

Iraheta, Alba

From: Jomsky, Mark
Sent: Monday, November 14, 2011 10:17 AM
To: Official Records - City Clerk
Subject: FW: City Council/Support for Project on Colorado/El Molino

From: Mermell, Steve
Sent: Monday, November 14, 2011 8:22 AM
To: Jomsky, Mark; Vandervort, Kathy
Subject: FW: City Council/Support for Project on Colorado/El Molino

This is in regard to item 11 on tonight's agenda. Please be sure to distribute to City Council. Thanks.

Steve Mermell

Assistant City Manager
City of Pasadena
626-744-6936

From: Stephen Eich [mailto:seich@pasadenaplayhouse.org]
Sent: Monday, November 14, 2011 8:03 AM
To: cityclerk
Cc: Mermell, Steve
Subject: City Council/Support for Project on Colorado/El Molino

Dear Sirs,

On behalf of The Pasadena Playhouse please accept our strong support for the project that is planned across the street from us on El Molino and Colorado.

We have been advised throughout the process on the different incarnations of the site and feel that it is now sound and aesthetically compatible.

The eventual completion of the site will add greatly to the excitement in and around the Playhouse District.

We urge approval of this project as soon as possible.

Please feel free to reach me for any additional comments.

Thanks in advance for your consideration.

Sincerely,

Stephen Eich

Executive Director

Pasadena Playhouse

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FRIENDS OF THE PASADENA PLAYHOUSE

November 11, 2011

Mayor Bill Bogaard and
Pasadena City Councilmembers
100 N. Garfield Avenue
Pasadena, CA 91109

Dear Mayor Bogaard and Councilmembers,

Once again the Friends of the Pasadena Playhouse would like to add their voice to those who are in favor of IDS's Playhouse Plaza project. This will be a "shot in the arm" for the downtown redevelopment project. We will be giving up an unattractive building that provides very little in the way of aesthetics, parking or retail space in exchange for a beautiful building with much needed public parking, more retail space, as well as, office space. What a pleasure it will be then to stand on the Playhouse patio and look across the street.

It is our belief that this project will help revitalize the Playhouse district which will be good, not only for our theatre, but for all the area businesses. For us to be able to tell patrons of our theatre, as well as our volunteers, that there is ample parking across the street will be a wonderful plus for us. We have had many, many patrons arrive late because they could not find parking and have even had some of our volunteers go home also because they could not find parking. In order to grow our audience, we need to encourage more people outside of Pasadena to attend our plays and convenient parking plays an important part.

The Friends Board has made a point of attending the public meetings held in the approval process, but we could not attend tonight as we are ushering for the Ovation Awards that are being held at our theatre. Therefore, we are sending this letter to again state our full support for this project and we are hopeful that tonight will bring the long sought after approval.

Thank you.

Bridget Furiga
President

From: Jomsky, Mark
Sent: Sunday, November 13, 2011 10:16 AM
To: Official Records - City Clerk
Subject: Fwd: WWW COMMENT

Sent from my iPhone

Begin forwarded message:

From: <CityWeb-Server@cityofpasadena.net>
Date: November 13, 2011 9:06:57 AM PST
To: <mjomsky@cityofpasadena.net>
Subject: WWW COMMENT

Data from form "Contact City Clerk Mark Jomsky" was received on 11/13/2011 9:06:56 AM.

Send Comments

Field	Value
Your Name	Greg Gunther
Phone	626-394-6333
Email	ggunther@frogkick.com
Comments	<p>I am a Playhouse District resident, and while I am unable to attend the public hearing regarding 680 E. Colorado, I have had a chance to review the plans and want to submit my observations to City Council. First of all, I generally support the revised plan and sincerely appreciate the hard work (by all parties) that has gone into this effort. The project is a positive one for the District and it will be great to have this initiative back on track. However, there is one item that "makes no sense" and should be remedied before the project goes forward. The requirement that a Bank be located at the corner, rather than allowing for additional restaurant space is glaringly off-base. It's my understanding that some algorithm of "projected use" causes a restaurant to increase parking requirements, but in reality, that algorithm is "Suburban Driving-Based" and does not reflect the Urban Walkability behaviors of Downtown Pasadena residents (nor does it reflect the character of the neighborhood). With the addition of Settebello, Tender Greens (and soon Urth Cafe), this stretch of Colorado Blvd. is rapidly becoming a sort of Restaurant Row that amplifies the attractiveness of the Playhouse District and also creates great synergy with the arts and entertainment venues in the area. Please consider an appropriate work-around that avoids the "sore thumb" of a Bank in this location. Thank you very much - // Greg Gunther</p>

Email "WWW COMMENT" originally sent to mjomsky@cityofpasadena.net from CityWeb-Server@cityofpasadena.net on 11/13/2011 9:06:56 AM.

11/14/2011
Item 11