

# GENERAL PLAN: THE "VISION" AND THE "NEXUS"



## DOWNTOWN PASADENA NEIGHBORHOOD ASSOCIATION

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Mary Wynton

Karen Yook

Friday, April 26, 2013

Mayor Bill Bogaard  
Pasadena City Council  
Jacque Robinson  
Vice Mayor Margaret McAustin  
Joel Bryant and John J. Kennedy  
Gene Masuda  
Victor Gordo  
Steve Madison  
Terry Tornek

During the City Council's discussion of the General Plan on April 22, there was discussion among the council of the "Vision" and the "Nexus" between that vision and the Development Levels.

Councilmember Gordo requested a 1-page summary of the positions taken by staff, the commissions and the neighborhoods. Our position was detailed in our April 22<sup>nd</sup> letter, but please find attached an annotated chart that further clarifies our position.

In regards to the "Vision" and the "Nexus," our position is contained in the phrase (which headlined the April 8<sup>th</sup> letter), **"Transformations To Our Neighborhood Are Less Than Half-Way Complete."**

The "Vision" is outlined by the Guiding Principles, the Policy Topics, and the Land Use Map. The city envisioned by that map, principles, and policies does not yet exist, it must be built.

The "Nexus" between the "Vision" and the Development Levels is the **rate of progress**. How long are we willing to wait to achieve the vision? What rate of change can be tolerated? How confident are we in the vision? These are the questions that the City Council alone has the authority to answer.

Again, the DPNA's position is that our neighborhood has made significant progress since 1994 toward achieving that vision, but that we are less than half-way "there." If that is the case, and if the rate of progress *slows down*, as staff has proposed, than we clearly will not achieve our vision within the next 20 years, and perhaps not even 40 or 60 years. This is unacceptable.

- *How long are we willing to wait to achieve the vision?* Not as long as the proposed plan.
- *What rate of change can be tolerated?* In our urban neighborhood, a significant rate.
- *How confident are we in the vision?* We are very confident.

Not many cities engage in such a thorough soul-searching and struggle to achieve their future; we thank the Council for its engagement with the citizenry, and we anticipate wise judgment.

Sincerely,  
Downtown Pasadena Neighborhood Association

Attached: Annotated charts+ April 22<sup>nd</sup> & 8<sup>th</sup> letters with key sections highlighted for re-reading.

Central District + South Fair Oaks Development Levels

| Metric   | Residential                  | Commercial                  |
|--|------------------------------|-----------------------------|
| 2013   | 4,350                        | 3,100,000                   |
| 1994   | 5,395                        | 7,767,000                   |
| Jobs / Housing Balance                           | 8,092 + SFO                  | 3,100,000                   |
| All reasonably developable properties up to FARs | ?<br>8,500 + SFO (per staff) | ?<br>8.5M + SFO (per staff) |
| SCAG County Job Growth Rate                      | 8,518                        | 3,407,000                   |
| 40-Year Historical Job Growth                    | 14,918                       | 5,962,000                   |
| Arlington, Virginia analog                       | 19,318                       | 13,360,000                  |

For Comparison. Listed in the footnotes of the April 8th DPNA letter. Derived from Leinberger study.

DPNA RECOMMENDATION:

1. CONDUCT AN EIR THAT STUDIES THE FULL RANGE OF POSSIBILITIES AND INCLUDES AN ALTERNATIVE IN WHICH ALL REASONABLY DEVELOP-ABLE (NON-HISTORIC) PROPERTIES IN THE CD & SFO ARE ACTUALLY DEVELOPED UP TO THE FULL DRAFT FARs.
2. STUDY A SECOND ALTERNATIVE (BELOW THE "FULL FAR" ALTERNATIVE) THAT EXAMINES A "JOBS/HOUSING BALANCE" SCENARIO, IN WHICH THE CURRENT 1.87 RATIO IS NOT DEGRADED.

The rate of transformation is being "dialed back," as compared from 1994.

**Residential Development Levels (Dwelling Units)**

|   | Central District | South Fair Oaks | East Colorado | East Pasadena | North Lake | Fair Oaks / Orange Grove | Lincoln | West Gateway | No Specific Plan | Total  |
|---|------------------|-----------------|---------------|---------------|------------|--------------------------|---------|--------------|------------------|--------|
| Existing Conditions (2009)  | 11,090           | 350             | 330           | 150           | 1,090      | 1,310                    | 200     | 80           | 44,880           | 59,480 |
| Constructed or Under Construction (2009-2011) or Approved Master Plan | 1,330            | -               | -             | 210           | 0          | 25                       | -       | 35           | 175              | 1,775  |
| Development Levels (2035)   | 3,750            | 600             | 500           | 1,250         | 250        | 325                      | 90      | 340          | 1,710            | 8,815  |
| Total   | 16,170           | 950             | 830           | 1,610         | 1,340      | 1,660                    | 290     | 455          | 46,765           | 70,070 |

2013: 4,350 units

1994: 5,395 units

|  | Central District | South Fair Oaks | East Colorado | East Pasadena | North Lake | Fair Oaks / Orange Grove | Lincoln | West Gateway | No Specific Plan | Total |
|--|------------------|-----------------|---------------|---------------|------------|--------------------------|---------|--------------|------------------|-------|
| Original General Plan Caps             | 5,095            | 300             | 750           | 400           | 500        | 550                      | -       | 75           | N/A              | 7,670 |
| Remaining Capacity in Ex. General Plan | 636              | 166             | 736           | -             | 495        | 231                      | N/A     | -            | N/A              | 2,264 |

**Non-Residential Development Levels (Square Feet)**

|   | Central District | South Fair Oaks | East Colorado | East Pasadena | North Lake | Fair Oaks / Orange Grove | Lincoln | West Gateway | No Specific Plan | Total      |
|---|------------------|-----------------|---------------|---------------|------------|--------------------------|---------|--------------|------------------|------------|
| Existing Conditions (2009)  | 19,447,000       | 2,635,000       | 2,979,000     | 4,261,000     | 1,056,000  | 1,564,000                | 433,000 | 497,000      | 4,865,000        | 37,737,000 |
| Constructed or Under Construction (2009-2011) or Approved Master Plan | 515,000          | 294,000         | 75,000        | 58,000        | 0          | 4,000                    | -       | 5,000        | 1,844,000        | 2,795,000  |
| Development Levels (2035)   | 2,500,000        | 600,000         | 525,000       | 1,500,000     | 250,000    | 300,000                  | 150,000 | 200,000      | 150,000          | 6,175,000  |
| Total   | 22,462,000       | 3,529,000       | 3,579,000     | 5,819,000     | 1,306,000  | 1,868,000                | 583,000 | 702,000      | 6,859,000        | 46,707,000 |

2013: 3,100,000 sq ft

1994: 7,767,000 sq ft

|  | Central District | South Fair Oaks | East Colorado | East Pasadena | North Lake | Fair Oaks / Orange Grove | Lincoln | West Gateway | No Specific Plan | Total      |
|--|------------------|-----------------|---------------|---------------|------------|--------------------------|---------|--------------|------------------|------------|
| Original General Plan Caps             | 6,217,000        | 1,550,000       | 650,000       | 2,100,000     | 175,000    | 611,000                  | N/A     | 800,000      | N/A              | 12,103,000 |
| Remaining Capacity in Ex. General Plan | 3,868,935        | 651,600         | 189,648       | 2,019,299     | 116,542    | 485,590                  | N/A     | 406,406      | N/A              | 7,748,020  |

It seems useful to consider and compare the CD and SFO development levels together to avoid confusion over the change in specific plan boundaries.

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



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Sunday, April 07, 2013

← April 8th - For Review

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Pasadena City Council  
Jacque Robinson  
Vice Mayor Margaret McAustin  
Joel Bryant and John J. Kennedy  
Gene Masuda  
Victor Gordo  
Steve Madison  
Terry Tornek  
City Manager Michael Beck  
City of Pasadena Planning Department  
Vince Bertoni  
Scott Reimer  
Director of Public Health, Dr. Eric Walsh  
Principle, The Planning Center, Woodie Tescher

The Downtown Pasadena Neighborhood Association ("DPNA") has been following with great interest the revision of the General Plan. Our neighborhood is at stake.

The 1994 General Plan set into motion a transformation of our neighborhood that is less than halfway complete. We believe that areas of Downtown Pasadena are under-performing in terms of contributing to an active, vibrant urban pedestrian neighborhood. They hold great potential to be transformed.

The DPNA's core values fully support that transformation:

- Walkability — a sustainable city designed for pedestrians, cyclists, and public-transit users.
- Urban Revival — a return to a traditionally dense "downtown" City Center as the place of greatest vitality & activity.
- Economic Vitality — In an urban setting, local businesses function as public space, as an extension of residential private spaces. Therefore, the economic vitality of local businesses directly impacts residential quality of life.
- Commercial & Residential Coexistence — Downtown Pasadena is both a residential and a commercial area, and a mix of uses in proper balance is desirable.
- Great Public Spaces — a public built environment (including privately-owned businesses) that engages people in *activities*, encourages *social interaction*, is *accessible*, and is *comfortable & pleasant*.
- A Sense of Place — a city with a unique identity, firmly grounded in respect for its history, with a clear vision and resolve for continued *bold progress*.

However, while this 2013 draft revision reaffirms that transformation *in principle*, the proposed development levels are less than in 1994, some FARs are too low, and the result is a plan that may be insufficient *in practice*.

# TRANSFORMATION OF THE CENTRAL DISTRICT & SOUTH FAIR OAKS SHOULD CONTINUE



DOWNTOWN  
PASADENA  
NEIGHBORHOOD  
ASSOCIATION

By curbing urban revitalization through insufficient development levels in the Central District and South Fair Oaks, and by designating some areas as “medium-density” when they should be “high-density,” the Draft General Plan does not go far enough in encouraging and promoting urban regeneration that is consistent with a pedestrian-oriented and sustainable neighborhood.

**RECOMMENDATION: Increase development levels & FARs in the Central District & South Fair Oaks.**

More specifically:  
1. A “Full FAR” Alternative in which all reasonably developable properties in the CD & SFO are actually developed up to the draft FARs.  
2. A “Housing Balance” scenario, in which the current 1:0.87 ratio is not degraded.

We should not stop or slow the transformation of our Downtown neighborhood by unnecessarily limiting positive change.

Therefore, in order to support the core values of the DPNA as stated on pg. 1, we urge that:

1. The EIR study development levels that are significantly higher (both residential and commercial) in the Central District.
2. The proposed FARs in the Central District not be lowered except within 500 feet of the 210 Freeway. Any decreases should be offset with increases elsewhere in the CD.
3. The EIR study a substantially greater increase to the number of residential units and commercial space in the South Fair Oaks Specific plan, and an increase of FARs to 3.0.
4. A definite commitment be made to implement a Form-Based zoning code for the Central District by including it in the Implementation Section of the General Plan.

