along this portion of Lake, with limited provisions for additional height. The west side of Los Robles north of Colorado also provides for 75-tall buildings, accommodating office and hotel uses. The intent is to balance competing demands:

- Provide opportunities for multi-level office buildings that mark key entrances to Downtown from the freeway.
- Support higher intensity development along Lake Avenue north of Green Street that recognizes the proximity of the Lake Avenue Light Rail Station.



*Prominent Main Street*  
75' height limit typical



*Primary Office Corridors*  
75' height limit typical

Section 10 **SUB-DISTRICT DESIGN GUIDELINES**

**Pasadena Playhouse Design Guidelines**

*Site Planning*

**Guideline 1: Build Intensity Along Colorado Boulevard**

Develop more intensely along Colorado Boulevard to generate activity and establish its preeminence. The scale of development should not overwhelm the street, but it will clearly be denser than Green and Union Streets.

**Guideline 2: Reduce Parking's Visual Presence**

A pedestrian-oriented streetscape demands that parking's visual presence is minimized. This is especially important along Colorado Boulevard and Green Street.

**Guideline 3: Introduce Courtyards and Passages**

Construct a network of creative and inviting outdoor spaces that includes intimate courts and passages. Penetrate blocks to provide enclosed places that are memorable and pleasing to occupy.

**Recommendations:**

1. Concentrate development along Colorado Boulevard to sufficiently establish the street as the focus of the area; orient buildings and entrances to this street.
2. Redevelop parking lots with activity generating use along the street edge; encourage structured and/or subterranean parking and mitigate parking's visibility along public streets.
3. Situate building volumes to clearly define, connect, and activate outdoor courts and passages; in general, outdoor spaces should be intimate, contained spaces, and function as an extension of interior space.
4. Establish visual and physical connections between streets, alleys, courts, and outdoor spaces; provide mix block and off-street paseos and walks.

*Building Design*

**Guideline 1: Support Progressive Design**

Sophisticated, progressive designs will communicate the arts and cultural identity of the area. These will also build upon the Sub-district's unique design eclecticism.

**Guideline 2: Reference Historic Structures**

Although contemporary design solutions are encouraged, significant and noteworthy buildings in the area have qualities worthy of emulation. The scale, massing, and degree of facade articulation of new structures should be respectful of historical buildings.

**Guideline 3: Add Rich Visual Detail**

An amiable pedestrian character requires buildings with human-scale design elements and decorative detail that modulate the light and invite attention. Nonetheless, details must provide evidence of artistry and craftsmanship.

**Recommendations:**

1. Demand a high level of design excellence that is appropriate to an arts-oriented district; variety within the context of a street-oriented development pattern is encouraged.
2. Provide for contemporary, progressive and innovative design throughout the area; designs should respect the context, but not mimic historic styles.
3. Respect the scale, massing, and articulation of adjacent historic buildings; massing should not overwhelm or diminish historic structures.
4. Avoid large, featureless building surfaces, especially along the street and outdoor passages; expansive ground floor windows with interesting displays and special detail at entrances are recommended.





Section 9 **PRIVATE REALM DESIGN GUIDELINES**

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**District-wide Guidelines: Building Design**

**Guideline BD 2 Mitigate Massing and Bulk**

**Intent** Large, monolithic buildings negate the qualities particular to the Central District. At their worst, these buildings make Downtown a less humane place. The proper consideration of the scale, massing and detail of individual buildings will contribute to a coherent streetscape and satisfying public environment.

**Recommendations** BD 2.1 Design building volumes to maintain a compatible scale with their surroundings; in general, break down the scale and massing of larger buildings.

BD 2.2 Rely on building massing and orientation to place strong visual emphasis on the street and other important civic spaces.

BD 2.3 Employ strong building forms such as towers to demarcate important gateways, intersections, and street corners; strong corner massing can function as the visual anchor for a block.

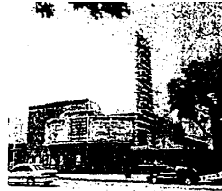
BD 2.4 Employ simple, yet varied masses, and emphasize deep openings that create shadow lines and provide visual relief; discourage monolithic vertical extrusions of a maximum building footprint.

