

# CORRESPONDENCE

## Martinez, Ruben

---

**From:** Thyret, Pam  
**Sent:** Thursday, July 05, 2018 6:44 PM  
**To:** Joseph Paggi  
**Cc:** Wilson, Andy; Freeark Sharon; Sinclair, David  
**Subject:** Re: Art Center Master Plan

Hi Joe,

I am copying planner David Sinclair so he can add your comments to the record.

Pam Thyret  
District 7 Liaison for  
Councilmember Andy Wilson

On Jul 5, 2018, at 6:14 PM, Joseph Paggi <[joepaggi@me.com](mailto:joepaggi@me.com)> wrote:

Andy:

After reading the notice of the forthcoming hearing, I initially have one concern regarding the proposal for the South Campus.

Specifically; "installation of an 8000sf digital gallery on the southeastern facade of 1111 S Arroyo Parkway"!

This will be a major distraction to drivers at this impossibly difficult intersection. It will threaten the safety of all drivers and pedestrians who routinely navigate this dangerous crossing which includes a major freeway and a Gold Line rail crossing which are both major intensive uses with enormous impact on traffic.

This is not an appropriate location for an animated sign, irrespective of its content.

Sent from my iPhone  
Joe Paggi Jr  
(310) 977-1289



# M A D I S O N H E I G H T S

686 South Arroyo Parkway Suite 199 Pasadena, CA 91105 [www.mhnapasadena.org](http://www.mhnapasadena.org)

July 7, 2018

**Mayor Tornek, City Council, and Planning Department**

Pasadena City Hall  
100 N Garfield Ave  
Pasadena, CA 91101

Dear Mayor, City Council, and Planning Department,

Madison Heights Neighborhood Association recently had the pleasure of meeting with staff from Pasadena ArtCenter, including president Lorne M. Buchman, to discuss their plans for expansion currently being considered by the City of Pasadena.

ArtCenter's plan for their South Campus, which integrates new dormitories with the Gold Line, brings together a fantastic and cohesive campus that will truly enhance the entire Raymond corridor. However, there is one area of major concern to our association, and that is ArtCenter's request for an exception to Pasadena Zoning Codes to allow for an 8,000 sq. ft. LED billboard or "digital gallery" on the corner of East Glenarm and Arroyo Parkway.

Our association has legitimate practical concerns regarding the safety hazards and light pollution that an enormous, digital screen will create at a very busy intersection. Featured images would change regularly, and include video and animation that would demand sustained attention. Because the billboard is designed to wrap around the corner of the building, it will also encourage motorists, bicyclists, and pedestrians to keep peering up and around as they move through the intersection to see the rest, instead of focusing on the road. Cars, buses and bus stops, pedestrians, freeway on- and off-ramps, and the Gold Line all converge here, and this additional distraction needs to be very seriously considered.

This proposed location of this illuminated display is only one block from residential neighborhoods full of single family homes, and will be visible from kitchen and living room windows, balconies, and yards. ArtCenter's idea to mitigate the effect on surrounding neighborhoods was to perhaps put their billboard on a timer and/or a dimmer, but we were left wondering who would decide the appropriate amount of light and at what time it would go into effect each evening.

Equally troubling is the possibility that ArtCenter's request for an exception to current zoning laws will set a new precedent within the city of Pasadena. If the zoning code were to be amended, or an exception made for this billboard, it would set a precedent to change Pasadena's prohibition against animated or moving signs. If Art Center is granted permission to create such a behemoth billboard, there is nothing stopping the Rose Bowl, Convention Center, Caltech, JPL or Kidspac, etc., from requesting something similar.

Pasadena already has an ordinance against electronic advertising, which, it could be argued, this billboard is a form of. While ArtCenter claims the gallery would not be used for "off-premise outdoor commercial advertising," many of their students do work on product design. ArtCenter provided us with examples of the types of student art they plan to display on the giant outdoor screen, including a design for a helicopter boldly labeled "HONDA." Moreover, their final Master Plan Environmental Impact Report seems to contradict their assurances about their future intentions. It reads: "[S]hould the displays ever become outdoor advertising, the Applicant would be required to comply with all regulatory and permitting requirements at that time."

The people living within MHNA are in a difficult position because we want to support Art Center and its South Campus, yet it is our belief that the proposed digital gallery would adversely affect public safety, could cause unwanted light pollution for our residents, and is aesthetically controversial in our historic neighborhoods. For these reasons, we are afraid our neighborhoods and city will suffer and therefore we strongly recommend the Pasadena Zoning Code not be amended and that an exception not be made.

We ask our city council to consider supporting the existing city code for billboards and signage and not grant Art Center an exception.

Thank you for your consideration,

A handwritten signature in black ink that reads "John Latta". The signature is written in a cursive, flowing style.

John Latta  
President, MHNA

David Sinclair  
Planning Department  
175 N. Garfield Avenue  
2nd Floor Pasadena, CA 91101

CITY CLERK  
PASADENA

To David:

My name is Michael Manalo, and I am a design business owner and faculty that serves on ArtCenter's Faculty Council and Secretary to the Board for UXPALA (User Experience Professional Association - Los Angeles). This is **my letter of support** for ArtCenter College of Design's Masterplan.

What truly excites me, about the masterplan, is how it will be a partnership between a resilient city and and a storied college institution. Since 2009, I have received the benefits of the Art Center's South Campus, both as a graduate student and now adjunct faculty (since 2015). I have also taught design classes and workshops across Southern California schools and other cities including Toronto, Seoul and Seattle. From my perspective, design institutions are looking to be **more impactful and thoughtful** partners for growing cities by having integrated campuses within local neighborhoods.