**RATIONALE: Why do we think that the proposed development levels and FARs are too low? Against what indications are we comparing them to?**

1. **Because the proposed development levels are lower than they were in 1994.<sup>1</sup> We believe that the transformation of our neighborhood is at the less than halfway point. Development will continue to be the transformation engine, tempered by a Form-Based Code, that will produce desired change.**
2. **Because reducing allowable development shows a *diminishing commitment to actually achieving* the goals and principles that were so clearly affirmed by the community.**
3. **Because commercial development is on its way to reaching its limit within the first 5-8 years of a proposed 20-year plan.** This has been determined by simply adding up the projects that are already proposed and in progress, and then comparing that total to limit of 3,100,000 commercial square feet. By way of example, a *single* project that is currently under consideration at the Parsons site would consume a full 1/3 of the 20-year commercial allotment for the entire Central District.<sup>2</sup>

<sup>1</sup> 1994: **5,395** Residential Units in CD+SFO; **7,767,000** Commercial Sq Ft in CD+SFO.  
2013: **4,350** Residential Units in CD+SFO; **3,100,000** Commercial Sq Ft in CD+SFO.

<sup>2</sup> The Parsons infill project will likely consume 1,000,000 square feet.

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Patty Liao  
Jim Predergast  
Wesley Reutimann  
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4. **Because the proposed development levels will degrade the jobs/housing balance in the Central District.** Academics have pegged the ideal balance of jobs-to-residential units as 1.50.<sup>3</sup> Aberrations from that balance will limit the achievement of the core values listed on pg. 1. Increased commuter traffic congestion and pollution will result. **Too many daytime office workers and not enough residents mean that the streets and sidewalks will be bustling during the daytime, but empty, unwelcoming, and possibly unsafe after 6 p.m.** Rationale #3 above argues that commercial opportunities and development levels may be artificially low; this point implies that residential levels must be increased 2 or 3-fold in order to maintain the right balance between jobs and housing.<sup>4</sup>

5. **Because of the economic and fiscal impact analysis.** Do the city's fiscal obligations exceed the economic benefits produced by the development levels that have been proposed?<sup>5</sup> Given shortfalls in General Fund revenue over the past several years, the City will benefit by replacing sales & property tax revenues that have been lost.<sup>6</sup> Those tax revenues fund services for all its citizens, including police, fire, libraries, parks, tree trimming, street cleaning, road repair, etc. The economic analysis that the planning department conducted determined that General Plan scenarios with higher development levels yield higher net surpluses for the General Fund.

Land use decisions and development levels should not be made for the *sole* purpose of yielding surplus funds for the budget. However, **it would be imprudent to prematurely foreclose at this EIR stage economic benefits that would be obtained through higher development levels and FARs.** Moreover, higher development levels are expected to have multiple benefits such as furthering the walkability and place-making core values as outlined on pg. 1.

<sup>3</sup> Los Angeles Business Council Institute, "Building Livable Communities - Enhancing Economic Competitiveness in Los Angeles." 2012, pg. 10.

<sup>4</sup> For more on the jobs-housing balance, see the letter submitted by Marsha V. Rood to the Pasadena City Council, dated April 3, 2012. According to Stanley R. Hoffman's report, "Projected Fiscal Impacts, Pasadena General Plan Update," commissioned by the City of Pasadena, dated 10/10/2012, **the development levels proposed by staff will degrade the jobs/housing balance from 1.87 to 2.10.**

<sup>5</sup> Stanley R. Hoffman's report, "Projected Fiscal Impacts, Pasadena General Plan Update," commissioned by the City of Pasadena, dated 10/10/2012, projected that the recurring annual surplus for the Proposed General Plan is \$13,150,000 in year 2035.

<sup>6</sup> According to the Economic Development Strategic Plan, the city lost 11 auto dealerships over the past 10 years, and has seen the "Destination Retail" status of Old Pasadena threatened by the emergence of copycat "Lifestyle Centers" such as The Grove, The Americana at Brand, the addition to the Arcadia Westgate, etc. The effect of this emerging competition on sales tax revenue may be reflected in the chart labeled "Sales Tax Growth Rates" (pg. 6), which shows that Pasadena's emergence from the recession has lagged significantly *behind* the county and state growth rates, particularly in the last 6 quarters. Recently, the closure of the Avon distribution plant in East Pasadena also significantly worsened the sales tax revenue situation.

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Because walkable urban neighborhoods with an authentic sense of place are *desirable* and increasingly in *demand*,<sup>7</sup> improving walkability and transforming our streets and blocks into great “Places” will provide a substantial economic benefit which, in turn, will redound to the General Fund. This will happen most effectively if the development levels and FARs, in combination with creating a quality built and natural environment, are sufficient.

6. **Because the City Council is the only body charged with responsibility for the city’s fiscal health.** All the advisory bodies that have weighed in on the General Plan (e.g. ---the Planning Commission, GPUAC, and the Transportation Advisory Commission) do not have the city’s fiscal health within their purview. Therefore, the City Council should take their recommendations into consideration in view of its responsibility for the city’s fiscal health.

7. **Because the proposed development levels and FARs lag behind historical growth rates and statistical predictions.** A study that was specifically commissioned for this General Plan update revealed that all the development levels and FARs that were ever proposed<sup>9</sup> lag behind both the SCAG and the 40-year historical job growth rate predictions.<sup>10</sup>

8. **Because the proposed development levels and FARs lag significantly behind case studies of similar cities that are transforming their city centers based on planning for people and places.**<sup>11</sup> In spite of numerous planning documents and policies over the past two decades, Pasadena continues to implement an auto-oriented infrastructure for our Downtown/Central District, creating a pedestrian-hostile environment.

<sup>7</sup> See Leinberger, Christopher and Doherty, Patrick C., “*The Next Real Estate Boom.*” The Brookings Institute, November 2010, <http://www.brookings.edu/research/articles/2010/11/real-estate-leinberger> and Becker, Sofia, Bernstein, Scott, and Young, Linda, “*The New Real Estate Mantra: Location Near Public Transportation.*” March 2013. Report commissioned by the American Public Transportation Association in partnership with the National Association of Realtors.

<sup>9</sup> During the early stage of the General Plan Update, four alternatives were developed. *All four alternatives* proposed commercial development levels that were insufficient and stunted in comparison with historical growth rates, SCAG predictions, and case studies. The relative difference between Alternative “B” and “D” was insignificant; it was a false comparison. See appendix B for a demonstration of that fact.

<sup>10</sup> Pg. 46, Exhibit II-7 *Market and Fiscal Impact Evaluations of Proposed General Plan Growth Alternatives, Pasadena Central District*, report conducted by Robert Charles Lesser & Co and Christopher B. Leinberger of the Brookings Institution, January 20, 2012.

SCAG County Job Growth Rate:  
**8,518** Residential Units in CD+SFO; **3,407,000** Commercial Sq Ft in CD+SFO

40-year Historical County Job Growth Rate:  
**14,918** Residential Units in CD+SFO; **5,962,000** Commercial Sq Ft in CD+SFO

<sup>11</sup> *Ibid.*

Arlington, Virginia analog:  
**19,318** Residential Units in CD+SFO; **13,360,000** Commercial Sq Ft in CD+SFO

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9. **Because the Greater Los Angeles region is rapidly improving its regional rail network.** Pasadena should not ignore its context within the greater Los Angeles region, particularly in regards to transportation. Greatly enhanced Gold Line connections will come on-line during the life of this General Plan (e.g. extension of the Gold Line eastward, the Downtown Connector, LAX connections, the Expo Line, the Purple Line, and other Measure R projects). The proximity of the Central District and South Fair Oaks to its increasingly viable (and therefore valuable) four Gold Line Stations demands increasing the opportunity to build for living, working, and playing next to these Gold Line stations.

In addition to advocating increased development levels and FARs, the DPNA urges the implementation of **Form-Based Code**. Pedestrian activity—the vitality of people—is extremely sensitive to good *design*. Just adding buildings or people where there are parking lots is not sufficient; those buildings must be designed so that they relate to the street and to the surrounding buildings in a manner that encourages pedestrian activity and compatibility. For this reason, the DPNA also advocates for a Form-Based Zoning code and other tools and policies that foster good *design*. The General Plan should go beyond simply “exploring” the possibility of Form-Based Code. It should *commit* to actually *implementing* it.

Sincerely,

Downtown Pasadena Neighborhood Association

Attached:

**Appendix A:** A demonstration that the transformation of our neighborhood is less than half-way complete. Photos of areas in Downtown Pasadena that should be incentivized for pedestrian-oriented infill development. To zoom in on photos, or to view in color, please go to:

<https://www.facebook.com/media/set/?set=a.346850245384307.71499.207126989356634&type=1&l=bf467c2ae3>

**Appendix B:** Excerpts from the RCLCO/Christopher Leinberger report.



TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

## **APPENDIX A**

**Photos of areas in Downtown Pasadena that should be incentivized for  
pedestrian-oriented infill development**

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

## AREAS WHERE TRANSFORMATION AWAITS

### PARSONS AREA



**Walnut & N Fair Oaks** – Looking North. This parcel is within 500 ft. of the 210 Freeway and should be designated for commercial, not residential development. The Residence Inn proposed for the right side of this parcel is acceptable (if the design for the ground floor is modified to better engage pedestrians) but not ideal.



**Parsons lot at Walnut & Fair Oaks** – The proposed project for this single site would consume 1/3 of the 20-year development level for the entire Central District, unless the development levels are increased per our recommendation.



**Walnut & Raymond** – Midblock, looking NW toward St Andrews. Marston's is to the right; Memorial Park is across the street.

# TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

## WALNUT



**N Marengo Ave** (between Corson and Walnut) – Opportunity for a high density office complex with neighborhood services such as dry cleaning, insurance office, etc. on the ground floor. Freeway adjacent.

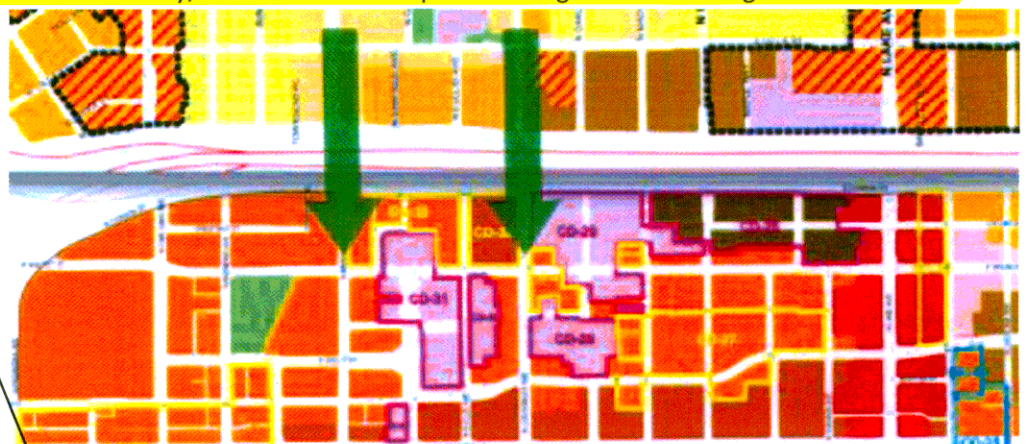


**Intersection of Walnut & Los Robles** – The north half of this intersection, which consists of the pictured Arco, and, on the northwest corner, a large surface parking lot and parking garage for Kaiser Permanente, deadens and negates the attractive Congregational Church and Westin hotel, which lead into the Fuller Seminary and the Civic Center.