BD 2.5 Use articulated sub-volumes as a transition in size to adjacent historic or residential structures that are smaller in scale.

BD 2.6 Vary three dimensional character as a building rises skyward; in general, differentiate between the base, middle and top levels of a building.

BD 2.7 Emphasize the horizontal dimension to make a tall building appear less overwhelming.

- Citywide Design Criteria**
- Contextual Fit: A building should fit with its surroundings.
  - Three-Dimensional Quality: A building should add interest and variety to its surroundings.



*Downtown Precedent: simple, varied massing orients to the street and provides visual relief*



*Downtown Precedent: buildings traditionally express a base, middle, and top*



*Discouraged: unarticulated, monolithic buildings negate the street and a rich design history*



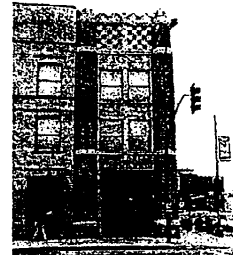
**District-wide Guidelines: Building Design**

**Guideline BD 5 Demarcate Building Entrances**

**Intent** Buildings should offer helpful cues to their access and use. A main lobby entrance to a building serves a different purpose than a storefront entrance to a street level shop. The differences in use should be accentuated in their design. Main entrances that are easily distinguishable provide comfort and ease for the pedestrian searching for their destination. Prominent entrances also add character, identity, and interest along the street.

- Recommendations**
- BD 5.1 Provide well-marked, articulated building entrances oriented to streets and public space.
  - BD 5.2 Orient main building entrances to directly face the street; buildings that front multiple streets should provide a main entrance along each street.
  - BD 5.3 Relate the size and scale of a main building entrance to the overall width and height of the building and its ground floor "base."
  - BD 5.4 Accentuate the entrance(s) to a building's main lobby or interior office space; these main building entrances should be prominent in terms of size, articulation, and use of materials.
  - BD 5.5 Consider placing the main building entrance of a street corner, where feasible.
  - BD 5.6 Differentiate a main building entrance from storefront entrances into street level businesses.
  - BD 5.7 Encourage the use of highly crafted materials or civic art pieces to accentuate the appearance of entrances.

- Citywide Design Criteria**
- **Public Character:** A street should readily communicate that it is public space.
  - **Visual Transparency:** A building should offer helpful cues about its access and use.



*Downtown Precedent: a main building entrance accentuates the street elevation*



*Downtown Precedent: main building entrances differ in appearance from shop entries*



**District-wide Guidelines: Community Character**

**Guideline CC 6 Promote Sensitive Infill Projects**

**Intent** New development should positively contribute to the public realm. Urban infill development offers an excellent opportunity to strengthen historic development patterns and restore the urban fabric. Vacant and underdeveloped lands interrupt the street wall and prevent suitable definition of the street, a condition commonly referred to as “missing teeth.” Infill projects can visually unify the street through the development of these properties. Nonetheless, sensitivity to the surrounding character and design context is crucial to their success.



*Downtown Precedent: infill projects create a consistent street wall and unify the street*

**Recommendations** CC 6.1 *Emphasize infill development of vacant or underdeveloped land, especially projects that will promote a distinctive urban character.*

CC 6.2 *Support infill development that visually unifies the street; respect the street-oriented development patterns of existing buildings.*

CC 6.3 *Harmonize infill development with adjacent buildings through compatible scale, massing, rhythms (i.e., vertical and horizontal patterns expressed by architectural features such as cornice and belt lines, doors and windows), solid-to-void relationships, and/or materials.*

CC 6.4 *Avoid awkward and incompatible design solutions, and significant interruptions to the predominant scale of the street.*



*Downtown Precedent: infill developments reinforce the compact urban character*

- Citywide Design Criteria**
- **Community Identity:** A community should portray a strong identity, including the presence of recognizable districts and landmarks.
  - **Contextual Fit:** A building should fit with its surroundings.



