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March 27, 2015

Mayor William Bogaard
Honorable Members of the Pasadena City Council
c/o Mark Jomsky, City Clerk, City of Pasadena
(626) 744-4709 / (626) 372-6769 (Cell)
mjomsky@cityofpasadena.net

Dear Mayor and Council Members:

Subject: **Agenda Item #10, Your scheduled meeting of March 30, 2015**
Public Hearing: Planned Development 34 – 100 West Walnut Avenue Planned Development
Lincoln Properties / Parsons Project

The Lincoln-Parsons project comes before you for deliberation in your meeting this up-coming Monday evening, March 30th, 2015.

The project is a very important addition to our City's built-fabric and well-being. I would recommend that the Council support this project, moving it forward to the next stages of its review and processing.

I have followed the Parsons project's evolutionary march toward approval as best as I have been able. From what I know and have witnessed, the developer – Lincoln Properties – has listened to the items of organizational, citizen, and City staff concern voiced to them. They have been open, responded exceptionally, and have made modifications and design adjustments. The result is a solid and much-matured plan concept. The adjustments to the project are reflected in the final Environmental Impact Report (FEIR).

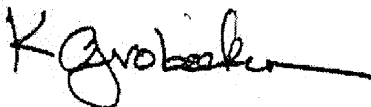
Certainly there remain issues and concerns. There always are, based upon my own experience with the entitlement process in serving cities across Southern California as a professional urban planner in private practice. The City of Pasadena's development approval process is thorough. Many checks and balances to major details of the plans remain available going forward, further addressing specifics of layout, architecture, streetscapes, tenant mix, etc.

Based upon my review of the project as it stands today, I wish to voice my personal and professional support of this development and the efforts of its planners and sponsors "to do right by Pasadena".

I urge that you certify the Final Environmental Impact Report (FEIR), adopt the Findings for the Zoning Map Amendment, adopt the Conditions of Approval for the Planned Development, and approve the Development Agreement and any other resolutions requisite to allow the project to move forward.

I regret submitting this request in absentia, for I am unable to attend your meeting on March 30 in person.

Respectfully submitted,



Kenneth J. Grobecker AICP / kgrobecker@aol.com
Managing Principal, Townscape.

Cc: Audrey O'Kelley, aokelley@msn.com

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DOWNTOWN
PASADENA
NEIGHBORHOOD
ASSOCIATION

P.O. Box 967
Pasadena, CA 91102
626-539-3762
DPNAlist@gmail.com

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Items 10, 13 and 14. CITY COUNCIL PUBLIC HEARINGS
PD 34 -100 West Walnut Planned Development, Development
Agreement and Zoning Map Amendment
(Lincoln/Parsons)

March 30, 2015

Mayor Bill Bogaard
City Council Members
City Hall
100 N. Garfield Avenue
Pasadena, CA 91101

Subject: PD 34 - 100 W. Walnut Planned Development (the "Parsons Site")

Dear Mayor Bogaard and City Council Members:

The Board of Directors of the Downtown Pasadena Neighborhood Association (the "DPNA") reviewed the recommended Planned Development ("PD") for the Parsons Infill Project (the "Project") as proposed by Lincoln Property Company (the "Applicant") and unanimously voted at its Board meeting of January 8, 2015, to endorse staff's recommendations, with certain conditions.

The DPNA is pleased with the recent changes to the Project to make it conform more closely to the *Central District Specific Plan* (the "*Specific Plan*") and the City of Pasadena's *Zoning Code*. These changes include (a) placing retail and restaurant space along the North Fair Oaks Avenue elevation of the Project, and (b) conforming to the required zero foot (0') setback along this elevation, both of which are set forth in the *Specific Plan* and *Zoning Code*. We continue to support a ten (10)-foot sidewalk width along N. Fair Oaks in conformance with the *Zoning Code*; this width will better engage the retail with the sidewalk edge and better integrate the retail with Old Pasadena. We also continue to support staff's recommendation for additional parking at this site to support needed Rose Bowl parking, parking for the Memorial Park Gold Line Station, intercept parking for regional auto trips to the Central

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District, and enhanced parking resources for Old Pasadena, particularly for its northern area.

Among the stated objectives of the Project are the following:

- **“To facilitate travel across the Project Site by improving and extending Holly Street as a traffic and pedestrian corridor connecting Fair Oaks Avenue to Pasadena Avenue.**
- **“To restore Holly Street in accordance with the intent of the original Bennett Plan by visually linking City Hall to the proposed Project.**
- **“To establish an urban design framework for the Project Site that responds to on-site conditions and creates a positive interface with the surrounding community.**
- **“To integrate the existing Parsons buildings into a larger revitalized urban fabric.**
- **“To create linkages between the Project Site and Old Pasadena.**
- **“To create a pedestrian oriented environment defined by a hierarchy of public spaces and pathways.”**

In order to more effectively integrate the Project with Old Pasadena and the Civic Center, thereby better achieving the Project’s objectives as described above as well as those set forth in the *Specific Plan* and the *Zoning Code*, the DPNA recommends that approval of the PD be conditioned upon the Applicant’s providing a description of how the Project meets its objectives.

