

From: Barbara Rocha <barbarabcs@aol.com>
Date: October 15, 2010 9:25:40 AM PDT
To: mjomsky@cityofpasadena.net
Subject: I support Playhouse Plaza

I support the Playhouse Plaza project.

Barbara Rocha

||| ~^^~^^~ ||| ~^^~^^~ |||

Author of "Getting Over Yourself: A Guide to Painless Public Speaking and More,"
"60 Ways to Spark Your Speaking: Just in Time Answers to Frequently Asked Questions," and
"Love to Talk, Hate to Speak? How to Gain Confidence in Front of Any Audience"

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From: "Maureen B. Crow" <mbc@sbcglobal.net>

Date: October 16, 2010 8:46:37 AM PDT

To: <mjomsky@cityofpasadena.net>

Subject: **Vote no on proposed Playhouse district development**

Hello. We're longtime Pasadena homeowners and we'd like to weigh in on the high-impact project proposed for the Playhouse district. We are pro-development people and are highly sensitive to the City's need to add revenue – revenue that is as vital to our Pasadena's character and services as are our trees and neighborhoods.

That said, we feel the corner of El Molino and Colorado Blvd. is the *wrong space for the right building* and flies in the face of everything the Playhouse District was formed to foster.

Vroman's, the Playhouse, Jacob Maarse, Laemmle's, Elements and the sole proprietor shops/restaurants on the north side of Colorado between El Molino and Oak Knoll are all low-density projects that require easy customer access to survive. We patronize all of these businesses and would not if street parking were metered – as it would be if the proposed project goes it – or if traffic were heavier. That would be the death-knell for these small businesses.

We believe this corridor, with its small, narrow streets is the wrong place for a project of this scale and scope and we respectfully request that you vote no on this project and instead – offer incentives for it to be located in a more conducive area of our wonderful city.

Thank you for considering our position.

Maureen Crow + Mark Bevan

980 South Madison Avenue

Pasadena 91106

From: Robert Banning <lagpac@gmail.com>
Date: October 15, 2010 5:11:09 PM PDT
To: mjomsky@cityofpasadena.net
Subject: **Item 5 City Council Meet.10/15/10**

The proposed plan must be rejected and sent back to the Planning Commission with instructions to work out a proposal that complies with the Playhouse District Plan. To approve the proposal as it now stands will send a message to other developers that the City of Pasadena planning process can be subverted with ease.

A proposal can be made that will provide jobs and revenue for the City and STILL COMPLY WITH CITY PLANNING PROVISIONS!

Robert & Joan Banning
999 So Madison Ave.
Pasadena 91106
626 795 6535
lagpac@gmail.com

Jomsky, Mark

From: Jane Levy [janelevy@earthlink.net]
Sent: Sunday, October 17, 2010 12:23 PM
To: Jomsky, Mark
Subject: Reject the proposal for the IDS project

Dear Mr. Jomsky.

We are Pasadena homeowners and have lived here for 40 years.
We are writing to ask that you reject the latest Concept Design proposal for the IDS project adjacent to the Playhouse Theatre.

Pasadena is filled with large scale office buildings such as those on Lake Avenue and Hudson Sreet that are only partially rented. This huge proposed project seems to be a reflection of greed - more tax revenue for our city and more money for the developer - which will result in another half empty building that will permanently detract from the beauty and style of our lovely city.

Do we need such a building today when so much of business is conducted via the internet? How many companies or businesses have committed to renting space in it?

The Playhouse District is enhanced with lovely Spanish Revival buildings. We are not against a building being erected on the site but ask you to stop your efforts to make this current project proposal work and find a way to identify a size and design which is in accordance with our current City Plan, the Central District Specific Plan, and the Zoning Code. Do not be be influenced by the wishes of a "profit only" based out-of-town developer. Thank you.

Very sincerely,

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

Jomsky, Mark

From: Audrey O'Kelley [aokelley@msn.com]

Sent: Monday, October 18, 2010 8:32 AM

To: Jomsky, Mark

Subject: IDS - for the record

Mayor Bogaard and City Council Members,

I support economic development in Pasadena, the city's plans devised to further this end as well as the six others postulated in the city's guiding principles.

This project does not comply with applicable city plans and rules and the public planning process was not adhered to; now we are left with a project whose mass and scale is too large for narrow Mentor and the quaint arcade area just to the east of it. This development will generate traffic that will overwhelm that street and the neighborhood just south of Green. Proponents are citing current economic difficulties and the need for jobs and tax revenues to justify this development. There is no justification for green lighting a project that will further add to the decline of our quality of life and charm that has attracted people here to visit, live and work.

This project ignored planning and design guidelines of the Playhouse District. This is an area that is frequented by people from neighborhoods throughout our city; it has charm and comfort of scale that should be enhanced by added development, not depreciated by an oversized office building. Undeniably, IDS is the odd man out that should be set aside in favor of an appropriate (use and size) building.

Please direct the developer and city staff to abide by the planning and design guidelines that are already in place for the Playhouse District. Good development and good planning ensure long-term economic vitality, including better jobs and sustainable tax revenues. And, good development enhances a community's character and quality of life. We should learn from the folly of other communities who are now ruing the results of planning choices made decades ago.