**From:** Ann Scheid <[scheid@usc.edu](mailto:scheid@usc.edu)>  
**Date:** June 7, 2010 2:31:50 PM PDT  
**To:** "Jomsky, Mark" <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** 680 E Colorado

Dear Mark,

Please distribute this message to the members of the City Council before tonight's meeting. Thank you so much.  
Ann

Monday, June 7, 2010

Re: Proposed project at 680 East Colorado Boulevard

Dear Members of the Pasadena City Council:

Unfortunately I cannot attend your meeting this evening when you will take up consideration of this project. I was able to attend the Design Commission meeting where the project was reviewed. The Commission's inability to mitigate the project is a telling sign that this project needs a complete redesign to satisfy environmental and aesthetic requirements and to meet the standards of our community.

Pasadena is a city of outstanding architecture and several of its most important buildings are right here on this street, in this block., both to the east and west of the proposed project. Moreover, Green Street, to the south, has a small-scale ambience that must not be disturbed.

Other than the Civic Center and Old Pasadena, I can think of no other area of the Central District or indeed any other developable site in the Central District that requires more care than this one, in terms of scale, massing, architectural design, how it addresses our main street Colorado Boulevard, and how it achieves compatibility with the historic buildings around it.

This is all the more troubling, since the proposed project is not in compliance with the following regulatory documents:

The City's General Plan  
The Central District Specific Plan, including the Playhouse Subdistrict Plan  
Pasadena's Zoning Code

I urge you to send this project back to the developer, the Design Commission and City staff with the direction to produce alternatives that mitigate the project, so that it complies with all applicable city plans and rules, design guidelines, standards and policies.

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Above all, the project mass and scale must be reduced and the project must be in context with adjacent historic resources.

Sincerely yours,

Ann Scheid

**Flores, Silvia**

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**From:** Fuller, Margo  
**Sent:** Monday, June 07, 2010 11:57 AM  
**To:** Jomsky, Mark  
**Cc:** Flores, Silvia; McAustin, Margaret  
**Subject:** IDS project on 6/7 CC Agenda

Please see the following e-mail

Margo Morales-Fuller  
District 2 Field Representative  
(626) 744-4742  
(626) 744-3814 fax

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

**From:** Frances Schneider Liau [mailto:fsliu@earthlink.net]  
**Sent:** Saturday, June 05, 2010 7:49 PM  
**To:** Gordo, Victor; McAustin, Margaret  
**Cc:** Fuller, Margo; De La Cuba, Vannia  
**Subject:**

Dear Councilmembers McAustin and Gordo:

Regarding the IDS proposed project for the Playhouse District-- It looks like this is an unsustainable proposal for development that truly needs to be sent back to the drawing board.

I encourage you to to uphold Pasadena's public planning process as well as to follow the City guidelines for design, historic considerations and scale.

Sincerely,  
Frances Liau

Frances Schneider Liau  
1359 Topeka Street  
Pasadena, Ca. 91104  
626-791-1359

Good evening,

My name is Linda Schultz; and I am a Commissioner, on Pasadena's Accessibility and Disability Commission.

Pasadena is a very accessible city, compared to South Pasadena, where I grew up.

However, the traffic congestion is getting much worse here in town; and I'm afraid this new project on El Molino, is going to make it even more difficult to get around town.

I had a doctor's appointment in March, at 131 north El Molino.

While I waited for my Access Van to pick me up, there was a steady stream of traffic up and down El Molino.

When the van arrived, it had an extremely difficult time finding a space where they could park and get my wheel chair in the van.

The street was filled with heavy machinery in anticipation of the start of the new El Molino Project; and it is only going to get worse if it actually starts.

I wish the city council would reconsider voting it down; because Pasadena has a lot of elderly and disabled people living here.

I'm afraid it will become a grave safety issue for us.

Thank you for listening.

**From:** Geraldine Silver <[gasilver01@dslextreme.com](mailto:gasilver01@dslextreme.com)>  
**Date:** June 5, 2010 12:55:50 PM PDT  
**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** IDS project  
**Reply-To:** "Geraldine Silver" <[geraldine.silver@dslextreme.com](mailto:geraldine.silver@dslextreme.com)>

To the Pasadena City Council,

As a 50 year citizen of Pasadena who remembers Pasadena before developers, I ask you to reconsider this project and follow the advice of the Design Commission and the wishes of Pasadena citizens to bring this project to a scale fitting the site and the historical setting. The citizens of the city should have more weight in this decision than developer who does not understand our city.