**Marengo & Los Robles are “gateways” to Downtown Pasadena.** These streets are natural entry points for residents who live in the Villa Park area, north of the 210 freeway, to **walk** to destinations within Downtown Pasadena.

Input from the community emphasized that the 210 freeway acts a ‘dividing line’ that should be mitigated. **That “210 barrier” is not simply a function of the freeway; it is also due to the poor building and street design of the corridors**

**between Walnut Ave and the 210 Freeway.** All the streets with bridges crossing the 210--Fair Oaks, Marengo, Los Robles, El Molino, and Lake Ave--are hostile to pedestrians and cyclists because of high traffic volumes and generally uninteresting building facades or parking lots that are oriented to cars, not people.



We have an opportunity to mitigate the dividing effect of the 210 Freeway

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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Walnut & Madison

LAKE AVE AREA



Lake & Colorado – Midblock, looking east.



Lake & Union – Looking South towards Colorado Blvd. This pedestrian-hostile route is the one that Gold Line riders who use the Lake Ave station are forced to endure.

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE



**Lake & Walnut** – Looking West. These single-story shops are pedestrian-orientated and engage the sidewalk correctly but, since they are near the Lake Ave Gold Line station and are not architecturally significant buildings, they could be replaced with or adapted into multi-story mixed-use buildings that would add residents or workers who would generate more activity on the sidewalks, and yield greater benefits to the city.



**Lake & Walnut** – Looking east (top) and north (bottom). The Ralphs grocery store is an important amenity for the neighborhood, but the large surface parking lot that faces the sidewalk is oppressive.

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
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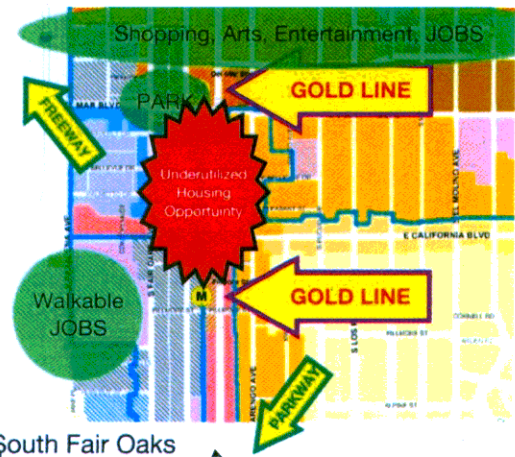
SOUTH FAIR OAKS / CENTRAL PARK / ARROYO PARKWAY / RAYMOND AREA



**Arroyo Parkway & Pico** – The strip malls that line Arroyo Parkway should be replaced with multi-story mixed-use buildings.

The incredible potential of South Fair Oaks Situated between **two** closely-spaced Gold Line stations, Fillmore and Del Mar, and with easy on/off access to both the 110 Freeway and the 134/210 Freeways, the South Fair Oaks / Central Park / Arroyo Parkway / Raymond corridor is the area of Pasadena (and perhaps the entire San Gabriel Valley) that is most connected to the entire Southern California transportation network.

In addition, it is surrounded by Trader Joes, Whole Foods, Vons, Huntington Hospital, and a host of other neighborhood amenities, with Central Park, Del Mar Station, and Old Pasadena directly to the North. Furthermore, the South Fair Oaks/Central Park/Arroyo Parkway/Raymond corridor has many vacant and underutilized properties, with some key historic buildings (i.e. Royal Laundry, antique stores, the Union Garage Building/former Maserati dealership), which provide great infrastructure for creative development and reinvestment. And, poor air quality is not a concern, since the freeway access points are both terminal and therefore do not generate freeway-quantities of smog. Therefore, this corridor is a prime location for residential living.



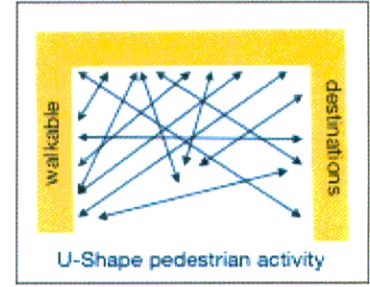
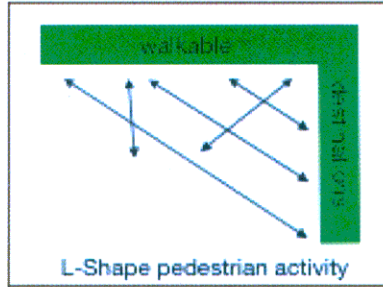
While there is potential with the right planning and investors, currently SFO comes nowhere near its full potential, especially with respect to attracting higher level of use by residents & visitors. The existing self-storage, cold storage, antique shops, and low-density office & industrial buildings, of great opportunity for adaptive reuse and re-imagining. The “suburban” strip-malls need to be completely reconfigured or demolished, offering opportunities for the highest density. If this area were filled with high quality, higher-density residential properties (for all income and demographics) and workers, that would generate positive economic benefits and pedestrian street life that would benefit all of Downtown Pasadena, with fewer negative impacts than if growth were placed elsewhere.

To see a visual demonstration of this, go to:  
<http://goo.gl/id4ol>

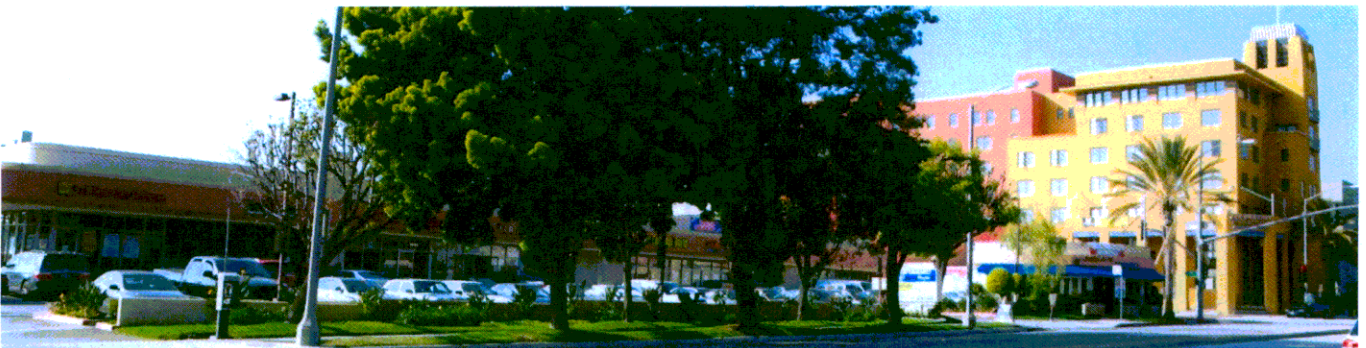
The "L" shape vs "U" shape is important in developing a streetcar route that would have a rectangular route, rather than just an "L"

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

**Why South Fair Oaks and the Central District are inter-related.** Creating more “walkable destinations” in South Fair Oaks would transform the primary commercial zones in Downtown Pasadena from an “L-shape” (Colorado Blvd + Lake Ave) to a “U-shape” (Arroyo Pkwy/Fair Oaks + Colorado + Lake Ave). A U-Shape promotes pedestrian street life by providing “destinations” in all directions, rather than in an L-shape. The activity created by residents & workers who would likely walk up Raymond Ave in order to get to destinations within Old Pasadena, would be particularly beneficial to Central Park, which currently feels deserted and unsafe at night.



**Arroyo Parkway & Fillmore** – Prime location for very-high-density mixed-use residential/office, as this location is literally <100 feet from the Fillmore Gold Line Station. FARs should be increased to 3.0.



**Arroyo Parkway & Del Mar**—The retail establishments storefronts should be brought to the sidewalk, with 5+ stories of offices or residential units above. Activating the pedestrian traffic on the Arroyo Parkway sidewalks should encourage the ground-floor units of the former-Archstone complex, which were intended to be “Live/Work” units to actually be used as such (with attorneys/CPAs/other professionals hanging a ‘shingle’ outside their units and inviting walk-in traffic). This may also be an opportunity to re-design this project, which is now acknowledged to have many design flaws.

## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE



**Arroyo Parkway & Cordova**—A pedestrian & bike right-of-way/easement should be created between Arroyo Parkway and Raymond Ave, at Cordova, since Cordova is being designated as bike thoroughfare, so that pedestrians & cyclists can go directly into Central Park, rather than making a detour down to Del Mar or up to Green Street. The Public Storage building offers a great opportunity for adaptive re-use and a higher use (an addition of upper floor residential, creative office space, or flex space). Its current use is a poor use of land in our urban core, which is so close to the activity in Old Pasadena and the public amenity of Central Park. We must incentive change on these parcels.



**Arroyo Parkway & California**—Pasadena should prepare for a future in which people may have to ration resources in ways that are very different than the era of cheap and abundant fossil fuels. The rise in gas prices and advent of the electric car will likely free up many busy intersections as fewer gas stations are needed. It also seems possible that automated/driverless cars may become commonplace over the next 20 years, the lifespan of the General Plan. Driverless cars could have a radical impact on our land use, because the ability to “whistle” for a car at the time of need will greatly decrease the need for large parking lots. Changes in Energy Supply/Demand plus Technology advances all point to more compact land use than we currently have.



## TRANSFORMATIONS TO OUR NEIGHBORHOOD ARE LESS THAN HALF-WAY COMPLETE

For further reading on driverless cars and the implications for land use, please see:

- The Atlantic: “*Driverless Cars Would Reshape Automobiles \*and\* the Transit System*”  
<http://www.theatlantic.com/technology/archive/2012/09/driverless-cars-would-reshape-automobiles-and-the-transit-system/262953/#>
- Robocar Parking: <http://www.templetons.com/brad/robocars/parking.html>



**Arroyo Parkway & California**—FARs should be increased to 3.0.



**Raymond Ave & California**—FARs should be increased to 3.0.



**Raymond Ave & California**—Looking north. At the right of the photo is the Disney Story/Royal Laundry building. The U-Haul lot and storage facility is across the street.

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE



Raymond Ave & California—Looking south. FARs should be increased to 3.0.



Raymond Ave & California—Looking east.



Raymond Ave—South of California. Despite being adjacent to the Fillmore Gold Line station, these properties are industrial. The “Bio-Tech” vision of the last several decades never emerged.

