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REQUEST FOR APPEAL

CITY CLERK
CITY OF PASADENA

APPLICATION INFORMATION

Project Address: 680 E. COLORADO BLVD.
Case Type (MCUP, TTM, etc.) and Number: _____
Hearing Date: 6/13/12 Appeal Deadline: 7/2/12

APPELLANT INFORMATION

APPELLANT: PLAYHOUSE OFFICE, LLC Telephone: (213) 362.9319
Address: 515 S. FIGUEROA ST. 16TH FLOOR Fax: (213) 627.9937
City: LOS ANGELES State: CA Zip: 90071 Email: ids@eta.com
APPLICANT (IF DIFFERENT): _____ idsrealestate.com

I hereby appeal the decision of the:

- Hearing Officer
- Design Commission
- Historic Preservation
- Zoning Administrator
- Director of Planning and Development
- Film Liaison

ARTS AND CULTURE COMMISSION

REASON FOR APPEAL

The decision maker failed to comply with the provisions of the Zoning Code, General Plan or other applicable plans in the following manner (use additional sheets if necessary):

SEE ATTACHED

[Signature]
Signature of Appellant

6/22/12
Date

* OFFICE USE ONLY

PLN # _____ CASE # _____ PRJ # _____

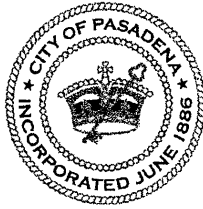
DESCRIPTION _____

DATE APPEAL RECEIVED: _____ APPEAL FEES: \$ _____ RECEIVED BY: _____



Playhouse Plaza Request for Appeal Arts and Culture Commission

- The project engaged a qualified city-approved art consultant in Michelle Isenberg of Isenberg de Herrera Inc.;
- After reviewing a list of over 30 qualified public artists prepared by the art consultant and interviewing the finalists, the project team unanimously selected Ramon Velasco – an accomplished artist who lives in Pasadena and who has successfully completed public art projects for surrounding cities as well as USC;
- The artist developed the concept of a jester as emblematic of the performing arts district of Pasadena and presented the conceptual jester sculpture to the Art Commission on February 8th, where the Art Commission granted Conceptual Approval. The commissioners encouraged the artist to explore a deeper level of concept development and creativity that would reveal new insights. They suggested further research of the arts resources in the district and to expand the imagery, including the possibility of incorporating text;
- The project team and artist responded to all of the Commission’s comments in the Final Art Plan submitted to staff; yet the Staff Report did not recommend approval of the Final Art Plan;
- The artist presented the Final Art Plan on June 13th to the Commission. Commission did not approve the proposed Final Art Plan;
- The proposed artwork meets all the goals, objectives and eligible criteria of the Public Art Guidelines, as well as the conditions of approval.



PLANNING DEPARTMENT
CULTURAL AFFAIRS DIVISION

June 20, 2012

Michelle Isenberg
Isenberg and Associates
461 ½ S. Palm Dr.
Beverly Hills, CA 90210

RE: NOTICE OF DECISION
Project: 680 East Colorado Boulevard Public Art Project

Dear Ms. Isenberg:

Thank you for your presentation of the Final Art Plan for 680 East Colorado Boulevard at the June 13, 2012 meeting of the City of Pasadena Arts and Culture Commission. This letter confirms that the Commission did not approve the proposed Final Art Plan to create a singular bronze object in the form of a jester on a pedestal by Ramon Velazco to be placed into a courtyard on the El Molino side of the Playhouse Plaza development. The lack of approval by the Arts and Culture Commission of the Final Art Plan was expressed in the vote of four against approval, one in favor and one abstention of the Final Art Plan as presented.

You are hereby notified that this decision, confirming the lack of approval of the hearing body for this project, becomes effective at the end of the business day on July 2, 2012. Before the effective date, the City Council may call for a review of this decision. If the Council calls for a review of this decision, it becomes void, and the application will be considered as a new item. In addition, you or any person affected by this decision may appeal it to the City Council, before the effective date by filing an appeal in writing with the City Clerk (room S228, City Hall, 100 N. Garfield Avenue).

The last day to file an appeal is **Monday, July 2, 2012**. Appeals must cite a reason for objecting to a decision. An additional appeal form is attached. Please note that appeals and calls for review are conducted as de novo hearings, meaning that the lower decision is vacated and the entire decision is reviewed anew.

Please contact **Leslie Fischer (626) 744-7547** to find out if any appeal has been filed or a call for review has been requested for this project or to further discuss the issues raised in this letter.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Branch", written over a horizontal line.

Rochelle Branch
Cultural Affairs Manager

Cc: David Saeta