Geraldine Silver  
747 S. Orange Grove Blvd  
Pasadena, 91105



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**From:** Andy Wilson  
**Sent:** Saturday, June 05, 2010 1:10 PM  
**To:** mjomsky@cityofpasadena.net  
**Subject:** FW: Comments on IDS/680 E Colorado

Mark –

I think this may have already made it into the record when the project was under consideration for call for review. In any case I wanted to make sure it was included esp given the Monday hearing.

Thanks,

Andy

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**From:** Andy Wilson [mailto:andrew\_r\_wilson@yahoo.com]  
**Sent:** Sunday, May 09, 2010 10:04 PM  
**To:** Poindexter, John  
**Cc:** Terry Tornek; pthyret@cityofpasadena.net; Bill Bogaard; 'Richard McDonald'  
**Subject:** Comments on IDS/680 E Colorado

Dear Mr. Poindexter, Mayor Bogaard & City Council Members (pls circulate & add to the record) –

Re: Consideration for Call for Review of Design Commission Decision for Concept Design Review for 680 E Colorado

I am unfortunately unable to tomorrow's hearing on the IDS project. In my absence I wanted to send you a few brief thoughts/comments that I would like you to take into consideration in your deliberations.

I would like to remind you of the following:

- Unanimous (8 – 0) recommendation from the Planning Commission in July 2009 that the City not certify the EIR and deny the requested entitlements
- Related recommendation that Council only approve a potential project on this parcel that complies with the current zoning code and the specific plan

Since the time that the Planning Commission reviewed the proposed project, the City has spent a tremendous amount of time, effort, financial resources, political energy etc to conduct extensive outreach in regard to the updating the General Plan. From my perspective this work has been outstanding and far reaching across the community. I believe we are all quite familiar with the recently issued Outreach Summary Report. In particular I would like to draw everyone's attention to the dominant themes #2 Growth & Density, #3 Design & Architecture and #4 Traffic. While the findings of the Outreach efforts were not 100% consistent (and given the diversity of our community would never be entirely homogeneous in their perspective), **I believe the general conclusions are amazingly clear: less density, better/more compatible architecture and an aggressive stance to reduce traffic.**

It is within this context that I believe the Council **must** revisit its flawed support of this project. While there may have been some ambiguity last year in regard to the scale/scope of this project, I believe such ambiguity has been erased as a result of the comprehensive General Plan outreach efforts. **This project should not have been approved last year and certainly with the recent revelations associated with General Plan process, I think it would be unconscionable to**

**allow this project to move forward in its current incarnation.** I believe that the Community has spoken and it has determined that our current zoning (excluding any additional entitlements) is already too liberal with respect to density and the traffic generation. **I don't believe there is any basis for the Council to support a project that exceeds the current zoning code and would argue that any potential approval should be based on down sizing the project to below the current zoning code – the people have spoken and it is your duty to act accordingly.**

Best regards,

Andy Wilson  
Planning Commissioner (2009 – 2010)  
Design Commissioner (2003 – 2009)  
andrew\_r\_wilson@yahoo.com  
803 S Oakland Ave  
Pasadena, CA 91106  
626.584.6070

**From:** Fried Wilson <[friedwilson@yahoo.com](mailto:friedwilson@yahoo.com)>

**Date:** June 7, 2010 8:55:14 AM PDT

**To:** [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)

**Subject:** letter to city council re: IDS project

Please find attached a letter to City Council for tonight's Council meeting regarding this agenda item.

Thank you,  
Fried Wilson

June 7, 2010

Pasadena City Council  
Pasadena, California

Dear City Council Members:

As a long-time resident and property owner in the South Lake area and frequent visitor and patron in the Playhouse District, I am growing increasingly concerned about the proposed IDS "Playhouse Plaza" project. The more I have learned about this project, the more I am convinced that the scale, mass and size of this building are completely inappropriate for this neighborhood, and, in fact, detrimental to the future viability of the area.

