

Jomsky, Mark

From: Jim Talley <oldemettle@gmail.com>
Sent: Sunday, January 24, 2016 4:33 PM
To: Jomsky, Mark
Cc: Tornek, Terry; Hampton, Tyron; McAustin, Margaret; West, Jana; Sullivan, Noreen; De La Cuba, Vannia; Madison, Steve; Thyret, Pam
Subject: Playhouse District Parklets for Jan 25 Council Meeting, Item 22

Dear Mayor Tornek and City Councilmembers,

My wife Mercedes and I strongly support the proposed comprehensive approach to the Playhouse Parklets project. We had planned to attend the Jan 25 meeting in person, but circumstances now prevent our physical participation and so we write.

We have lived at Granada Court (700 E Union St) for nearly two years, having moved here because of our frequent visits to the immensely attractive street life in and around Vroman's and Laemmle's and all up and down Colorado Blvd. In our view the proposed parklets would contribute greatly and give even a stronger feel of community to the area. We don't mind the traffic on our own Union St as it is an intended conduit for vehicles, but Colorado would have enhanced stroll-ability with less frenetic in-and-out driving with the parklets.

Thank you for your consideration of our comments and your contributions to Pasadena as a whole.
Sincerely,

Jim (and Mercedes) Talley



01/25/2016
Item 22

Jomsky, Mark

From: John Gunn <jgunn@mackurban.com>
Sent: Friday, January 22, 2016 3:17 PM
To: Jomsky, Mark
Cc: Tornek, Terry; Hampton, Tyron; McAustin, Margaret; West, Jana; Sullivan, Noreen; De La Cuba, Vannia; Madison, Steve; Thyret, Pam
Subject: Playhouse District Parklets support

Dear Mayor Tornek and City Council members:

On behalf of Mack Urban, the developer of Union Village at 686 E. Union Street, we would like to pledge our support of the proposed comprehensive approach to the Playhouse parklets project and I urge City Council to support the next phase of the analysis.

Mack Urban investing over \$50 million directly into the Playhouse District neighborhood through our 118 unit mixed-use project at the corner of El Molino and Union and we believe that this this parklet initiative will enhance the quality of life in the neighborhood, make a village, and encourage a more vibrant street retail scene. We agree with the project's goal of slowing traffic down on Colorado and switching cross town traffic to either Green or Union. The playhouse district has come a long way in the past 10 years and we see this as a catalyst to get it to a new level.

Sincerely,

John Gunn
Managing Director
Urban Partners

JOHN GUNN
Managing Director

1150 S. Olive, Suite 2250
Los Angeles, CA 90015
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01/25/2016
Item 22

Flores, Valerie

Subject: FW: Playhouse District Parklets: Yes!!!

From: Sharon Higuera <sharonghm@aol.com>
Date: January 25, 2016 at 2:33:24 PM PST
To: <MJomsky@cityofpasadena.net>
Subject: Playhouse District Parklets: Yes!!!

Mayor Tornek and City Council Members:

As an owner and resident of property in the Playhouse District, I support the proposed "comprehensive approach". I urge you to support the next phase of analysis.

I want to safely enjoy everything the Playhouse District offers. I would like to claim Colorado Boulevard for strolling, dining, shopping, socializing, and entertainment.

The traffic on Colorado Boulevard is too dense, too fast, too noisy, and too dangerous. Union Street and Green Street are the perfect alternatives for cross town traffic.

Thank you for your attention to this matter.

Respectfully,

Sharon Graham Higuera



16 JAN 25 02:28PM

CITY CLERK

January 25, 2016

Mayor Terry Tornek
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

re: Agenda item 22: Colorado Boulevard Initiative

Dear Mayor Tornek and City Council Members,

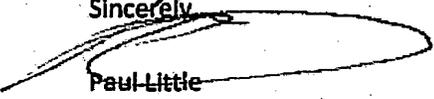
The Pasadena Chamber of Commerce appreciates and supports the approach that is being recommended as the City of Pasadena considers the parklet/road diet program for Colorado Boulevard in the Playhouse District.

We are very much in favor of soliciting public input on the proposal. As part of that solicitation, we look forward to the detailed plans and funding proposals for the project.

The Chamber will also be pleased to help the City and your Transportation Department solicit input and help make our members aware of the meetings and opportunities for input on the proposal.

Thank you for your service to Pasadena and the opportunity to provide input.

