



July 15, 2018

Honorable Mayor Terry Tornek  
Honorable Council Members  
City of Pasadena  
100 North Garfield Ave.  
Pasadena, CA 91101

Dear Mayor Tornek and Council Members:

RE: Art Center College of Design Master Plan, and  
Exterior programmable digital video sign

The West Pasadena Residents' Association appreciates the opportunity to comment on the Art Center College of Design Master Plan, and particularly about the digital video sign to be located at the corner of East Glenarm Street and Arroyo Parkway. We regret that our comments were not submitted before the regular distribution deadline due to an apparent website malfunction.

WPRA has reviewed and accepts the Master Plan and the certification of the EIR, with the exception of the proposed digital sign intended for placement on the 1111 S. Arroyo Parkway building. We believe that the sign will adversely affect public safety, is aesthetically and practically not appropriate for our community, and would not meet the requirements for a waiver from clear prohibitions on signs of this nature in the City's current sign ordinance. Further, WPRA categorically opposes any zoning code amendment that allows or facilitates the construction of any digital video sign—at this time or in the future. Such a sign is completely incongruent with Pasadena's aesthetic and civic sensibilities, as well as a safety hazard.

Vehicle operators proceeding either east or west on Glenarm Street and north or south on Arroyo Parkway would be distracted by the size, bright illumination, and movement of the sign's content and risk causing accidents at one of Pasadena's busiest intersections. The lighted sign would be almost impossible for drivers to ignore as they exit or enter Arroyo Seco Parkway or proceed across the Gold Line grade-level crossing on East Glenarm.

While the creative projects of the Art Center's students may deserve public expression, there are certainly alternatives for that exposure that do not require a 40 foot by 120 foot video sign facing Pasadena streets. Such alternatives were not, but should have been, explored in the EIR.

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Perhaps more importantly, the proposed sign will serve as a precedent to change the carefully regulated signage character of our city. The aesthetics of large kinetic video signs would be a new element for Pasadena, significantly out of character with our historic traditions and visual identity.

Lastly, Pasadena's sign ordinance provisions [Section 17.48.130 items (3), (7), and (8)] prohibit this type of sign, unless specifically excepted after submittal and approval of a Master Sign Plan. In our view, the proposed video sign, a wide departure from both the kinds, sizes and functionality of signs that our community has previously hosted, would be clearly outside of acceptable norms. Such video signs are in fact common in other areas in the Los Angeles metropolitan area, and have significantly altered or degraded the nature of urban view corridors wherever they appear.

The WPRA flatly opposes the approval of this digital video sign. We believe that this—or any other video sign anywhere within our city—should be unconditionally prohibited, not only in this instance, but going forward.

Thank you for the opportunity to comment. With the exception of the sign, we support the Art Center College of Design Master Plan and the certification of the EIR.

Respectfully yours,



Dan Beal  
President

cc: Steve Mermell, City Manager  
Takako Suzuki, Field Representative, District 6  
David Reyes, Director, Planning and Community Development  
David Sinclair, Senior Planner

*The WPRA is an all-volunteer organization dedicated to maintaining and enhancing the quality of life in southwest Pasadena. We represent 7,000 households, including 1,000 paid members.*

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## **Iraheta, Alba**

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**From:** Ann Barrett <dobdob1@earthlink.net>  
**Sent:** Sunday, July 15, 2018 11:30 PM  
**To:** Sinclair, David  
**Cc:** Olin Barrett; Audrey Pettyjohn; Andy Wilson  
**Subject:** ArtCenter Master Plan

Dear Pasadena City Council Members,

I have had the pleasure of living in Pasadena since 1969. First on Bellmore Way, near the Rose Bowl, and now on South Los Robles, near the ArtCenter campus on Glenarm and Arroyo Blvd.

ArtCenter College of Design has been an important institution in our city since 1976. We are very fortunate to have such a prominent design/art educational center in our city to balance Caltech and JPL. Truly a city of art and science.

I have reviewed the Master Plan of the south campus many times. Very impressed with what architect Michael Maltzan, a Pasadena resident, has designed. Visionary, striking, welcoming and rational. And sensitive to citizens as well as students, faculty, and the many departments that will be housed there. A true masterpiece of a campus.

I also think the Digital Gallery would be a wonderful welcome to people entering our city. From what I understand, it would be creative, interesting, and low keyed in terms of colors and distraction. A 21st century "billboard" that tells everyone how fabulous Pasadena is.

Please approve Master Plan and Digital Gallery.