I urge you to send this project back to the developer, the city staff and the Design Commission with directions to study the project more thoroughly; then, to bring back to the City Council a range of reasonable, feasible, and environmentally superior project alternatives. The project must comply with all applicable city plans and rules including the General Plan, the Central District Specific Plan and the Playhouse Subdistrict Plan, and the zoning code. The project scale and mass must be reduced, and it must take into account the adjacent historic resources.

Thank you for this opportunity to be heard on this very important matter.

Sincerely,



Fried R. Wilson  
1000 Cordova Street, Unit 201  
Pasadena, CA 91106  
626-578-0134

PRESERVATION LAWYERS GROUP  
ATTORNEYS AT LAW

Susan Brandt-Hawley

Chauvet House PO Box 1659

Legal Assistant  
Jeannie Stapleton

Glen Ellen, California 95442

June 7, 2010

Mayor Bill Bogaard  
and Members of the Pasadena City Council  
c/o City Clerk [sflores@cityofpasadena.net](mailto:sflores@cityofpasadena.net)

Subject: Agenda Item 5  
Concept Design Review, IDS Pasadena Plaza

Dear Honorable Mayor Bogaard and City Councilmembers:

Regarding the Council's review of the Design Commission's refusal to act on the IDS project, I am writing to briefly point out that since the Commission's substantive review of project design is a specific condition of the IDS approval, *required to mitigate aesthetic impacts*, the approval is not treated as final until the condition is met. There are currently *no vested rights* to a particular project design, as no vested rights accrue until a property owner possesses all necessary permits. (*E.g., Billings v. California Coastal Commission* (1980) 103 Cal.App.3d 729, 735.)

Further, it is untrue that discretion cannot be exercised by the Council or the Design Commission to alter the parameters of the project design. (Staff Report at 5.) While the staff report quotes section (a) of Municipal Code section 17.61.030.I(5), to the effect that design review cannot impose conditions that are more restrictive than those granted in a use permit or planned development, that general condition does not here apply because this Council *incorporated* discretionary review by the Design Commission as a special mitigation measure in order to mitigate significant aesthetic impacts. The Council required specific "*review and approval* by the Design Commission, which must consider the Playhouse District Design Guidelines." (Resolution 8998, page 10.) In relevant part, the Council's Resolution also states that

...the Project will be subject to Design Review, where *architecture, materials, scale, massing, color, lighting, landscaping, and other design concepts will be finalized* and will ensure that the Project meets the City's criteria for a design that does not result in a significant adverse impacts. (Resolution 8998, p.11.)

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707.938.3900 ◊ fax 707.938.3200 ◊ [susanbh@preservationlawyers.com](mailto:susanbh@preservationlawyers.com)

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Letter re IDS Pasadena Plaza  
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This discretionary review by the Commission is *part of* the use permit, specifically required to mitigate aesthetic impacts, and cannot be delegated, even to the Council.

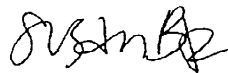
The Council's findings, and related project conditions, thus condition the IDS approvals on whatever design alterations the Commission deems necessary. The deferred review by the Design Commission is part of the project parameter approved by the use permit and variances, as the findings make clear that the IDS use permit and other project approvals may be altered as needed to reduce aesthetic impacts to insignificance. Discretionary design review is not bound to be less restrictive than the project described on the face in the use permit when, as here, substantive design review is encompassed within the use permit. Code Section 17.1.030.I(5) subdivision (c) is thus the applicable design review section:

Design Review may require appropriate site plan revisions (e.g., different arrangements of open space), as well as revisions to the proposed building massing and transitions in scale of the structure(s), especially in historic districts to achieve greater compatibility between new construction and existing historic resources.

The concept design should be remanded to the Design Commission with instructions to mitigate significant aesthetic impacts, just as required by the EIR and this Council's findings, in accord with relevant City guidelines and with discretion to alter "*architecture, materials, scale, massing*" and any related design elements as appropriately mandated by the City's code. The Design Commission did not act because it was advised that it must mitigate aesthetic impacts and then was told it could not require design changes; an impossible combination. With the Council's clarified direction, the Commission will be able to do its important work on remand.