Sincerely,



Paul Little
President and Chief Executive Officer

Cc: F. Dock, M. Jomsky

Colorado Boulevard Initiative



DOWNTOWN PASADENA NEIGHBORHOOD ASSOCIATION

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

Officers and
Board of Directors:
elected 09/17/2015

Jonathan Edwards,
President
Marsha Rood,
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Joao Huang-Anacleto
Barbara Bell
Marilyn Buchanan
Christine Fedukowski
Greg Gunther
Wesley Reulimann
Mitchell Tsai
Brian Wallace

Sunday, January 24, 2016

Mayor Terry Tornek
Pasadena City Council
Vice Mayor Gene Masuda
Tyron Hampton
Margaret McAustin
John J. Kennedy
Victor Gordo
Steve Madison
Andy Wilson
City Manager Michael Beck

Dear Mayor Tornek and Members of the City Council,

The Downtown Pasadena Neighborhood Association ("DPNA") **strongly supports** the staff recommendation to proceed with the development and analysis of the Colorado Boulevard Initiative and alternatives to introduce a Road Diet and Parklets in the Playhouse District.

Colorado Boulevard increasingly functions as a destination, as a place around which community life congregates and new businesses locate. Overall quality of life, citizen health, and economic vitality of businesses will be significantly enhanced with greater emphasis on Colorado Boulevard as a destination for all activities.

Colorado Boulevard is now *less* about getting people from one end of the city to the other, and *more* about being the gathering point for theatre, dining, shopping, business, living, and recreation.

The aim of this initiative closely align with the DPNA's desire to:

- Make streets *safer* for all users, particularly vulnerable pedestrians, cyclists, and those in wheelchairs and scooters.
- Enhance the public realm, particularly streets and sidewalks, by making them more pleasant places to linger, stroll, and enjoy.
- Support local businesses who provide valuable goods & services and jobs to residents, and who contribute to the city's tax revenues.
- Provide interesting diversions and recreation that stimulate social vibrancy and create a better community gathering place.
- Create a unique sense of "place." Pasadena's land-use patterns in and adjacent to Downtown are different than the standard land-use patterns that are ubiquitous across the nation, and this difference is a strength that we can build upon.
- Encourage walking, "park once", and non-auto mobility.

Colorado Boulevard Initiative



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We believe that the City shares these same goals, in principle, but sometimes hesitates or is slow to implement or enforce measures that accomplish these goals.

This Colorado Boulevard Initiative is an opportunity for the City to take action to achieve the goals that have already been agreed upon. The proposal so far is an inexpensive investment, an experiment that can be refined and improved over time, and a collaborative effort between City Staff and Stakeholders who have dedicated our own time and resources to improve our city for the public's benefit.

Please direct staff to proceed with further study and implementation of alternatives that reflect the Preferred, Comprehensive Approach.

Sincerely,

Jonathan Edwards, President

On behalf of the Board of Directors of the
Downtown Pasadena Neighborhood Association

Re: Parklet and Restriping of Colorado

Dear Mayor and Councilpersons:

At a meeting last year of the East Pasadena community sponsored by Councilman Masuda, the vast majority of participants were very vocal in their opposition to the Parklet idea and the loss of a lane in each direction on Colorado Boulevard. My concerns are many, but my main concern is that the citizens have not been fully informed of the financial implications and the sources of funding for this project. The staff report skims over this very important aspect of the project. Before decisions are made, a thorough financial analysis needs to be published. Is this a private or public project? Are we allowing private interests to take over a public space that has to be maintained and indemnified by the City? Many food businesses are in support of this project. In reality, are public funds supporting certain businesses by providing additional seating space for their patrons? Shouldn't those parklet sponsors be responsible for the costs of the "Diet" of Colorado Boulevard and the maintenance of the parklets? Who is responsible for the taking down, reinstallation, and storage of the parklets for the Rose Parade?

The Luskin School of Business at UCLA did a study on parklets. Some of the conclusions from the business community were that it mainly increased local pedestrian activity but did not attract new people to the area. A decline in sales also occurred. An Austin installation also cited a 20% decline in customers because they did not want to contend with the parking. I am concerned with the following:

- loss of lanes on Colorado Boulevard. How will this affect traffic flow as we funnel to one lane from two?

- how will we address emergency access and emergency staging from street to business as it is hindered not only from the parklet itself but also from the slowing of traffic compounded by the reductions of lanes in both directions and the installation of bulbouts which force emergency vehicles to swing out in wide turns?
- how will street sweepers be able to clean the MS-4 (gutters) and comply with the clean water act?

