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CITY CLERK

September 24, 2018

Mayor Tomek and City Council Members
City of Pasadena
100 North Garfield Avenue
Pasadena, California 91101

RE: Predevelopment Plan Review of a Mixed-Use Development Proposed at 150 East Colorado Boulevard

Dear Honorable Mayor and members of the City Council:

Pasadena Heritage appreciates the opportunity to submit this letter in support of the proposed mixed-use project at 150 East Colorado Boulevard. We have reviewed the project plans and attended the Design Commission hearing on June 26, and overall support the project concept.

We find that the project will significantly reconnect the streetscape along Colorado Boulevard as a continuous traditional pedestrian urban way. The concept uniquely combines traditional architectural elements, which relate to surrounding historic buildings, with some contemporary accents that add an element of surprise and originality. We do not object to the height of this project in this location because there are adjacent historic buildings that are of similar or greater height, and the heights are modulated throughout the site. The Design Commission has identified appropriate areas for further design and circulation study, and we concur with the Commission.

Below, we have elaborated on these points and provided a few specific comments and recommendations.

Specific Comments

- Overall, we believe that the new buildings, as proposed, are compatible with their surroundings, including nearby contributors to the Old Pasadena Historic District, Civic Center Financial Historic District, and Civic Center Historic District.
- We recognize that the project as a whole is larger in size and scale than the existing building on the project site. However, the project reflects a Pasadena aesthetic much more in keeping with our city's architectural traditions, and we note that there are nearby buildings of a similar size and scale.
- The project site represents a critical juncture between the Old Pasadena Historic District, Civic Center Financial Historic District, Civic Center Historic District, and Paseo Colorado. The project appreciably reconnects what has been a missing link and activates the street by re-establishing a continuous streetscape and creating a positive pedestrian experience.

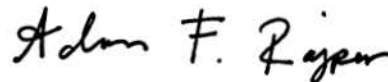
- Pasadena Heritage appreciates the care that has been given to accommodating the slope on the project site. The proposed buildings seem to be comfortably situated along the street as illustrated in the conceptual plans.
- The new buildings display an attractive variety of volumes and appropriately references historic buildings and districts in Pasadena through their design and site plan.
- The glass pavilion/lantern feels much more contemporary in design but has historic precedents and breaks up the massing of the project.
- The glass canopy over the interior courtyard is striking, and it creates an interesting public space with thoughtful transitions from lower to higher courtyards. The alternative pedestrian way through the project site is also positive and references other local connections, such as alleyways and walkways in the Central District.
- The proposed tower-like element at the corner of Colorado Boulevard and Arroyo Parkway appears to us to be the least well-resolved aspect of the project. We urged further exploration of that corner at the Design Commission hearing.

In summary, we appreciate the responsiveness of the project to its Pasadena context. Please do not hesitate to contact us if you have any questions.

Sincerely yours,



Susan N. Mossman
Executive Director



Adam F. Rajper
Preservation Director