Thank you very much.

Sincerely yours,



Susan Brandt-Hawley

cc: Theresa Fuentes  
Scott Jenkins  
Bill Henley

----- Forwarded message -----

From: **Sheryl Peters** <[sheryl.peters@gmail.com](mailto:sheryl.peters@gmail.com)>

Date: Mon, Jun 7, 2010 at 3:28 PM

Subject: Proposed Building Project for the Playhouse District

To: [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)

Dear Sir:

As a resident of the Playhouse District, I strongly object to the proposed project for the corner of El Molino and Colorado Boulevard. I know that, the last time this was discussed at a public hearing, the issue was sent back to the City Council for reconsideration. In approving any building project, it is vital that the project size and design not adversely affect the area in which it is to be situated. In this case, it is especially important that the Council insist on a range of reasonable, feasible and environmentally sensitive alternatives which are suitable for the Playhouse District --- a charming area of the city, which includes fine shops, theaters, restaurants, and residences. I would like to remind the Council that any proposed solution must accomplish the following:

- The Project must comply with all applicable City Plans and rules, including:
  - The City's General Plan
  - The Central District Specific Plan, including the Playhouse Sub-District
  - The Zoning Code
  
- The Project Mass and Scale must be reduced; and
  
- The Project must be in context with adjacent Historic resources.

Pasadena has a distinguished history and we, the current residents who elect you --- the City Council --- are but custodians of this place for Future Generations. Any changes we make must preserve the City's unique character. As a citizen and tax payer of Pasadena I would like to think that the Public Planning Process will be honored and adhered to, rather than be subverted by the wishes of an out-of-town developer.

Sincerely,  
Sheryl Peters



**Jomsky, Mark**

**From:** cornwellm@sbcglobal.net  
**Sent:** Monday, June 07, 2010 4:00 PM  
**To:** Jomsky, Mark  
**Cc:** Rider, Ann  
**Subject:** I SUPPORT THE IDS PROPOSED PROJECT.....APPEAL OF THE CONCEPT DESIGN REVIEW

**TO PASADENA CITY COUNCIL c/o City Clerk**

**FOR THE RECORD, AS I PRESERVATIONIST, I SUPPORT THE IDS PROPOSED PROJECT NOTED BELOW...THIS PROLONGED DELAY IS INCREDIBLY UNFAIR TO THE DEVELOPER...A GOOD FRIEND OF OUR AREA.**

**PASADENA IS FORTUNATE TO HOPEFULLY HAVE THIS GENSLER DESIGNED PROJECT.**

**The legal challenge filed thru Pasadena Heritage by PLC is a waste of public money, in my view, assuming the city is responding to the challenge. I would be interested to know the amount spent to date, to include staff time. Please accept this message as a public records request. Ann Sherwood Rider please note.**

**Further, I understand the Design Review Commission has struggled to keep a quorum as a least two commissioners have donated to the PLC legal fund. This may explain why they cannot reach a consensus.**

**Enough is Enough...move on.**

**PS:I find it Indeed bizarre that Pasadena Heritage would challenge Cal Trans safety improvements on the 110 for "historic" reasons**

**Sincerely,**

**Michael Cornwell  
One South Orange Grove Blvd Unit #2  
Pasadena, CA 91105**

**Former President, Los Angeles Cultural Heritage Commission**

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

**From:** [Pasadenans for a Livable City](#)  
**To:** [Sharon Yonashiro, Pasadenans for a Livable City](#)  
**Sent:** Saturday, June 05, 2010 12:29 PM  
**Subject:** Crucial Hearing at City Council on Monday re Playhouse District project

**6/7/2010**

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This coming Monday, June 7, 2010 at 7:30 p.m. the City Council is scheduled to hear the Appeal of the Concept Design review of the massive building (the IDS proposed project) adjacent to the historic Playhouse Theatre.