- how does the design of the parklets provide crash protection? Who is liable? Is it the citizens of Pasadena? Is insurance required?

- reverse angle parking has proven to be a problem in Solano Beach. Drivers have difficulty backing in, illegal u turns to head in, and driving too slowly to see what spaces are open because of the angle.

- some of the nuisances cited by the UCLA study were smoking, public drinking, panhandling, public sleeping, and pet waste. Are we addressing these issues?

Perhaps as the UCLA study suggests, this concept is better utilized on smaller streets. Maybe it should be tried on side streets rather than Colorado, our major public thoroughfare and historically the main street in Pasadena for all its citizens.

Yours Respectfully, Diane Kirby

01/25/2016
Item 22

Robles, Sandra

To: Jomsky, Mark
Subject: RE: Playhouse District Parklets -- Yes!!!

Subject: Playhouse District Parklets -- Yes!!!

Mayor Tornek and City Councilmembers:

We are residents and property owners of the Playhouse District and support the proposed comprehensive approach to the Playhouse Parklets project. As such, we urge the Council to support the next phase of the analysis of this proposed project.

Eight years ago we decided to purchase our condo here at Granada Court. We looked at many properties in and around Pasadena, but were drawn here because of the vitality and unique character of the neighborhood, with its many restaurants, theaters, shops, and other services which were literally right on our doorstep. We were not disappointed. The Editorial Board of the Pasadena Star-News certainly had it right: Colorado Boulevard in the Playhouse District has indeed become "...the shopping and dining and strolling heart of the city".

There are currently 10,000 people living within a half-mile of Colorado and El Molino. The area is growing by leaps and bounds! But such growth is often accompanied by certain problems. Traffic on Colorado Boulevard travels way too fast! We came here from Massachusetts, and still can't believe how many California Drivers routinely run red lights at the intersection of Colorado and Oak Knoll. It's very dangerous. Many times, Colorado Boulevard feels like a highway rather than a downtown street. I feel like I am taking my life in my hands each time I cross that street. In my view, anything which makes traffic slow down for pedestrians is a good thing! I must confess that, as a driver, I always take Union or Green instead of Colorado.

We feel that there is not nearly enough public space here in the Playhouse District and hope that the Parklets project will address this issue and enhance the District's identity and sense of place by doing something artful and special. It will provide new opportunities for outdoor dining, gardens, public art and performance space. Look at Urth Caffee and consider Thursday Nights on El Molino. We have a wonderful start and this project offers a real opportunity to expand that vitality. Economic research establishes a strong link between this kind of placemaking and financial vigor and prosperity.

Please proceed with the development and analysis of the Colorado Boulevard Parklet Project. Let's make the Playhouse District a Destination where people can cluster, linger, and stroll.

Sincerely,

Sheryl and Ed Peters
Granada Court
700 E Union St
Unit 101

01/25/2016
Item 22

Robles, Sandra

Subject: FW: MAYOR TORNEK AND CITY COUNCILMEMBERS YES, YES YES TO PLAYHOUSE DISTRICT PARKLETS! ITEM 22 1/25

Subject: MAYOR TORNEK AND CITY COUNCILMEMBERS YES, YES YES TO PLAYHOUSE DISTRICT PARKLETS! ITEM 22 1/25

As an enthusiastic homeowner and resident in the Playhouse district, I strongly support the comprehensive approach to the Playhouse Parklets Projects. As articulated by the Pasadena Star News Editorial Board, The Playhouse District now "is the shopping, dining and strolling heart of the city".

On a recent Thursday evening, the vitality and appeal of the Urth Caffe's dining area on El Molino was inspiring . . . 'let's expand and be inspired by their great and successful start! Let's make Colorado Boulevard an appealing destination that enhances financial growth and vigor for our Pasadena businesses and enjoyment for our citizens !

In addition, and is more obvious daily, Colorado Blvd is not safe for pedestrians or cars . . .how can cars slow down to see our businesses or find parking when the street is a 'speedy corridor'.

I strongly support the Comprehensive Approach to the Playhouse Parklets Project and the Colorado Boulevard Initiative: Road Diet and Pilot Parklet.

PLEASE VOTE TO PROCEED WITH THE NEXT PHASE OF ANALYSIS.

Pasadena is known nation-wide as a beautiful city. It is our duty to create well-designed, attractive, appealing public spaces for adults and children. That is our heritage. That is our duty.

Lois Harrison
resident, home owner
700 E. Union Street,
Pasadena, CA., 91101

I appreciate your dedicated service on the Pasadena City Council.