The DPNA’s specific recommendations are as follows:

1. The streetscapes for Holly Street between North Fair Oaks Avenue and Pasadena Avenue (now privately owned) should be treated as a logical extension of Holly Street between North Fair Oaks Avenue and City Hall.

2. The streetscapes for Leonard J. Pieroni Drive (formerly North De Lacey Avenue) should be treated as a logical extension of North De Lacey Avenue.

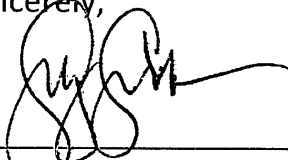
3. In order to achieve these objectives, Project streetscape improvements to both the extension of Holly Street from Fair Oaks Avenue to Pasadena Avenue, and to Leonard J. Pieroni Drive (formerly North De Lacey Avenue) should be conditioned upon complying with, and as a logical extension of, the *Old Pasadena Streetscapes and Alley Walkways Refined Concept Plan City Council approved (City Council approved July 24, 1995)* and the *Old Pasadena Streetscapes and Alley Walkways Elements Specifications (City Council approved March 18, 1996)*, and added to the proposed Development Agreement; they are specified in both the proposed Planned Development (“PD”) and the proposed Conditions of Approval, but not in the Development Agreement.

4. The City of Pasadena should actively consider designing and implementing, at a minimum, a “road diet,” and, to more fully meet the city’s and Project’s objectives, a “complete street” on North Fair Oaks Avenue between Walnut Street and Union Street to:
 - a. Better manage, integrate and calm motorized traffic into and with Old Pasadena;
 - b. Better support transit usage on existing bus routes along the Fair Oaks Avenue corridor;
 - c. Provide a safer pedestrian and bicycle route from the Old Pasadena “gateway” on the north at Walnut and North Fair Oaks Avenue to Union Street, including the installation of “Zebra” stripped pedestrian crossings and LED Pedestrian Indicators;
 - d. Better integrate the east and west sides of North Fair Oaks

- Avenue with one another by narrowing the distance between them, shortening the crossing distance for pedestrians and calming traffic that regularly exceeds posted speed limits;
- e. Enhance the visibility of existing and proposed retail and restaurant space along the east and west side of North Fair Oaks Avenue, and
 - f. Create additional parking spaces by introducing on-street parking along the west side of North Fair Oaks Avenue.
5. The Project should provide for: (a) both short-term and long-term bicycle parking facilities in the Project Office Buildings, including convenient changing rooms with showers, and (b) long-term bicycle parking facilities [i.e. secure, key access room(s)] in the Project Residential Buildings.

Thank you for your consideration of the DPNA's recommendations.

Sincerely,



Greg Gunther, President

**Downtown Pasadena Neighborhood
Association**



Marsha V. Rood, FAICP/Chris Fedukowski
DPNA Land Use and Mobility Committee



March 30, 2015

Mayor Bogaard and Members of the Pasadena City Council
City Of Pasadena
100 N. Garfield Avenue
Pasadena, CA 91101

100 West Walnut Planned Development (Lincoln/Parsons) -- Certification of Final EIR

Dear Honorable Mayor Bogaard and Councilmembers,

Pasadena Heritage reviewed and participated in several public hearings on this project as it developed over several years. We appreciate that Lincoln Properties representatives took the time to present to Pasadena Heritage and listen to our concerns and specific recommendations. We are pleased to see that many of our comments and concerns addressed in the revised project now proposed.

Specifically, our concerns were:

- That the project relate in visible and meaningful ways in terms of design, aesthetics, and uses to the adjacent Old Pasadena Historic District;
- That the project encourage pedestrian activity along Fair Oaks Avenue and not be so inwardly focused;
- That the re-opening of Holly Street as a public right-of-way (which we applaud) has a symbolic terminus at Pasadena Avenue.

This project has the potential to strengthen the Central District and support the qualities of Old Pasadena that make it a distinctive historic core and a desirable destination. This central location serves as a gateway into Old Pasadena at several locations along its perimeter. The revised design improves the quality of the urban forms and the pedestrian connectivity with Old Pasadena, features that strengthen the project's overall integration in the existing context.

Further, we note and support Section 10 j in the Development Agreement regarding the inclusion of a monument to provide a visual terminus of Holly Street.

The revised project addresses these concerns, and therefore we offer our support. Through the Design Review process, the Design & Historic Preservation staff and Design Commission should evaluate and provide clear guidance on architectural compatibility, gateway gestures, and pedestrian linkage design. We plan to participate in this public process and support the efforts to ensure that the final project is well integrated into its unique context.