**Pasadenans for a Livable City (PLC) needs your help and asks you to attend this important hearing Monday night at City Hall.**

**Please join former City Councilmember Sid Tyler, Pasadena Heritage, and PLC and plan to attend the hearing:**

**June 7, 2010, at 7:30 P.M.**  
**(please arrive no later than 7:00 p.m.)**

**City Council Chambers**  
**100 N. Garfield Avenue, Pasadena CA**

**and please wear the color green**  
**to counter supporters of the project in pink**

**This is an opportunity for the residents of Pasadena to remind the City Council that the public planning process must be honored and adhered to rather than be subverted by the wishes of an out-of-town developer.**

As we expected, the Design Commission was given the impossible task by the City Council to fit the mass and scale of this huge office building into both the historic context and the urban-village-scale Playhouse District, while at the same time, following the City's adopted design guidelines, standards, and policies. As a result, the Design Commission could not approve the project and now it is going back to the City Council.

It is becoming clearer and clearer that it is impossible to mitigate the aesthetic impacts of the project without reducing the size, mass and scale of the building.

**The PLC suggests that you ask the Council to:**

**Please send this Project back to IDS, the Design Commission and City Staff with directions to study and bring back to the Council a range of reasonable, feasible and Environmentally Superior Project Alternatives in order to identify a size and design which truly mitigates the Project, including accomplishing the following:**

**1. The Project must comply with all applicable City Plans and rules, including:**

- The City's General Plan**
- The Central District Specific Plan, including the Playhouse Sub-District**

▪ The Zoning Code

2. The Project Mass and Scale must be reduced; and
3. The Project must be in context with adjacent Historic resources.

**Important**

Additionally, please take a few minutes and send an email to the City Council to direct the developer and City Staff to abide by the planning and design guidelines that are already in place for the Playhouse area.

You can send your email to the City Council in care of the City Clerk, Mark Jomsky, at [mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net).

Your time on Monday night and your efforts to write an email can really make a difference in the quality of life in our beautiful city.

Thank you so much!

Sharon Yonashiro  
Pasadenans for a Livable City

P.S. If you would like to see the City Council Agenda, click on:  
[http://ww2.cityofpasadena.net/councilagendas/2010%20agendas/Jun\\_07\\_10/agenda.asp](http://ww2.cityofpasadena.net/councilagendas/2010%20agendas/Jun_07_10/agenda.asp) and scroll down to Agenda Item 5.

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## **Pasadenans for a Livable City (PLC)**

For more information about PLC, please call (626) 792-6463 or simply reply to this email.  
If you wish to be removed from our email list, please let us know  
and we will be happy to accommodate you!

**Jomsky, Mark**

**From:** Edwina Travis Chin [etravischin@apmmusic.com]  
**Sent:** Monday, June 07, 2010 4:50 PM  
**To:** Jomsky, Mark  
**Subject:** Playhouse District project

Dear Mayor Bogaard, City Manager Beck and members of the City Council –

I am unable to attend tonight's Council meeting, so I am writing to encourage you to re-consider the project for the Playhouse district – I feel strongly that the project as currently proposed is inappropriate for the space for the following reasons:

- 1) It is out of scale with the surrounding area
- 2) It is architecturally inconsistent with the general nature of the surround area, specifically in regard to the Pasadena Playhouse, and would dwarf that important and historic structure.
- 3) It has been found to be in conflict with our current Design Commission standards and policies.

Over and over again, I have heard from citizens of Pasadena and visitors from others cities that Pasadena has a unique sense of place that is absent in most other areas of Southern California. In fact, one of the prevailing comments that surfaced in the recent General Plan Update Community Outreach Report was that it is the character of our neighborhoods and community that are most highly valued.

It would seem to be a great shame not to take a step back and have IDS, the Design Commission and City Staff re-examine this project, with the goal of identifying a size and design that will be in keeping with the character of the Playhouse District, while also complying with guidelines for mass and scale, current zoning codes and all other applicable City Plans such as the Central District Specific Plan.

The crucial question is "what do we want our city to look like?" – and with regard to this current design, I think we are capable of doing much better.

Respectfully submitted,

Edwina Travis-Chin  
Resident

1398 N. Sierra Bonita Ave.  
Pasadena, CA 91104