

Jomsky, Mark

From: Colleen Carey <ccarey@lee-associates.com>
Sent: Monday, February 24, 2020 2:37 PM
To: Jomsky, Mark
Subject: Restaurant Parking Code Revision--Council Item Tonight
Attachments: Colleen Carey.vcf

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I am writing in support of the proposed reduction in code-required parking for restaurants and entertainment uses in the CD-4 "Pasadena Playhouse" zoning district.

I am a local and active member of the commercial real estate brokerage industry leasing and selling commercial properties in Pasadena. I am also a board member of the Playhouse District Association and chair the Economic Development and Transportation Committee of the Association. I have worked with restaurant owners and property owners leasing to the restaurant industry for the past twenty (20) years. I have been successful in bringing restaurant owners to both South Lake and Old Pasadena but have had difficulty in the Playhouse District where the current code required parking is difficult to provide since it is very difficult to provide the required amount of parking space for restaurants on site and there are no alternative mechanisms to support parking such as the city owned parking structures in Old Pasadena and the parking credit program in the South Lake District. I believe the proposal to reduce the required onsite parking in the designated areas of the Playhouse District would bring a level playing field to that area which will make it much easier to attract restaurant operators. The increased number of residential units in the Playhouse District are making it more attractive to restaurant operators as the demand for restaurants is directly related to the rooftops. That creates not only a greater demand for restaurants in the district but also reduces the need for onsite parking as those residents walk to restaurants, they don't drive. At the same time, the Board of the Playhouse District has a commitment to a host of parking management activities including exploring parking meters in the district. Therefore, I believe that the time is right to implement the reduction to required parking as proposed and strongly encourage the Council members to support this proposal.

Thank you!

Colleen Carey
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Jomsky, Mark

From: Carla Walecka <carlawalecka@gmail.com>
Sent: Monday, February 24, 2020 3:22 PM
To: Jomsky, Mark
Subject: Comment on Agenda Item 22, ZONING CODE AMENDMENTS TO REDUCE PARKING REQUIREMENTS FOR CERTAIN USES IN THE CD-4 ZONING DISTRICT (PASADENA PLAYHOUSE)

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Members of the City Council,

I urge your approval of staff's recommendation to reduce code-required parking within the Playhouse District for restaurant and entertainment uses.

As a former Playhouse District Association board member, and chair of the Parking Committee for many years in the past, I know how thoroughly the District has prepared for this change, and will benefit from it. The current Board has developed a multi-pronged approach to parking management that it is now implementing, encompassing public use of private parking garages, parking meters and pricing, better curbside management such as Uber/Lyft zones and valet parking, as well as marketing and information programs to most efficiently use our parking supply. The code change will be accommodated by this combination of parking resources and initiatives, and will result in a more vibrant pedestrian village for residents, visitors, employees, local businesses and cultural institutions.

Thanks for your support tonight,

Carla Walecka

Member, Playhouse District Assoc. Parking Committee
106 S. Grand Ave.
Pasadena, CA 91105

Jomsky, Mark

From: arashbus@gmail.com
Sent: Monday, February 24, 2020 12:17 PM
To: Jomsky, Mark
Subject: Re Agenda Item 22 parking requirement for rest. use

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I just want to say that as a current landlord and also a member of the PDA I think its extremely important that we reduce the number of parking spaces required by code for food use in the playhouse district. To give you an example, I have a vacant unit available for lease and have lost 2 potential food use concepts because they were worried about the parking and getting their permits. We could have had these leases signed almost a year ago and the city could have started collecting their taxes were it not for the parking issue. We live in a day and age where the old parking codes and requirements do not apply anymore. A lot of people walk, Uber is used in most cases and not to mention the increased use of bikes. A lot of cities including Beverly Hills and West Hollywood have also reduced parking requirements and have started to see vacant spaces fill up much quicker.

The PDA has tried to work very hard with the city in getting the parking requirements changed and I really look forward to the day where our requirements are more in line with todays needs.

Thanks.

Arash Danialifar
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02/24/2020
Item 22