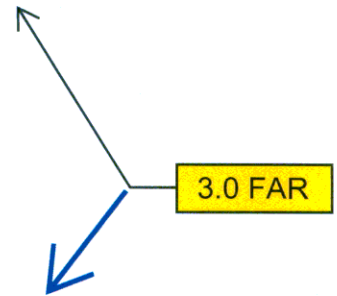
TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE



Raymond Ave—Looking north from Fillmore Ave.



Raymond Ave—This dilapidated property is immediately adjacent to the Fillmore station.



Fillmore Ave—Facing S Fair Oaks Ave.

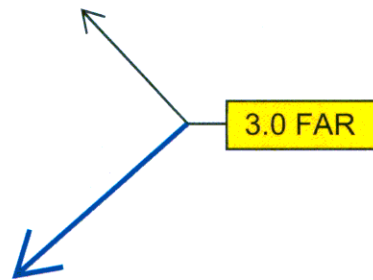
TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE



**Fair Oaks**—The Playfair lot and adjoining property which face S Fair Oaks Ave.



**Fair Oaks**—Burger King facing Fair Oaks. North of this property is the former Monty's (now a parking lot) and Grandview Palace, which will likely be a medical office building at some point.



TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

## **APPENDIX B**

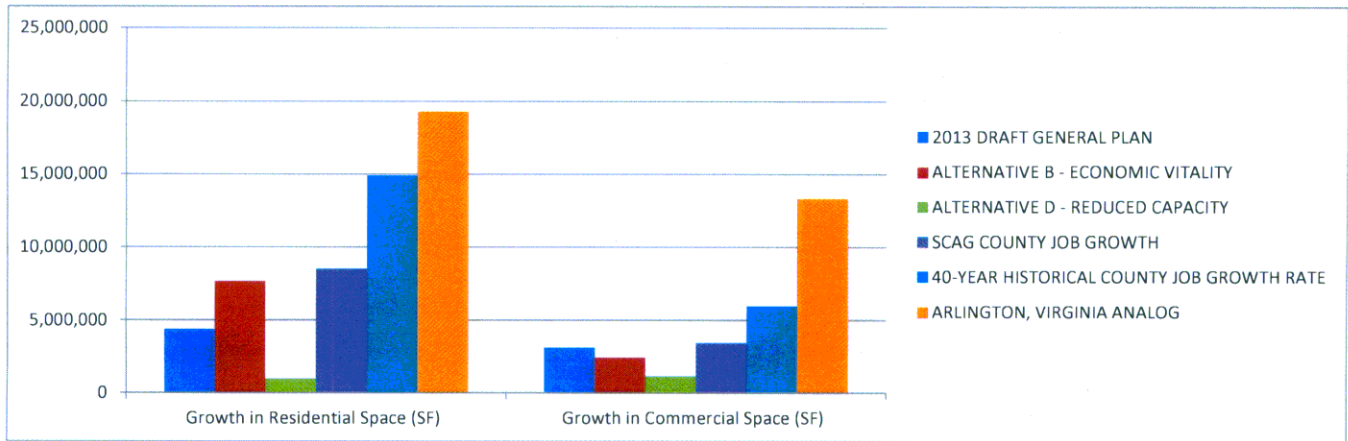
EXCERPT/ADAPTATION FROM the RCLCO / LEINBERGER REPORT  
Updated to reflect April 2013 Development Levels in Draft Plan

*Market and Fiscal Impact Evaluations of Proposed General Plan Growth Alternatives, Pasadena Central District*, report conducted by Robert Charles Lesser & Co and Christopher B. Leinberger of the Brookings Institution, January 20, 2012.  
Commissioned by the Old Pasadena Management District and the Playhouse District Association.

TRANSFORMATIONS TO OUR NEIGHBORHOOD  
ARE LESS THAN HALF-WAY COMPLETE

STATISTICAL COMPARISONS & ANALYSIS

Exhibit II-7  
COMPARISON OF PROJECTED INCREMENTAL GROWTH, 2010- 2035  
TREND-BASED GROWTH VS. GENERAL PLAN GROWTH ALTERNATIVES CBD AND SOUTH FAIR OAKS SPECIFIC PLAN AREAS,  
PASADENA, CA DECEMBER 2011 [updated by DPNA April 2013 to add 2013 Draft General Plan data]



|                                  | 2013 DRAFT GENERAL PLAN | ALTERNATIVE B - ECONOMIC VITALITY | ALTERNATIVE D - REDUCED CAPACITY | SCAG COUNTY JOB GROWTH | 40-YEAR HISTORICAL COUNTY JOB GROWTH RATE | ARLINGTON, VIRGINIA ANALOG |
|----------------------------------|-------------------------|-----------------------------------|----------------------------------|------------------------|---|----------------------------|
| New Residential Units            | 4,350                   | 7,693                             | 969                              | 8,518                  | 14,918                                    | 19,318                     |
| Growth in Residential Space (SF) | 4,350,000               | 7,693,000                         | 969,000                          | 8,518,000              | 14,918,000                                | 19,318,000                 |
| Growth in Commercial Space (SF)  | 3,100,000               | 2,428,000                         | 1,157,000                        | 3,407,000              | 5,962,000                                 | 13,360,000                 |

NOTE: Assumes an average size of 1,000 square feet for the residential units. SOURCE: City of Pasadena; RCLCO  
Adapted from chart / table on pg. 46 of the original report.

**Novelo, Lilia**

---

**Subject:** FW: General Plan Update  
**Attachments:** scan0117.pdf; ATT00001.htm

**From:** Jomsky, Mark  
**Sent:** Friday, April 26, 2013 4:01 PM  
**To:** Official Records - City Clerk  
**Subject:** Fwd: General Plan Update

Sent from my iPhone

Begin forwarded message:

**From:** <GrechRealtors@aol.com>  
**Date:** April 26, 2013, 3:27:18 PM PDT  
**To:** <bbogaard@cityofpasadena.net>, <district1@cityofpasadena.net>, <ttornek@cityofpasadena.net>, <mfuller@cityofpasadena.net>, <jb@trademarkdevelopment.net>, <nsullivan@cityofpasadena.net>, <vdelacuba@cityofpasadena.net>, <smadison@cityofpasadena.net>, <mjomsky@cityofpasadena.net>  
**Subject: General Plan Update**

Dear Mayor and Council Members:

I have previously written to you and have appeared before you at the General Plan Update hearings to express my grave concerns regarding the current recommendation to change the current zoning designation of CD-38.

From an overall planning perspective, this area should clearly remain at 48 units per acre and Staff has steadfastly recommended this and defended the current zoning throughout the General Plan update process up to and through the conclusion of the last Planning Commission hearing. But since I am the only non-staff voice in support of retaining the current zoning and am outgunned by some well meaning, but in my view not fully informed folks from Pasadena Heritage, it appears that Staff has bowed to public pressure and has thus changed their long standing and firm position on this issue.

Having said all of the above, **I have proposed that a compromise be considered and I would very much appreciate it if you would please take the time to review the attached documents which discuss this proposal.** I spoke with Pasadena Heritage about this yesterday and requested they contact me with their thoughts by 1:00 p.m. today but I have not heard back from them so I am therefore forwarding this information to you pending their response.

In short, I am proposing that the City consider the zoning for S. Hudson Ave. and S. El Molino Ave. independent from that of S. Oak Knoll. Based on my discussions with Ms. Sue Mossman, Pasadena Heritage appears to acknowledge that S. Oak Knoll has a different character than that of S. Hudson and S. El Molino and I believe my attached documents unequivocally demonstrate **that the sole property on S. Oak Knoll that Pasadena Heritage was concerned about is not a candidate for redevelopment.**

When this matter was considered by the Planning Commission, the Commission inquired of staff as to whether portions of CD-38 could be zoned differently and was told by Staff that could be done. But the Commission did not have the benefit of the information I have attached and therefore never further pursued this possibility. I am requesting that you now consider this possibility.

**So please, take a few moments to review the attached information and please consider the valid reasons why the existing zoning on S. Oak Knoll Ave. should remain unchanged.**

Thank you,

John G. Grech

The message is ready to be sent with the following file or link attachments:

scan0117.pdf

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

John G. Grech  
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Fax: 626-449-1185  
Cell: 626-628-5027  
Email: [grechrealtors@aol.com](mailto:grechrealtors@aol.com)  
DRE License No. 00460920



**John G. Grech**  
**516 S. Oak Knoll Avenue, #9**  
**Pasadena, CA 91101**  
**Phone: 626-628-5027**  
**Email: grechrealtors@aol.com**

April 25, 2013

City Council  
City of Pasadena  
100 N. Garfield Ave.  
Pasadena, CA 91109

**Re: General Plan Update - CD-38**

Dear Council Members:

I am writing to you again regarding the current Staff recommendation to change the residential density in CD-38 from RM-48 to RM-32.

I spoke with Sue Mossman of Pasadena Heritage today to try to find out why her organization is concerned about this area since they appear to be the only party who is advocating a change of density in this area. As I understand it, they are concerned about some of the "under-developed" properties in this area, some of which they feel may need some additional protections to prevent them from being redeveloped.

But in speaking with Ms. Mossman, it is my understanding that her organization may be primarily concerned about some properties on S. Hudson Ave. and on S. El Molino Ave. As I understood her, the only property they seem to be concerned about on S. Oak Knoll is the large 2 story home at 510 S. Oak Knoll with four 944 sq. ft. townhome units in the rear (this property is directly across from my vacant 28,000+ sq. ft. lot).

She acknowledged that S. Oak Knoll has a different character versus that of S. Hudson and S. El Molino and I agree with that. The majority of the residential properties on S. Oak Knoll are already developed at densities that exceed 32 units per acre and the largest residential property on this block of about 1 acre is developed at a density of 48 units per acre.

The fact is, I believe that the only property of concern on this block at 510 S. Oak Knoll Ave. is worth far more for the home and the 4 units that are already built there versus the value of the property for redevelopment. I have attached copies of 2 emails to Ms. Mossman with data that I believe clearly supports this conclusion.

CD-38 was zoned RM-48 for a reason just like the 2 block area east of S. Lake Ave. was also zoned RM-48. This zoning is in keeping with the key Guiding Principals of the General Plan such as focusing development at key intersections (such as California and Lake), allowing people to circulate without cars, support walk to school efforts (McKinley and Rose City are just up the street), provide access to services and goods by walking, strengthen Pasadena's retail sector (such as S. Lake), **"achieve a reasonable transition from higher to lower density areas"** and so forth.

You will need to decide whether it is prudent to down zone all or part of this area in order to attempt to protect some older, "under developed" properties even though from an overall planning perspective this is not in keeping with the Guiding Principals of the General Plan and is otherwise contrary to the historical planning for this area. However, if you feel that the character and some of the properties on S. Hudson and S. El Molino Ave. are in need of further protection, **please do not include S. Oak Knoll Ave. because there are no structures or properties on this block that are threatened and this block does have a different character versus S. Hudson and S. El Molino.**

**PLEASE DO NOT DOWN ZONE S. OAK KNOLL AVE.**

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "John G. Grech".