Respectfully,

Audrey O'Kelley

Jomsky, Mark

From: Edwina Travis Chin [etravischin@apmmusic.com]
Sent: Sunday, October 17, 2010 9:15 PM
To: Jomsky, Mark
Subject: Please reject the IDS Playhouse District project

Dear Mr. Jomsky –

Would you please enter the following letter as correspondence related to the IDS Playhouse District Project.

Thank you very much.

Edwina Travis-Chin

I am writing with regard to the proposed IDS Playhouse District Project, specifically to voice my objection to the latest Concept Design proposal.

I have participated in numerous General Plan community meetings and workshops over the past year and a half, and there are two prevailing ideas that have come to the forefront of every discussion.

The main sentiment that is universally expressed is that the citizens of Pasadena value the character of their city. They cite their appreciation of Pasadena's history and its unique "sense of place". Much of this is because of our city's combination of architectural richness, abundant tree canopy and the city's overall aesthetic.

A second opinion that frequently surfaces is that while change is inevitable in certain areas, change must occur with consideration to context and how the proposed change fits within the surrounding neighborhood.

This proposed development does not seem to fit either of the above criteria. It detracts from, rather than adds to, the existing "sense of place". It is neither architecturally significant enough to be notable on its own, nor does it add to or enhance the historic character of the Playhouse District.

With regard to its context within the existing neighborhood, even with the re-design that has taken place, it still fails to successfully mesh with the surrounding area. It is considerably out of scale even with the other large developments in the immediate neighborhood. It even dwarfs the large development at the southeast corner of Oak Knoll and Colorado, which itself is oversized in comparison to the other buildings on that stretch of Colorado. Additionally, the building materials are very different than anything used in the surrounding area, so that the building clashes with rather than complements its surroundings.

I can certainly appreciate the desire to create a project that has the potential to generate income for the city. However, it is important to remember that it is the unique character of Pasadena that is one of its selling points. Given that the Playhouse District is certainly one of the more

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distinctive areas of our city, it would seem unwise to diminish its appeal by erecting a building that overwhelms the neighborhood. Re-adjusting the heights on El Molino to minimize the visual impact on the Playhouse has exacerbated the overall problem by creating a monolith on Colorado.

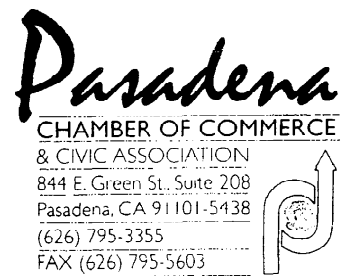
This is the wrong building for this particular site because it is simply too big for the surrounding area. In my opinion it does not meet the planning guidelines that have already been established, and it is only because a number of "adjustments" have been granted that this plan has been able to move forward at all.

In the same way that you buy a suit that is closest to your size and then make the necessary adjustments, the design of this project should have first started by determining what would be a "good fit" for this neighborhood. Instead, the neighborhood is being asked to wear a suit that is much too big, and no amount of tailoring will make it look or feel right.

I urge the Council to reject the current proposal.

Respectfully submitted,

Edwina Travis-Chin
1398 N. Sierra Bonita Ave.
Pasadena, CA 91104
etravischin@apmmusic.com



October 18, 2010

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

Re: Playhouse Plaza project

Dear Mayor Bogaard and Pasadena City Council,

The Pasadena Chamber of Commerce supports the IDS Real Estate Group development of the Playhouse Plaza office project at El Molino Avenue and Colorado Boulevard in Pasadena. This project will add to the employment base in Pasadena, revive an underutilized area along our main commercial corridor and bring investment into Pasadena at a time when it is sorely needed.

We are aware that the Pasadena City Council directed the Design Commission to appoint an ad hoc group of commissioners to work with the developer to address some concerns about the building. We understand that, over the course of six meetings, the Design Commission group and the developer worked out a design scheme that met with unanimous agreement by the members of the ad hoc group and the developer. Subsequently, the Design Commission approved the redesign.

That compromise will mean a dramatic redesign of the project, at considerable cost to the developer. It is our understanding that the compromise utilizes a height averaging formula to move massing of the building to Colorado Boulevard while scaling back the height of the project along El Molino Avenue facing the historic Pasadena Playhouse.

We have been told by representatives of IDS Real Estate Group that they are willing to undertake the significant redesign of the project to meet the compromise developed with the ad hoc Design Commission group.

The Pasadena Chamber of Commerce supports this compromise in the design of the project and urges the Design Commission to approve the Playhouse Plaza project so that it can continue to move forward. The City of Pasadena can use the addition of more than 300 jobs, and the economic output those companies and workers will provide for the Pasadena economy. Further, the Playhouse Plaza project will revitalize a significantly underutilized corner in the center of Pasadena's downtown.

Please approve the compromise worked out per your direction and allow this important project to move forward.

Thank you for your consideration and service to the City of Pasadena.


Paul Little
President and Chief Executive Officer

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