Sincerely,

Susan N. Mossman
Executive Director

Jesse Lattig
Preservation Director

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March 30, 2015

BY HAND DELIVERY

Mayor Bill Bogaard
Honorable City Councilmembers
City of Pasadena City Hall
100 North Garfield Avenue
Pasadena, CA 91109

Re: 100 West Walnut Project

Mayor Bogaard and Honorable Councilmembers:

We are writing this letter on behalf of our client, PPF OFF 100 West Walnut, LP, the project applicant (“Project Applicant”) for the 100 West Walnut Planned Development Project (“Project”). The Project reflects an extensive collaboration with the community and a nearly four year journey. During that time, the project has evolved along the way in response to input from the community, various Commissions and other stakeholders. We believe this is a great Project and will provide significant benefits to the City and the community. Among other benefits, the Project will provide significant infrastructure improvements, pedestrian, bicycle and other transit enhancements, and the Project will generate nearly one million dollars annually to the City’s general fund at Project buildout.

The staff report for the Project (“Staff Report”) provides an excellent and thorough description of the Project. We agree with the Staff Report and its recommendation for approval of the Project. However, we believe the following three revisions should be made to the Conditions of Approval and Development Agreement:

1. Provide a 10-foot sidewalk along Fair Oaks, as required by Code, instead of 15 feet. The Code currently requires a 10 foot sidewalk along Fair Oaks Avenue. The Project has been designed to comply with the Code requirement in response to community concerns and to provide the best urban design. A proposed condition would require a 15-foot sidewalk along Fair Oaks Avenue. However, as shown in Exhibit 1, the development to the north, south and east of the Project all have 10 foot sidewalks. A 15-foot sidewalk would take away from the design symmetry along Fair Oaks, would take away from the Project’s high quality urban design, and would upset the well-balanced plan that has been achieved in consultation with the City, the community, and the many stakeholders who have been involved in the process.

2. Provide a 28-Year Term Development Agreement, Consistent with the 28-Year Obligation to Provide Parking for Rose Bowl Events. The proposed Development Agreement requires the Project to make parking available for Rose Bowl events for 28 years; however, the term of the Development Agreement is 15 years. We would request that the term of the Development Agreement be coterminous with its obligations.

3. Increase the Weekend and Holiday Parking for Rose Bowl Events. In response to discussions and requests by the community and the Rose Bowl to increase the amount of parking the Project makes available to Rose Bowl Events on weekends and holidays, the Project Applicant has agreed to increase the available parking at buildout from 3,000 spaces to 3,700 spaces per the language in Attachment A.

Thank you for your consideration of these issues. We request that the Council consider and incorporate the requested changes in Attachment A.

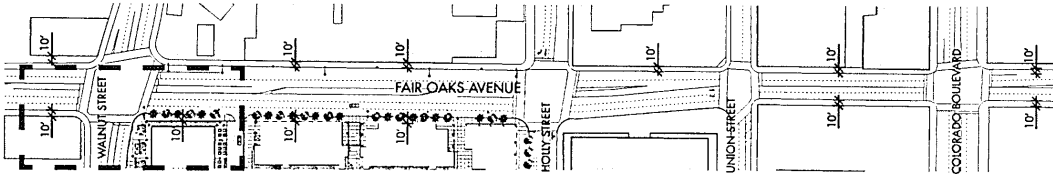
Very truly yours,



Marcos D. Velayos
of PARK & VELAYOS LLP

cc: Mr. Timothy Walker
Mr. Robert Kane
Mr. David Binswanger
Veronique Millon, Esq.

Exhibit 1

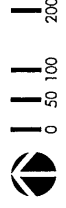


CONTEXT PLAN

Fair Oaks Sidewalk Study

100 West Walnut
Pasadena, CA

March 2015



Attachment A
(Requested changes shown in strikethrough/underline)

1. **10-Foot Sidewalk Along Fair Oaks Avenue**

Modify the conditions of approval and project measures to require a 10-foot sidewalk on Fair Oaks Avenue, consistent with the sidewalk widths on the Fair Oaks corridor, instead of a 15-foot sidewalk.

2. **Term of Development Agreement**

Modify Section 5 of the Development Agreement to provide for a 28 year term, consistent with the length of the Rose Bowl parking obligations instead of a 15 year term.

3. **Parking**

Revise Development Agreement Section 10(h):

PPF and all successors and assigns shall make the following parking spaces publicly available for Rose Bowl Events as follows: at least 2,500 Parking Spaces during Phase 1 construction; at least 3,000 Parking Spaces at all other times excluding Phase 1 construction; and at least 3,700 Parking Spaces on New Year's Day weekends or state or federal holidays upon completion of Phase 2. All such Parking Spaces shall be available to the public at prevailing market rate.

Revise Development Agreement Section 1(z):

“Rose Bowl Events” shall mean events held at the Rose Bowl after 6:00 pm on weekdays, anytime on weekends or state or federal holidays, and all day on January 1st each year.