These examples of integrated campuses all look to do the following:

- **Collaborate with local thought leaders and business owners** on creating design briefs that is about local community issues and facilitating workshops that brings designers and community members together.
- Inspire local youth and 2nd career aspiring individuals through **public programs and contributing to ongoing active transportation development-** for equitable access among local residents.
- Help develop future partnerships between government and NGOs with **start-up communities and entrepreneurial practices.**

In summary, the ArtCenter Masterplan, accompanied by its Create Change 2.0, is meant to ensure that all its components are to position ArtCenter as a **responsible change agent** for its city partners. I look forward to being part ArtCenter + City of Pasadena's continuing legacy of a hub of citymaking innovation and thoughtful design. Thank you for your time and please add my name to list of supporters for the Art Center Masterplan.

Regards,

Michael Manalo  
Atelier-Re, Owner + Information Architect  
ArtCenter Faculty Council Member  
UXPALA, Secretary to the Board of Directors

## Martinez, Ruben

---

**From:** noeljeff1@earthlink.net  
**Sent:** Friday, June 15, 2018 12:28 PM  
**To:** Sinclair, David  
**Cc:** Madison, Steve; 'Audrey Pettyjohn'  
**Subject:** Art Center Master Plan

Dear Mr. Sinclair,

Unfortunately, I'm not physically able to attend the Council meeting but I'm writing to support Art Center's Master Plan, including its Digital Gallery. Art Center is a valuable asset to our city and one that we should support with great pride. It brings opportunity as well as prestige to Pasadena. That it's able to grow is a substantial benefit to our community—not a problem. Please urge the City Council to approve the plan.

Cordially,  
Noel

Ms. Noel Jeffrey  
330 Rosita Lane  
Pasadena, CA 91105  
626-792-9818  
noeljeff1@earthlink.net

## Martinez, Ruben

---

**From:** Janice Bea <janicebea@gmail.com>  
**Sent:** Monday, July 02, 2018 12:35 PM  
**To:** Sinclair, David  
**Cc:** Thomas T. Bea  
**Subject:** Art Center enthusiast

Hi David,

Letting you know that Tom and I are in support of Art Center's digital gallery at their location on Arroyo and Glen Arm. We also support their Master Plan.

Should you have questions, please don't hesitate to contact us.

Janice and Tom Bea  
1450 San Pasqual St.  
Pasadena, CA. 91106

## Martinez, Ruben

---

**From:** David Martin <dm@madworkshop.org>  
**Sent:** Monday, June 18, 2018 10:34 AM  
**To:** Sinclair, David  
**Subject:** Approval of Art Center Master Plan

David,

I am writing you this letter in support of the Art Center Master Plan. I have reviewed Michael Maltzan's work and am very enthusiastic that it will take care of Art Center's present and future needs, but also importantly that it will reinforce the existing neighborhood and it will add to the significant architectural legacy that the city of Pasadena (and for that matter Art Center) has achieved. I am in full support of the plan.

Sincerely

David C. Martin



I know from my experience as a docent that ArtCenter has a history of offering public programs for kids, teens, adults and K-12 educators. Every time I give a campus tour I hear comments about what an awesome resource ArtCenter is for students and for non-students who take advantage of their community programs. There is no doubt that an expanded presence at the gateway to Pasadena will increase interest in these programs, which are an enormous benefit to residents of Pasadena and surrounding areas.

ArtCenter has been very gracious in their communications and public outreach and I have enjoyed being informed of their master plan and other special events. I whole-heartedly support the Art Center Master Plan in its entirety and hope you will approve it.

Sincerely,

Marlys Murray  
751 Ridgeside Dr.  
Monrovia, CA

## Martinez, Ruben

---

**From:** Murray, Marlys M. <marlys@caltech.edu>  
**Sent:** Monday, June 18, 2018 6:11 PM  
**To:** Sinclair, David  
**Subject:** ACCD Master Plan Project and a Digital Gallery

Dear David,

This is a follow-up to my May 3 letter of support for Art Center's Master Plan. I understand that the City Council will hold a meeting on July 16 to consider a text amendment to Art Center's Master Plan regarding a possible "digital gallery" on the southeast corner of the 1111 building. I fully support this text amendment, and hope the City of Pasadena will give careful *consideration* to Art Center's proposal regarding a digital gallery.

From my personal experience as an area resident and Art Center docent, I am very confident that what Art Center proposes in regard to a digital gallery would be both tasteful and congruent with City of Pasadena aesthetics. Art Center is a terrific asset to the City of Pasadena and it would be a shame to put stumbling blocks in their way without giving full consideration to their vision.

Best regards,  
Marlys

---

May 3, 2018

Pasadena Planning Commission  
Planning and Community Development  
175 N. Garfield Avenue  
Pasadena, CA 91101

Re: ArtCenter College of Design Master Plan Project  
(File No. PLN2015-00341 – May 9, 2018 Public Hearing)

Dear Commissioners:

I have reviewed ArtCenter College of Design's Master Plan and am really impressed by all the opportunities it presents for residents of Pasadena and the surrounding community. This is important to me because I am a Pasadena native and have lived in the Pasadena area for 70 for years. I currently volunteer at the Art Center Hillside campus as a docent at the Student Gallery and Williamson Gallery, and also give campus-wide tours for interested community groups.

I am thrilled by ArtCenter's desire to build a campus quad that doubles as a community park at South Campus. This is an area of Pasadena that really needs green space and community gathering places. I think it would be wonderful for community members to have access to the South Campus bookstore, gallery spaces and a possible black box theater, as well as areas to picnic and enjoy the outdoors. I can imagine many community events that could take place there.