John G. Grech

attachments

Hi Sue:

Attached are some residential sale comparables in connection with 510 S. Oak Knoll Ave. that range from \$700,000 to over \$900,000. While not DIRECTLY comparable to 510 S. Oak Knoll because they do not have units in the rear, several of these properties in very close proximity (Fillmore and Alpine) have very small lots. The front house at 510 S. Oak Knoll does have a private front yard and front porch which makes for good privacy and the house is therefore not too affected by the units in the rear.

In any event, here is what it boils down to and I think I'm being conservative: The overall value of this property as it is presently improved should be at least \$1,600,000. That is based on a value of \$900,000 for the 4 large rear townhome units and \$700,000 for the front house. And I think the property could actually sell for \$100,000 or \$150,000 more than that to the right buyer and I think plenty of the right buyers are out there. The right buyer is someone like the long time current owner who wants to live in a single family home with its own yard in a semi-urban setting with income from the units in the rear.

Based upon my considerable experience with land values in the city, current land values in this area are about \$100,000 per unit. This property is zoned for 12 units at the CURRENT 48 unit per acre zoning. So it is worth right about \$1,200,000 for land value in my opinion. Its current value (as presently improved) therefore appears to be about 33% higher than land value.

Even if my estimates are off a little, it appears to be clear that the property is worth SUBSTANTIALLY MORE AS IT IS VERSUS ITS VALUE FOR REDEVELOPMENT. And I think this disparity will hold true for the future just as it has for the past.

As we discussed, except for this one property at 510 S. Oak Knoll which does not appear to be a candidate for redevelopment and the fire station which will remain, the balance of this entire block has a much different character versus Hudson and El Molino. The majority of this block is already developed in excess of 32 units per acre and there is no threat to the loss of historical resources in my opinion.

And from a planning perspective, there is a good reason why this 2 block area west of S. Lake Ave. was zoned RM-48 to begin with just like the east side of S. Lake Ave. is. I can provide you the rationale for that if you'd like but will spare you the details for now.

Thank you, Sue. I would appreciate it if you and your organization would reconsider this matter. I believe that the City Council may agree to change the zoning on Hudson and El Molino in order to protect the historical resources there but keep S. Oak Knoll at 48 units per acre if you support that request. But I need to hear from you by 1:00 tomorrow if at all possible because if we are going to fight over this I need to prepare further for that fight. But I hope you agree with my analysis above and that we can avoid that.

The message is ready to be sent with the following file or link attachments:

Residential Sale Comps.pdf

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

John G. Grech  
*John E. Grech & Associates*  
1708 E. Walnut Street

Thursday, April 25, 2013 AOL: Grech Realtors

Pasadena, CA 91106  
Phone: 626-449-1181  
Fax: 626-449-1185  
Cell: 626-628-5027  
Email: grechrealtors@aol.com  
DRE License No. 00460920

## Mapped Listings

04/25/13 at 3:57pm

Page: 1



| Pin# | Listing#  | Property Type | Status | Address                 | City     | Beds | Baths | SqFt | Price     |
|------|-----------|---------------|--------|-------------------------|----------|------|-------|------|-----------|
| 1    | 22163527  | Residential   | Sold   | 642 S Oak Knoll         | Pasadena | 3    | 2     | 1792 | \$700,000 |
| 2    | 22166738  | Residential   | Sold   | 314 Alpine St           | Pasadena | 2    | 1     | 1175 | \$705,000 |
| 3    | 22163727  | Residential   | Sold   | 322 Hillmore St         | Pasadena | 2    | 1     | 1070 | \$719,000 |
| 4    | C11161506 | Residential   | Sold   | 813 S Euclid Ave        | Pasadena | 5    | 4     | 1962 | \$775,000 |
| 5    | A12114065 | Residential   | Sold   | 1490 E Del Mar Blvd     | Pasadena | 4    | 3     | 2171 | \$795,000 |
| 6    | 22168929  | Residential   | Sold   | 410 Bonita Av           | Pasadena | 3    | 1     | 1661 | \$799,000 |
| 7    | 22164131  | Residential   | Sold   | 431 S Sierra Bonita     | Pasadena | 3    | 2     | 1775 | \$930,000 |
| 8    | 22161989  | Residential   | Sold   | 451 S Sierra Bonita Ave | Pasadena | 3    | 2     | 2236 | \$979,000 |

**Presented By:**

**John G Grech**

Lic: 00460920

Primary:

Secondary:

Other:

E-mail:

[grechrealtors@aol.com](mailto:grechrealtors@aol.com)

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**Web Page:**

Equal Opportunity Housing \* All information deemed reliable, but not guaranteed.

Information is provided as a courtesy by the F-Tech MLS. has not been verified, is not guaranteed, and is subject to change. The method and manner of calculating Days On Market (DOM) may not reflect the total number of days a property has been made available for sale.

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U.S. Patent 6,910,045

Subj: **Re: Sale Summary Report Multifamily Properties in Pasadena, CA[1].pdf**  
Date: 4/25/2013 3:40:06 P.M. Pacific Standard Time  
From: [smossman@pasadenaheritage.org](mailto:smossman@pasadenaheritage.org)  
To: [GrechRealtors@aol.com](mailto:GrechRealtors@aol.com)  
CC: [jkechout@pasadenaheritage.org](mailto:jkechout@pasadenaheritage.org)

Thanks John - it will be in the morning before we can go over this together, but we'll let you know our thoughts as soon as we have them!

**Susan N. Mossman**  
Executive Director  
Pasadena Heritage  
(626) 441-6333 x. 14  
[smossman@pasadenaheritage.org](mailto:smossman@pasadenaheritage.org)

On Apr 25, 2013, at 3:46 PM, [GrechRealtors@aol.com](mailto:GrechRealtors@aol.com) wrote:

Hi Sue,

Attached are some sale comps from Loopnet for apartment building sales in Pasadena. These sale comps generally show sale prices of about \$225,000 up to about \$400,000 per residential unit. In my judgment, the 4 townhome units at the rear of the property at 510 S. Oak Knoll Ave. (AKA 512 S. Oak Knoll Ave.) should be worth \$225,000 to \$250,000 per unit for a total of \$900,000 to \$1,000,000 NOT INCLUDING THE 2,300+ SQ. FT. HOME IN THE FRONT AND I WILL EMAIL YOU SEPARATE SALE COMPARABLES FOR THAT.

For your information, the Tax Assessor shows this property to be improved with 6,091 sq. ft. of buildings (not including garages or carports). City building records indicate the 4 units at the rear built in 1964 have 944 sq. ft. each and all of them are 2 bedroom, 1.5 baths with separate laundry connections and they are townhome style units (2 story). That means the front house is about 2,315 sq. ft.

More comments will follow with my second email.

Thank you!

John Grech

The message is ready to be sent with the following file or link attachments:

Sale Summary Report Multifamily Properties in Pasadena, CA[1].pdf

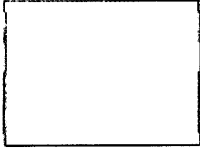
Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

John G. Grech  
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Email: [jgrechrealtors@aol.com](mailto:jgrechrealtors@aol.com)  
DRE License No. 00460920  
<SALESU~1.PDF>

Thursday, April 25, 2013 AOL: Grech Realtors

### Sale Summary Report for Multifamily Properties in Pasadena, CA

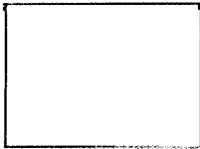
#### 1 331 Pleasant Street, Pasadena, CA



Property Notes

Property Type: Multifamily  
Property Subtype: Duplex+Triplex+Fourplex  
Sale Date: 03/20/2013  
Sale Price: \$600,000 (\$300,000/Unit)  
No. Units: 2  
Building Size: 2,004 SF  
Lot Size: 0.14 Acres  
Year Built: 1933

#### 2 69 Grace Terrace, Pasadena, CA



Property Notes

Property Type: Multifamily  
Property Subtype: Duplex+Triplex+Fourplex  
Sale Date: 12/19/2013  
Sale Price: \$555,000 (\$277,500/Unit)  
No. Units: 2  
Building Size: 1,270 SF  
Lot Size: 0.24 Acres  
Year Built: 1940

#### 3 93 N Meridith Ave, Pasadena, CA



Property Type: Multifamily  
Property Subtype: Garden Low-Rise  
Sale Date: 02/03/2013  
Sale Price: \$2,000,000  
(\$250,000/Unit)  
No. Units: 8  
Building Size: 3,700 SF  
Lot Size: 0.33 Acres  
Year Built: 1970

#### 4 109 Harkness Ave, Pasadena, CA



Property Notes

Property Type: Condo  
 Property Subtype: Duplex/Trplex/Fourplex  
 Sale Date: 12-13-2011  
 Sale Price: \$1,020,000 (\$340,000/Unit)  
 No. Units: 3  
 Building Size: 2,308 SF  
 Lot Size: 0.07 Acres  
 Year Built: 1923

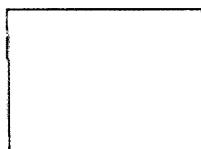
**5 112 S Roosevelt Avenue, Pasadena, CA**



Property Notes

Property Type: Multifamily  
 Property Subtype: Duplex/Trplex/Fourplex  
 Sale Date: 01-28-2012  
 Sale Price: \$1,490,000 (\$372,500/Unit)  
 No. Units: 4  
 Building Size: 3,476 SF  
 Lot Size: 0.22 Acres  
 Year Built: 2009

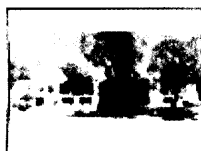
**6 140 S San Gabriel Boulevard, Pasadena, CA**



Property Notes

Property Type: Multifamily  
 Property Subtype: Duplex/Trplex/Fourplex  
 Sale Date: 01-28-2012  
 Sale Price: \$850,000 (\$325,000/Unit)  
 No. Units: 2  
 Building Size: 2,622 SF  
 Lot Size: 0.14 Acres  
 Year Built: 2003

**7 987 E Del Mar Boulevard, Pasadena, CA**



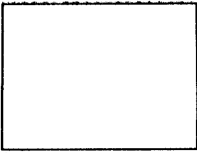
Property Type: Multifamily  
 Property Subtype: Garden Court/A-Frame  
 Sale Date: 12-14-2012  
 Sale Price: \$4,100,000  
 (\$228,333.33/Unit)  
 No. Units: 18  
 Building Size: 18,354 SF

Property Notes



Year Built: 1957  
Lot Size: 0.41 Acres

### 8 840 S Euclid Avenue, Pasadena, CA



Property Notes

Property Type: Multifamily  
Property Subtype: Duplex/Triplex/Fourplex  
Sale Date: 11/25/2012  
Sale Price: \$554,900 (\$432,450/Unit)  
No. Units: 2  
Building Size: 2,024 SF  
Lot Size: 0.41 Acres  
Year Built: 1957