Yours for Pasadena,  
Ann Dobson Barrett  
1380 South Los Robles Ave.  
Pasadena 91106

**Iraheta, Alba**

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**From:** Robert Dirig <Robert.Dirig@Artcenter.edu>  
**Sent:** Monday, July 16, 2018 9:16 AM  
**To:** cityclerk  
**Subject:** ArtCenter Master Plan

Dear Honorable City Council Members,

My name is Bob Dirig and I am the College Archivist at ArtCenter College of Design. I am writing to support ArtCenter's master plan which I understand will be discussed at the July 16<sup>th</sup> City Council meeting.

Part of the plan is to bring cohesion to the South Campus buildings and further create a campus environment. When you visit Caltech and Pasadena City College it is clear that you are on college campuses, but this is not the case when you visit ArtCenter's South Campus. Creating a clear campus will change the perception of that entire area from a somewhat industrial gateway leading to the 110 to a vibrant campus community.

This leads me to the digital gallery plan for the 1111 Arroyo building. I work at South Campus, in one of the Raymond buildings, and am often asked by visitors what students are doing. A digital gallery will showcase the amazing work by our students. Similar to how our Hillside campus displays current student work in the gallery (rotating every 14 weeks), a digital gallery is a great way show current student projects to the public. It is meant to be informative and inspirational.

Pasadena is not a static city. In the 12 years of being a resident, I have seen many changes and development in housing and businesses. The digital gallery bordering part of the campus would not be detrimental to the City. The building itself is not one of Pasadena's historic landmarks. The gallery will be safe, well designed and unique to ArtCenter. Together with the development of South Campus, the area will be completely revitalized in a very exciting way.

Regards,

**Robert Dirig** | College Archivist  
ArtCenter Archives, ArtCenter College of Design  
950 South Raymond Avenue, Pasadena, CA 91105

[robert.dirig@artcenter.edu](mailto:robert.dirig@artcenter.edu) | 626.396.2208  
<http://library.artcenter.edu>

Pasadena City Council  
c/o City Clerk, City of Pasadena  
100 N Garfield Avenue, Room S228  
Pasadena, CA 91101-1704

Dear Honorable City Council Members:

Among the many forward-looking initiatives of the ArtCenter Master Plan is the digital gallery.

The proposed digital gallery is not a billboard. It is not a sign. It is not a light show, glitzy and crass.

It is but a window. A window into the heart and soul, the inner workings of ArtCenter. A window that brings to light the passion this center of art, design and innovation ignites. The persistence it cultivates. The perfection it demands. The promise it offers to each and every person who aspires to become what only he only she can possibly—can uniquely—be.

It is a window into a workshop. A workshop of bold risk-taking innovation and impassioned relentless experimentation. An environment in which the young and the intrepid work long and hard to get it—wrong. Persist to make it—right.

Strategically located at its gateway site the proposed digital gallery is a window into the promise, the potential of Pasadena. Into the productive, the progressive innovative spirit it harbors and rewards.

A window into the present and the future—a present and a future in which ArtCenter and the people of Pasadena join forces to create a vibrant highly skilled highly committed community of impassioned entrepreneurs—a present and a future in which they energetically synergetically endeavor to cultivate an enriching—empowering—enterprising environment of inquiry—innovation—invention—investment.

Pasadena has: a parade. Pasadena has: a little old lady. Let's brave to give Pasadena a window—a vision of what can possibly—can uniquely—be.

My sincere gratitude for your diligence, your deliberation, your dedication to the people of Pasadena.

Mark Fennimore  
July 16, 2018

3360 E Foothill Blvd #418  
Pasadena, CA 91107  
fennimoremark@gmail.com

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Dear Pasadena City Council Members,

I have been a resident of Pasadena since 1983 and have lived in the West Pasadena area for 26 years. I am currently President of the ArtCenter 100, which is a support group for student scholarships at ArtCenter College.

I write in strong support of the ArtCenter College of Design Master Plan and Digital Gallery. I believe that ArtCenter is an important member of our community and the Master Plan will be an impactful addition for the future of not only the students, but the entire Pasadena community. As a long time resident and having a family that is very involved in the community, I pride myself on the fact that Pasadena has such a rich culture of art and science. We are so fortunate to have such incredible institutions in our community and the College's Master Plan will only further enrich our community.

I have reviewed the Master Plan of the south campus several times and am so impressed with the innovative architectural design. It will be an improvement to the gateway of Pasadena and the Raymond/Glen Arm area will have a wonderful buzz of excitement and energy.

I also think the Digital Gallery would be a wonderful welcome to people entering our city. It is a wonderful way to highlight ArtCenter students projects but also enlighten our community members and visitors of the important creative and innovative work that is being done at ArtCenter College.

Please approve Master Plan and Digital Gallery.

Thank you for your time and consideration.

Sincerely,

Emily Williamson Hancock