



Pasadena Beautiful Foundation

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October 14, 2011

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Mayor William Bogaard
100 North Garfield Avenue, Room S228
Pasadena, California 91109-7215

Dear Mayor Bogaard,

Pasadena Beautiful Foundation was recently presented with the proposed layout for the "above-parking-level" park at the City owned parking lot, at the corner of Union Street and El Molino Street.

The PBF Board unanously endorsed the entire project as it was presented. The Board is well aware of the need for additional parking in the Playhouse District, as well as the lack of any green space in the immediate area. Additionally, they were shocked to learn of the vast number of residents, in and around the Playhouse District, who currently have to drive in order to have a park experience.

The parking structure and the street level park could be such a huge asset to the City of Pasadena in years to come. We hope that you and the City Council will do everything possible to support this much-needed project. Pasadena Beautiful will certainly respond when called upon.

We do love Pasadena parks.

Thank you, and kindest regards,

A handwritten signature in cursive script that reads "Polly Wheaton".

Polly Wheaton
President

10/17/2011
Item No.14

Mc Lemore, Latasha

Subject: FW: Playhouse District Park

From: Brian Wallace [bpwallace@yahoo.com]

Sent: Monday, October 17, 2011 11:43 AM

To: Jomsky, Mark

Subject: Playhouse District Park

Hello,

Please see that this letter of support is made available to councilmembers at tonight's meeting as I am unable to attend.

I am in support of giving top priority in issuing Redevelopment Bonds to support the construction and correlating grant application for a new public park in the Playhouse District at the northeast corner of El Molino and Union. As a Central District resident and urban planner, this proposal makes sense to provide much-needed green space for residents and workers and to support the economic viability of the Playhouse District with the added parking.

Thank you,
Brian Wallace
419 S. Madison Ave.

**10/17/2011
Item No. 14**

Mc Lomore, Latasha

Subject: FW: Agenda Item No. 14

From: Richard McDonald <rmcdonald@horganrosen.com>
Date: October 17, 2011 8:40:42 AM PDT
To: "bbogaard@cityofpasadena.net" <bbogaard@cityofpasadena.net>, "McAustin, Margaret" <mmcaustin@cityofpasadena.net>, "cholden@cityofpasadena.net" <cholden@cityofpasadena.net>, "smadison@cityofpasadena.net" <smadison@cityofpasadena.net>, "Tornek, Terry" <ttornek@cityofpasadena.net>, "vgordo@cityofpasadena.net" <vgordo@cityofpasadena.net>, "Robinson, Jacque" <jacquerobinson@cityofpasadena.net>, "gmasuda@cityofpasadena.net" <gmasuda@cityofpasadena.net>
Cc: "Beck, Michael" <mbeck@cityofpasadena.net>, "Mermell, Steve" <smermell@cityofpasadena.net>, "Klug, David" <dklug@cityofpasadena.net>, "Erganian, Vic" <verganian@cityofpasadena.net>, "Duyshart, Eric" <edyshart@cityofpasadena.net>, "Jomsky, Mark" <mjomsky@cityofpasadena.net>
Subject: Agenda Item No. 14

Dear Mayor Bogaard and Honorable Members of the City Council --

Tonight's Agenda Item No. 14 is a recommendation by staff that the City Council/Pasadena Community Development Commission approve the proposed list of redevelopment project priorities for the Downtown Redevelopment Project Area. Various tax-increment financing and bond options also are included, some of the numbers for which are staggering; particularly, when combined with pension, public facility and other bond programs under discussion. In light of that, you may wish to consider public-private partnerships used by many other cities and universities. The National Council on Public-Private Partnerships has quite a bit of helpful information, including case studies on California discussed at its recent September 2011 workshop in Redondo Beach. Its web-site is: www.ncppp.org. Please contact us if we can be of any further assistance and support. Thank you for your consideration.

Richard A. McDonald, Esq.

Executive Advisor/Board of Advisors

InvestLA Regional Center

**10/17/2011
Item No. 14**

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Law Office of Richard A. McDonald

Of Counsel, Horgan, Rosen, Beckham & Coren, L.L.P.

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Mc Lemoire, Latasha

Subject: FW: Public Comment on Agenda Item 14: Downtown Project Area Redevelopment Priorities- please include as part of the record

From: Paul Little <Paul@pasadena-chamber.org>
Date: October 16, 2011 5:24:17 PM PDT
To: "city_council@cityofpasadena.net" <city_council@cityofpasadena.net>
Cc: "mbeck@cityofpasadena.net" <mbeck@cityofpasadena.net>, "mjomsky@cityofpasadena.net" <mjomsky@cityofpasadena.net>, "eduyshart@cityofpasadena.net" <eduyshart@cityofpasadena.net>
Subject: Public Comment on Agenda Item 14: Downtown Project Area Redevelopment Priorities-please include as part of the record

October 17, 2011

Mayor Bill Bogaard
Pasadena City Council
VIA EMAIL

Re: Downtown Project Area Redevelopment Funding Priorities

Dear Mayor Bogaard and Pasadena City Council,

Thank you for considering priorities for the use of Pasadena's limited redevelopment funds. The discussion is important and timely. The potential loss of millions in redevelopment funding could have a significant impact on Pasadena's ability to stimulate economic activity and job creation. I also hope you and your staff are being as creative as possible in identifying projects and expenditures.

As you consider priorities, I hope you will give some thought to the following:

First, are these the most appropriate and best use of your limited resources? Are there other expenditures and projects that could be less expensive yet have as great or even greater cumulative impact? How likely are the projects identified in your report to actually ever be implemented? Do you want to encumber funds for a project that may never come to fruition?

Second, while there are many needs identified, are these the most important in our downtown? Are there other projects or expenditures that may be more important or have a more immediate impact yet are unmet by the current priorities list?

Third, are there other funding sources available for any of the projects or expenditures you identify? With redevelopment funding restricted, are other sources more expedient, appropriate or available? Should economic development funding be spread among all those city enterprises that benefit currently, for example? Should sales tax revenue increases or additional utility user

taxes that result from redevelopment activities be dedicated to economic development, for example?

And finally, as you consider priorities, please think about which projects may best left to the private sector and which are appropriate for public expenditures. Some development is best done by the private sector. Also, please consider where you may be able to leverage partnerships with private entities to meet your goals with smaller contributions, or even no contributions, of public funds.

While it is always important to prioritize spending, now you must do so knowing that future funds are imperiled and the level of stimulus you have been able to provide previously, will be significantly diminished. Even if the current attempt to eliminate redevelopment is unsuccessful, this will not be the final attempt by the State of California to raid local economic development funds.

The priorities you identify now should reflect the new redevelopment funding paradigm.

Thank for the opportunity to comment.

Paul Little
President and CEO
Pasadena Chamber of Commerce

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