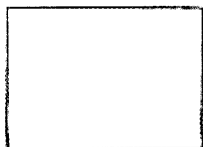
### 9 485 S Los Robles Ave, Pasadena, CA



Property Type: Multifamily  
Property Subtype: Garden Apt / Pk  
Sale Date: 11/27/2012  
Sale Price: \$1,310,000  
(\$201,250/Unit)  
No. Units: 5  
Building Size: 5,208 SF  
Lot Size: 0.27 Acres  
Year Built: 1955

Property Notes

### 10 100 S Craig Avenue, Pasadena, CA



Property Notes

Property Type: Multifamily  
Property Subtype: Duplex/Triplex/Fourplex  
Sale Date: 11/21/2012  
Sale Price: \$650,000 (\$250,000/Unit)  
No. Units: 2  
Building Size: 1,532 SF  
Lot Size: 0.20 Acres  
Year Built: 1912

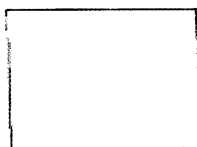
### 11 628 E Del Mar Boulevard, Pasadena, CA



Property Notes

Property Type: Multifamily  
 Property Subtype: Duplex/Triplex/Fourplex  
 Sale Date: 11/13/2012  
 Sale Price: \$1,000,000 - \$999,999 Unit  
 No. Units: 2  
 Building Size: 2,148 SF  
 Lot Size: 0.01 Acres  
 Year Built: 1927

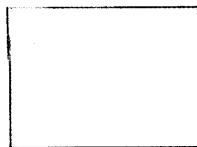
**12 1053 E Del Mar Boulevard, Pasadena, CA**



Property Type: Multifamily  
 Property Subtype: Garden Apt./Rise  
 Sale Date: 11/15/2012  
 Sale Price: \$4,000,000 - \$3,999,999 Unit  
 No. Units: 12  
 Building Size: 8,010 SF  
 Lot Size: 0.01 Acres  
 Year Built: 1927

Property Notes

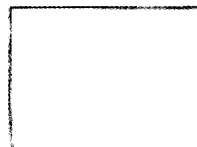
**13 655 S Catalina Avenue, Pasadena, CA**



Property Notes

Property Type: Multifamily  
 Property Subtype: Duplex/Triplex/Fourplex  
 Sale Date: 11/12/2012  
 Sale Price: \$100,000 - \$99,999 Unit  
 No. Units: 2  
 Building Size: 1,844 SF  
 Lot Size: 0.01 Acres  
 Year Built: 1928

**14 657 S Lake Avenue, Pasadena, CA**



Property Notes

Property Type: Multifamily  
 Property Subtype: Duplex/Triplex/Fourplex  
 Sale Date: 11/13/2012  
 Sale Price: \$1,100,000 - \$281,250 Unit  
 No. Units: 4  
 Building Size: 2,828 SF  
 Year Built: 1927

Lot Size  
Year Built

0.22 ACRES  
1925

15 290 E Glenam Street, Pasadena, CA



|                  |                    |                |
|------------------|--------------------|----------------|
| Property Type    | 1 Unit Family      | Property Acres |
| Property Subtype | Garden Court House |                |
| Sale Date        | 03/03/2012         |                |
| Sale Price       | \$1,150,000        |                |
|                  | (\$220,000 Unit)   |                |
| No. Units        | 1                  |                |
| Building Size    | 1,700 SF           |                |
| Lot Size         | 0.22 Acres         |                |
| Year Built       | 1925               |                |

**Novelo, Lilia**

---

**Subject:** FW: General Plan

**From:** Jomsky, Mark  
**Sent:** Friday, April 26, 2013 7:15 PM  
**To:** Official Records - City Clerk  
**Subject:** Fwd: General Plan

Sent from my iPhone

Begin forwarded message:

**From:** Hanna Wood <[hwood@typecraft.com](mailto:hwood@typecraft.com)>  
**Date:** April 26, 2013, 7:00:41 PM PDT  
**To:** Terry Tornek <[ttornek@cityofpasadena.net](mailto:ttornek@cityofpasadena.net)>, Victor Gordo <[vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net)>, Fred Dock <[fdock@cityofpasadena.net](mailto:fdock@cityofpasadena.net)>, "Joel Bryant" <[jb@trademarkdevelopment.com](mailto:jb@trademarkdevelopment.com)>, Bertoni <[vbertoni@cityofpasadena.net](mailto:vbertoni@cityofpasadena.net)>, "Dr. Eric G. Walsh" <[ewalsh@cityofpasadena.net](mailto:ewalsh@cityofpasadena.net)>, Jonathan Edwards <[jedwards@gmail.com](mailto:jedwards@gmail.com)>, Margaret McAustin <[mmcaustin@cityofpasadena.net](mailto:mmcaustin@cityofpasadena.net)>, Jacque Robinson <[district1@cityofpasadena.net](mailto:district1@cityofpasadena.net)>, Scott Reimer <[sreimers@cityofpasadena.net](mailto:sreimers@cityofpasadena.net)>, Steve Madison <[smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net)>, Joel Bryant <[jbryant@cityofpasadena.net](mailto:jbryant@cityofpasadena.net)>, Steve Mermell <[smermell@cityofpasadena.net](mailto:smermell@cityofpasadena.net)>, Mayor Bill Bogaard <[bbogaard@cityofpasadena.net](mailto:bbogaard@cityofpasadena.net)>, Gene Masuda <[gmasuda@cityofpasadena.net](mailto:gmasuda@cityofpasadena.net)>, Pasadena City Clerk <[cityclerk@cityofpasadena.net](mailto:cityclerk@cityofpasadena.net)>, Robert Montano <[rmontano@cityofpasadena.net](mailto:rmontano@cityofpasadena.net)>, Jacque Robinson <[jacquerobinson@cityofpasadena.net](mailto:jacquerobinson@cityofpasadena.net)>, Jana Stewart <[janastewart@cityofpasadena.net](mailto:janastewart@cityofpasadena.net)>, Michael Beck <[mbeck@cityofpasadena.net](mailto:mbeck@cityofpasadena.net)>, Mark Jomsky <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>, "John J. Kennedy" <[jjkennedy411@att.net](mailto:jjkennedy411@att.net)>  
**Subject: General Plan**

Dear Mayor Bogaard and City Council members,

My name is Hanna Wood and I am a resident and property owner in Pasadena. Our family, including 9 Pasadena voters, has owned business properties, residential properties and businesses in Pasadena for over 100 years. Our business properties include the the Wood & Jones building occupied by Urban Outfitters, as well as Sur La Table and The Body Shop buildings in Old Pasadena. I currently serve as Treasurer of the Old Pasadena management Board.

I am concerned that the current General Plan update will be detrimental to the Central District, and thus the entire city. A vibrant and economically viable Downtown is essential for the city's financial well-being and sustainable future. There is discussion of significantly reducing future development in the Central District, and that would be wrong. The city wants to reduce traffic, improve public transit systems and walkability, strengthen its retail and dining market share, and ensure an ecologically and economically strong future. This will be

achieved by continuing the vision of downtown residential growth that supports the core retail and entertainment base, as well as the lifestyle amenities that enable sustainability, such as live/work models and comprehensive public transit. Allowing commercial retail and office space to grow, evolve, and adapt to currently-unknown future industry needs is crucial to staying strong and competitive.

It is difficult for me to attend all of these meetings, but that doesn't mean I don't follow the discussions or care about the outcome. I also closely follow the remarks and recommendations of the downtown leadership organizations, such as Old Pasadena Management, The Playhouse District, and the DPNA.

I know that the levels of development allowed, both commercial and residential, will be crucial. I ask you to allow the higher levels recommended by these organizations to be used in the environmental impact studies. Based on those studies, a more informed decision can be made for the final General Plan. Using lower development numbers for the study would be disastrous. Reducing those levels after the study is complete is relatively easy, increasing them is impossible.

I know that the building mass allowed to be developed is crucial to certain projects and the density needed to support things like transit and walkability. I ask you to keep the floor area ratio (FAR) for the Old Pasadena area at city staff's recommendation of 2.25, which is consistent with other downtown areas.

The Central District is the city's engine. We need to be fully capable of considering important options for downtown over the next 20 years. Please support my request for your vote when you consider the General Plan impacts to the Central District.

Sincerely,

Hanna Wood

Hanna Wood  
Typecraft Wood & Jones  
2040 E. Walnut Street  
Pasadena, CA 91107  
tel 626-795-8093  
fax 626-795-2423  
[www.typecraft.com](http://www.typecraft.com)

Typecraft Wood & Jones is FSC Chain of Custody Certified

Typecraft supports AIGA Los Angeles

[www.aigalosangeles.org](http://www.aigalosangeles.org)

It's OK to print this email. Paper is a biodegradable, renewable, sustainable product

made from trees. Growing and harvesting trees provides jobs for millions of Americans. Working forests are good for the environment and provide clean air and water, wildlife habitat and carbon storage. Thanks to improved forest management, we have more trees in America today than we had 100 years ago.

**Novelo, Lilia**

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**From:** Jomsky, Mark  
**Sent:** Friday, April 26, 2013 9:45 PM  
**To:** Official Records - City Clerk  
**Subject:** Fwd: I support growth in the City of Pasadena

Sent from my iPhone

Begin forwarded message:

**From:** Ty Harman <[tymharman@gmail.com](mailto:tymharman@gmail.com)>  
**Date:** April 26, 2013, 7:55:22 PM PDT  
**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** I support growth in the City of Pasadena

Dear Mayor Bogaard and City Council members,

My name is Ty Harman, and I am a property owner and business owner in Pasadena.

I am concerned that the current General Plan update will be detrimental to the Central District, and thus the entire city. A vibrant and economically viable Downtown is essential for the city's financial well-being and sustainable future. There is discussion of significantly reducing future development in the Central District, and that would be wrong. The city wants to reduce traffic, improve public transit systems and walkability, strengthen its retail and dining market share, and ensure an ecologically and economically strong future. This will be achieved by continuing the vision of downtown residential growth that supports the core retail and entertainment base, as well as the lifestyle amenities that enable sustainability, such as live/work models and comprehensive public transit. Allowing commercial retail and office space to grow, evolve, and adapt to currently-unknown future industry needs is crucial to staying strong and competitive.

It is difficult for me to attend all of these meetings, but that doesn't mean I don't follow the discussions or care about the outcome. I also closely follow the remarks and recommendations of the downtown leadership organizations, such as Old Pasadena Management, The Playhouse District, and the DPNA.

I know that the levels of development allowed, both commercial and residential, will be crucial. I ask you to allow the higher levels recommended by these organizations to be used in the environmental impact studies. Based on those studies, a more informed decision can be made for the final General Plan. Using lower development numbers for the study would be disastrous. Reducing those levels after the study is complete is relatively easy, increasing them is impossible.

I know that the building mass allowed to be developed is crucial to certain projects and the density needed to support things like transit and walkability. I ask you to keep the floor area ratio (FAR) for the Old Pasadena area at city staff's recommendation of 2.25, which is consistent with other downtown areas.

The Central District is the city's engine. We need to be fully capable of considering important options for downtown over the next 20 years. Please support my request for your vote when you consider the General Plan impacts to the Central District.

Sincerely,

Ty Harman

626-798-9089



## Novelo, Lilia

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**From:** Jomsky, Mark  
**Sent:** Saturday, April 27, 2013 8:19 AM  
**To:** Official Records - City Clerk  
**Subject:** Fwd:

Sent from my iPhone

Begin forwarded message:

**From:** steve soultanian <[ssoultan@sbcglobal.net](mailto:ssoultan@sbcglobal.net)>  
**Date:** April 27, 2013, 2:05:21 AM PDT  
**To:** m jomsky <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>, <[steve@oldpasadena.org](mailto:steve@oldpasadena.org)>

Dear Mayor Bogaard and City Council members,

My name is Steven Soultanian , and I am a commercial property owner in Pasadena. I am concerned that the current General Plan update will be detrimental to the Central District, and thus the entire city. A vibrant and economically viable Downtown is essential for the city's financial well-being and sustainable future. There is discussion of significantly reducing future development in the Central District, and that would be wrong. The city wants to reduce traffic, improve public transit systems and walkability, strengthen its retail and dining market share, and ensure an ecologically and economically strong future. This will be achieved by continuing the vision of downtown residential growth that supports the core retail and entertainment base, as well as the lifestyle amenities that enable sustainability, such as live/work models and comprehensive public transit. Allowing commercial retail and office space to grow, evolve, and adapt to currently-unknown future industry needs is crucial to staying strong and competitive. It is difficult for me to attend all of these meetings, but that doesn't mean I don't follow the discussions or care about the outcome. I also closely follow the remarks and recommendations of the downtown leadership organizations, such as Old Pasadena Management, The Playhouse District, and the DPNA.

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I know that the building mass allowed to be developed is crucial to certain projects and the density needed to support things like transit and walkability. I ask you to keep the floor area ratio (FAR) for the Old Pasadena area at city staff's recommendation of 2.25, which is consistent with other downtown areas.

The Central District is the city's engine. We need to be fully capable of considering important options for downtown over the next 20 years. Please support my request for your vote when you consider the General Plan impacts to the Central District.

Sincerely,  
Steven Soultanian, President  
E.S. Silver Stone Corp

E.S. Sun Shine Corp  
Property owner

**Novelo, Lilia**

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**From:** Jomsky, Mark  
**Sent:** Sunday, April 28, 2013 9:29 PM  
**To:** Official Records - City Clerk  
**Subject:** Fwd: Support for Growth.  
**Attachments:** letter of Support.pdf; ATT00001.htm

Sent from my iPhone

Begin forwarded message:

**From:** Panos Haitayan <[panos@cafesantorini.com](mailto:panos@cafesantorini.com)>  
**Date:** April 28, 2013, 9:23:12 PM PDT  
**To:** <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Cc:** <[info@oldpasadena.org](mailto:info@oldpasadena.org)>  
**Subject:** **Support for Growth.**

Dear Mr. Jomsky,

Attached is a letter of a full support from Haitayan Family regarding General Plan for Old town Pasadena. We are a Business and Property owner in Old Pasadena. We Own two businesses ( Cafe Santorini and Pandora On Green) and own the properties as well.

We wish this letter of support to be forwarded to city council members for their General Plan Discussion at Monday night's meeting.

Thank you.

Best Regards,  
Panos Haitayan / CEO Cafe Santorini and Pandora On Green

Dear Mayor Bogaard and City Council members,

My name is PANOS HATAYAN and I am a (resident/property owner/business owner) in Pasadena.

I am concerned that the current General Plan update will be detrimental to the Central District, and thus the entire city. A vibrant and economically viable Downtown is essential for the city's financial well-being and sustainable future. There is discussion of significantly reducing future development in the Central District, and that would be wrong. The city wants to reduce traffic, improve public transit systems and walkability, strengthen its retail and dining market share, and ensure an ecologically and economically strong future. This will be achieved by continuing the vision of downtown residential growth that supports the core retail and entertainment base, as well as the lifestyle amenities that enable sustainability, such as live/work models and comprehensive public transit. Allowing commercial retail and office space to grow, evolve, and adapt to currently-unknown future industry needs is crucial to staying strong and competitive.

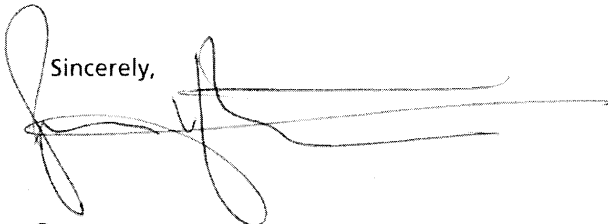
It is difficult for me to attend all of these meetings, but that doesn't mean I don't follow the discussions or care about the outcome. I also closely follow the remarks and recommendations of the downtown leadership organizations, such as Old Pasadena Management, The Playhouse District, and the DPNA.

I know that the levels of development allowed, both commercial and residential, will be crucial. I ask you to allow the higher levels recommended by these organizations to be used in the environmental impact studies. Based on those studies, a more informed decision can be made for the final General Plan. Using lower development numbers for the study would be disastrous. Reducing those levels after the study is complete is relatively easy, increasing them is impossible.

I know that the building mass allowed to be developed is crucial to certain projects and the density needed to support things like transit and walkability. I ask you to keep the floor area ratio (FAR) for the Old Pasadena area at city staff's recommendation of 2.25, which is consistent with other downtown areas.

The Central District is the city's engine. We need to be fully capable of considering important options for downtown over the next 20 years. Please support my request for your vote when you consider the General Plan impacts to the Central District.

Sincerely,



PANOS HATAYAN

CEO / CAFE SANTORINI, HATAYAN PARTNERSHIP AND  
PANDORA ON GREEN

651 South Saint John Avenue  
Pasadena, California 91105 2913  
Telephone 626 441 6333  
Facsimile 626 441 2917  
www.pasadenaheritage.org

P A S A D E N A H E R I T A G E

April 29, 2013

Pasadena City Council  
100 N. Garfield Avenue  
Pasadena, CA 91109

**RE: Agenda Item #6; Update of the General Plan Land Use and Mobility Elements**

Dear Mayor Bogaard and Council Members:



Thank you for your ongoing careful consideration of the Draft General Plan Update. As you narrow your focus to the Development Caps, Guiding Principles, and Land Use Diagram, Pasadena Heritage urges you to consider the following.

**Development Caps**

Pasadena Heritage supports the revised staff recommendation presented on April 22, in which staff would provide an annual monitoring report to the Council and Planning Commission, and these bodies could initiate a study to amend the development caps not more than once per year. We also believe the development cap numbers proposed by staff have come from a careful and balanced analysis, as described in the staff report of April 29.

**Guiding Principle 2**

Pasadena Heritage supports the Planning Commission recommendation, either as is or with the third sentence referring to the Secretary of the Interior's Standards removed. We also favor returning to the language we originally proposed during the community outreach phase, which read: "Pasadena's historic resources will be preserved, and change will be harmonized to enhance Pasadena's historic character and environment." We do not support staff's proposed language, which cites only a portion of the Standards.

**Land Use Diagram**

Pasadena Heritage carefully studied the Land Use Diagram to identify areas where historic resources could potentially be impacted by increased development pressures. Our comments on the specific sub-areas below are intended to protect historic resources.

**North Lake Avenue Map**

- **Areas NL-4 and NL-5:** Pasadena Heritage supports the revised staff recommendation to make the Land Use Diagram reflect the existing North Lake Specific Plan by designating this area as Low Commercial (0.0 – 1.0 FAR) with no mixed-use allowed. In this area, Lake Avenue abuts Washington Square Landmark District on the west and Bungalow Heaven Landmark District on the east.
- **Lake Avenue between Mountain Street and Washington Boulevard:** Pasadena Heritage supports the request from residents in the abutting landmark districts to designate Lake Avenue between Mountain Street and Washington Boulevard as Low Commercial (0.0- 1.0 FAR) with no mixed-use allowed.

#### South Fair Oaks Avenue Map

- **Area SFO-1A and SFO-1B:** Pasadena Heritage supports the staff and Planning Commission recommendations to designate Area SFO-1A as Low Mixed Use (0.0 – 1.0). Areas SFO-1A and SFO-1B include and/or abut a number of designated historic resources, as well as a number of identified eligible historic resources, and many older buildings that may not be eligible for designation, but contribute to the area's historic character.

#### Central District Map

- **Areas CD-7 and CD-8:** Pasadena Heritage supports the Planning Commission recommendation to designate Area CD-8 as Low Med Mixed Use (0.0 – 2.0). Areas CD-7 and CD-8 include and/or abut a number of designated historic resources, as well as a number of identified eligible historic resources, and many older buildings that may not be eligible for designation, but contribute to the historic character of this downtown area.
- **Area CD-33:** Pasadena Heritage supports the staff recommendation to designate Area CD-33 as Low-Med Mixed Use (0.0 – 1.75). Areas CD-33 and CD-33A (discussed below) surround the National Register-listed Pasadena Library.
- **Area CD33-A:** Pasadena Heritage supports the Planning Commission recommendation to designate Area 33A as Low Mixed Use (0.0 – 1.0). Area CD-33A includes the National Register-listed Colonial Court and the National Register-eligible Casa Loma Apartments and Kiva Apartments.
- **Area CD-36:** Pasadena Heritage supports the Planning Commission recommendation to designate Area CD-36 as Low Mixed Use (0.0 – 1.0). Area CD-36 includes the First Congregational Church, which has been identified as eligible for local landmark status, but does not have the protection of official designation.
- **Area CD-38:** Pasadena Heritage supports the staff and Planning Commission recommendation to designate Area CD-38 as Med-High Density Residential (0-32 dwellings/acre). Area CD-38 has developed a distinct character and contains several designated and determined eligible historic resources that merit protection from additional density. In addition, classifying this area Med-High Density Residential would bring it in line with the designation given to every other similarly situated residential street between California and Del Mar Boulevards from Lake Avenue to Arroyo Parkway.

Sincerely,



Jenna Kachour  
Preservation Director



Susan N. Mossman  
Executive Director



*Sacred Space for the City*

April 29, 2013  
Mayor Bill Bogaard and Pasadena City Council  
100 North Garfield Avenue  
Pasadena, CA 91109  
VIA E-MAIL

RE: Pasadena General Plan

Dear Mayor Bogaard and Council Members,

You serve as our visionaries. Elected for the responsibility to see our beloved Pasadena not just as it is today, but how it will look far into the future to the year 2035, it is an awesome responsibility. I thank you for what you are called to do as public servants.

I write having served twelve years on the board of the Playhouse District Association, four as president. I currently serve on the board of the Downtown Pasadena Neighborhood Association. For the past fifteen years I have been the senior pastor of Pasadena Presbyterian Church, a property owner in the Playhouse District.

In my fifteen years in Pasadena I have seen many changes in the Central District. I have seen the vision behind 1994 General Plan unfold with amazing success and a handful of failures. I've seen the immediate neighborhood of the church be transformed into a culture and retail destination. New residents and customers, many without cars, have transformed Colorado Boulevard into a vital, active main street. Most recently, new restaurants have been opening regularly. While some of the new commercial and residential developments in the Playhouse District have had been of questionable design, others have been architectural gems. Overall, vitality has increased. Benefits have accrued to my congregation, area businesses and Pasadena as a whole.

Here is my concern: amid the details embedded in the staff report on the General Plan is a vision of what kind of city we want to see for Pasadena far into the future. I am concerned that the development levels are too low, less than they were in 1994. We should not step back. I believe the Council needs to support the kind of continuing transformation of the Central District into a walkable, sustainable, economically vital center core for the City. That's why I support the careful analysis of the Downtown Pasadena Neighborhood Association and the Playhouse District Association. We know our community intimately. Please listen to us and to our vision.

It comes down to what we picture in 2035. The hope is that we won't see empty parking lots tearing holes in the urban fabric but that we will see our beloved city with less cars, less congestion, and less pollution, more pedestrians and bicycles, more arts and culture, more economic vibrancy, a city that the City Council will be proud today to bequeath to our children and their children. Please see what we see. It is a matter of vision.

Sincerely yours,

Dr. Mark Smutny  
Senior Pastor

**Pasadena Presbyterian Church**  
585 E. Colorado Boulevard • Pasadena, California 91101 • Phone: 626-793-2191  
Fax: 626-584-6544 • [www.ppc.net](http://www.ppc.net)  
email: [General.Mailbox@ppc.net](mailto:General.Mailbox@ppc.net)

4/29/2013  
Item 6

**Reese, Latasha**

---

**Subject:** FW: We want bikeable and walkable urban neighborhoods in downtown Pasadena

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

From: [margiezilla@gmail.com](mailto:margiezilla@gmail.com) [<mailto:margiezilla@gmail.com>] On Behalf Of Margaret Ho

Sent: Monday, April 29, 2013 1:09 PM

To: cityclerk; [DPNAlist@gmail.com](mailto:DPNAlist@gmail.com); Tornek, Terry

Cc: Bogaard, Bill; Dilluvio, Richard

Subject: We want bikeable and walkable urban neighborhoods in downtown Pasadena

Dear City Council and in the councilman of my district in Pasadena, Terry Tornek,

In regards to the GENERAL PLAN, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District and South Fair Oaks into a BIKEABLE and WALKABLE URBAN neighborhood.

Please instruct staff to conduct an EIR that studies the FULL range of possibilities and includes an alternative in which all reasonably develop-able (non-historic) properties in the CD & SFO are actually developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to intelligently set CD & SFO development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play.

In the last four years of living in Pasadena, I have walked everyday to work. In the last year of living in the Playhouse District of Pasadena, I have biked everyday to work and shop for weekly groceries on my bicycle. I share a car with other household members and it only gets used on weekends when I need to leave Pasadena. Pasadena is not always the most bike-friendly, but I want it to be more urban, bike and walking friendly. When I go out to eat or need to purchase something, my mind immediately goes first to consider all the restaurants within walking distance of my house on S Lake Ave and Colorado Blvd or businesses that I can bike to within a radius of five miles. I want to see more businesses in Pasadena being encouraged to be bike friendly (that means providing bike parking) and being easy to bike to (Pasadena needs more bike lanes. The Cordova Ave bike lanes are great, I want to see them extended further west of Lake Ave and more bike lanes on east-west streets south of the 210, such as on Green and Union Ave, there is a petition with more than 600 signatures from Pasadena locals on it:

<http://www.change.org/petitions/city-of-pasadena-ca-improve-east-west-bike-routes-on-cordova-ave-green-union-del-mar-ave>).

I live in a fairly walkable and bikeable neighborhood but I want to see it become better. Pasadena cannot sit back as other cities in the SGV such as Temple City and El Monte prioritize complete streets that are pedestrian and bike-friendly development, or else we will fall behind. I urge you to work with local organizations like the Downtown Pasadena Association, BikeSGV and CICLE to make Pasadena better for its residents who want to support local business and walk and bike in our neighborhoods.

Don't cap commercial development or residential housing. I will be paying close attention to the decision that you make tonight at City Hall in terms of who I will vote for in future elections. Thank you.

Sincerely,  
Margaret Ho





April 29, 2013

Dear Mayor Bogaard and City Council members,

My name is Jason Upright and I manage a property/business in Pasadena. I am writing on behalf of the owners, Tena Clark and Jeffrey Miller. The business, Firehouse Recording Studios, is located in Old Town Pasadena. An area that has seen a recent surge in construction and development that has most certainly impacted our business.

I am concerned that the current General Plan update will be detrimental to the Central District, and thus the entire city. A vibrant and economically viable Downtown is essential for the city's financial well-being and sustainable future. There is discussion of significantly reducing future development in the Central District, and that would be wrong. The city wants to reduce traffic, improve public transit systems and walkability, strengthen its retail and dining market share, and ensure an ecologically and economically strong future. This will be achieved by continuing the vision of downtown residential growth that supports the core retail and entertainment base, as well as the lifestyle amenities that enable sustainability, such as live/work models and comprehensive public transit. Allowing commercial retail and office space to grow, evolve, and adapt to currently-unknown future industry needs is crucial to staying strong and competitive.

It is difficult for me to attend all of these meetings, but that doesn't mean I don't follow the discussions or care about the outcome. I also closely follow the remarks and recommendations of the downtown leadership organizations, such as Old Pasadena Management, The Playhouse District, and the DPNA.

4/29/2013  
Item 6



I know that the levels of development allowed, both commercial and residential, will be crucial. I ask you to allow the higher levels recommended by these organizations to be used in the environmental impact studies. Based on those studies, a more informed decision can be made for the final General Plan. Using lower development numbers for the study would be disastrous. Reducing those levels after the study is complete is relatively easy, increasing them is impossible.

I know that the building mass allowed to be developed is crucial to certain projects and the density needed to support things like transit and walkability. I ask you to keep the floor area ratio (FAR) for the Old Pasadena area at city staff's recommendation of 2.25, which is consistent with other downtown areas.

The Central District is the city's engine. We need to be fully capable of considering important options for downtown over the next 20 years. Please support my request for your vote when you consider the General Plan impacts to the Central District.

Sincerely,

Jason Upright  
Managing Director  
[Jason@FirehouseRecordingStudios.com](mailto:Jason@FirehouseRecordingStudios.com)



ONE COLORADO

*Old Pasadena*

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April 29, 2013

Dear Mayor Bogaard and City Council Members:

I am writing regarding the General Plan update. I represent the interests of One Colorado, a major stakeholder in Old Pasadena and the Central District.

We are so fortunate to have two Metro Stops in Old Pasadena. It makes perfect sense to have the highest density in the Central Core of the city. Shift the growth from the neighborhoods and areas that are not desirous of growth to the downtown area where it makes the most sense.

We are very much in support of the recommendations of the DPNA as well as Old Pasadena and Playhouse Districts.

We are also very much in support of the FAR being studied at 2.25 as is currently be recommended by city staff.

Sincerely,

Sally Lunetta

General Manager

*One Colorado Investments LLC  
24 East Union Street  
Pasadena, California 91103  
626 564-1066 • fax 626 564 8441*

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**Novelo, Lilia**

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**Subject:** FW: GENERAL PLAN-Need to create a walkable Central District, NAME: Joao Anacleto

**From:** Joao Huang [<mailto:huanganacleto@yahoo.com>]

**Sent:** Monday, April 29, 2013 3:21 PM

**To:** cityclerk

**Cc:** Jonathan Edwards

**Subject:** GENERAL PLAN-Need to create a walkable Central District, NAME: Joao Anacleto

To all whom it best concerns,

In regards to the GENERAL PLAN, I support the Downtown Pasadena Neighborhood Association's request to continue the transformation of the Central District into a WALKABLE URBAN neighborhood.

I have lived in the Central District for 13 years and have purchased various properties in the area and feel that these purchases have contributed to improving the quality of life in Pasadena. I like many are aware that since 1994, Pasadena has envisioned its Downtown (including Old Pasadena, the Playhouse District, South Lake Ave, and the 19,000 residents who live between the 210 and California Ave) as a Walkable Urban area, where people who live there walk, bike, or take the Gold Line to shops & jobs, and where visitors hopefully park once and then walk around to a few different destinations. I believe that automobiles will still have a place, but like many neighbors we do not rely on them as other options equally convenient. My family lives very comfortably with just one automobile. This because walkability is an equally, if not more important aspect of urban mobility than car dependency.

Walkability is the long-term solution to traffic congestion. Despite the Central Districts move to become a walkable urban center, development of this should be encouraged. Please remove any development caps and allow density and additional building on empty lots. When you increase live, work and play conveniences then more people will choose the 'power of living locally' and Pasadena can be that vital 24 hour destination option. Walkability can include bike-ability and together they also part of the solution for improving public health, conserving resources & fossil fuels, and it's pleasant!

While walking to work and school my family communicates with many neighbors and neighbors and the social exchange is positive. More importantly, more people on the streets will make Pasadena safer.

The general public understands these urban trends so much so that construction on a neighboring property has been completed and a visit to an Open House revealed 2 things. The first is that buyers are willing to purchase units near or above \$1,000,000.00. More importantly than the cost of the units was revealed when I asked, "What is the professional livelihood of these buyers and what are their age groups". The answer wasn't surprising when the reply was, "Lawyer, investment brokers and doctors" but the fact that they are of all ages and both professionals and families was good news.

My family and I were attracted to the Central District because of the General Plan's promise to bring vitality into the area by making it place where we could work, live and play. In terms of 'play', I feel this hope was dashed when a few years ago council members voted to purchase a piece of land up in near Linda Vista and make that the new park for Pasadena. Of course, with the purchase of each new property my family indirectly paid for a largely inaccessible park (in an area that already with already plenty of open space) so my hope is that Council Members do not default on the larger picture outlined in the General Plan. Please instruct staff to conduct an EIR that studies the FULL range of possibilities and includes an alternative in which all reasonably develop-able (non-historic) properties in the Central District are actually developed up to the draft FARs. A full range of alternatives will provide the Council with the information needed to intelligently set CD development levels based on the EIR results, so that we can balance all the variables and still realize the power of nearness: people living close to where they work, shop, or play."

Sincerely,

Joao Anacleto  
141 South Hudson Avenue, #402  
Pasadena, CA 91101