

## Martinez, Ruben

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**From:** Gerald Hernandez <geraldhernandez@netscape.net>  
**Sent:** Monday, July 20, 2020 1:23 PM  
**To:** PublicComment-AutoResponse  
**Subject:** City Council Item 29 July 20th, 2020

**CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe.

This comment is from Carol Hunt Hernandez

Thank you for the opportunity to comment on this important project that will impact the Northwest community for years to come.

As proposed the project is a Planned Development which means the applicant is applying for a zone change from Commercial Limited (CL) to Planned Development (PD) There have been 33 Planned Developments in the City, prior to the adoption of the 2015 General Plan, and one after. These PDs did not change the base zoning of the site. The purpose of the PD was to enhance or make a proposed project more cohesive and compatible with the surrounding neighborhood using flexible development standards. The project as proposed does not meet any of those standards, it is to negate any existing zoning and start from scratch as if this was raw land.

As stated in the staff report the site is surrounded by one and two story single and multifamily residential units as well as the 11 story senior building east of the site. The height of the proposed project is 4 to 5 stories and 67 feet (not including roof top equipment). Under the CL district height is 36 feet. Multifamily housing is permitted in the CL district at 32 units per acre which would be compatible with the surrounding development.

The staff report indicates that this project is not Institutional and therefore would not be a permitted use. Institutional uses have not been permitted in the CL district in the Northwest for almost 20 years. Not sure why that comment is in the staff report.

Staff argues that this project is a "Transit Village". It may be within walking distance of a light rail station but it is not a Transit Village as defined as those units at the Sierra Madre Station and Holly Street Apartments.

The design of the building is not compatible with anything in the area. The assumption that a passageway between the two buildings will soften the impact of the mass of the building is not acceptable. Staff says that the even though the project is out of scale with the neighborhood it is compatible because it will have ground floor retail (gym and leasing office) and thereby enhance the walking experience along Los Robles and will create a sense of distinctive place.

The applicant has indicated that there will be no affordable units on site. How is he proposing to fulfill his Inclusionary obligation?

The comments from the Northwest Commission states that the Commission is requesting a presentation by the applicant of the after all city approvals, That comment negates the purpose of the Northwest Commission which is to: Provide periodic advice to the Council on Northwest issues, economic development activities and to serve as a monitoring body for the Northwest community. This is one way to ensure that stakeholders in the community have a say as to development in the community they live in. As stated by staff there will be no meaningful comments on the project from the commission.

**07/20/2020**  
**Item 29**

Lastly, the staff indicates that the applicant should reach out to neighborhoods, however, the only neighborhood that is mentioned is the Downtown Pasadena Residents Association which I doubt is concerned about development north of the 210 freeway. Some neighborhoods that should be contacted are: Orange Heights, Garfield Heights, Craftsman Heights, Heather Square and the neighbors surrounding the project including those on the west side of Los Robles.

Sent from Mail for Windows 10

## Martinez, Ruben

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**From:** Carol Hernandez <cdhernandez1928@gmail.com>  
**Sent:** Monday, July 20, 2020 12:53 PM  
**To:** PublicComment-AutoResponse; Gerry  
**Cc:** vdelcuba@cityofpasadena.net; Jomsky, Mark  
**Subject:** Mixed Use Project Pre Development Review 452 N. Los Robles

**CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe.

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the 210 freeway. Some neighborhoods that should be contacted are: Orange Heights, Garfield Heights, Craftsman Heights, Heather Square and the neighbors surrounding the project including those on the west side of Los Robles.

## Martinez, Ruben

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**From:** barbara Lamprecht <bmlamprecht@gmail.com>  
**Sent:** Monday, July 20, 2020 2:26 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Agenda Item No. 29

**CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe.

Dear City Council,

The Proposed Project is grossly inappropriate for the site and for the surrounding neighborhoods. The height of the Proposed Project, 67 feet, overwhelms the existing residential context. Just because there is a precedent in the tall retirement center next door, there is no reason why the maximum 36 feet should be ignored or abandoned. The 11-story senior building occurred in a different economic and cultural climate, when understanding the permanent impacts to neighborhoods was far less sensitive and when community concerns were ignored on behalf of "economic development." Today, that climate is much different, and to allow this Proposed Project to proceed would deny such a vigorous and wholesome community concern, now much more aware of the consequences of such a project. Height and the elephantine massing is where the conversation needs to begin.

The project undermines the architectural character of the surrounding neighborhoods, whose associations were not informed (by contrast to the sole association named, inexplicably, the Downtown community.) Orange Heights, Bungalow Heaven, Garfield Heights, all will be affected because such a massive building will have a huge ripple effect.

Other projects by this development firm are not in character in terms of architectural style with their historic neighborhoods, but follow an agenda that is upscale and largely generic "Modern" in appeal. Their massing, whatever the language employed, is still that of large, blocky masses, with a meager salvo to any real open spaces and thoughtful reductions in scale throughout.

The entrance and egress for the 365 parking spaces onto Oakland does not address the capabilities of this narrow, quiet street. How does that make sense? Seriously?

ABOVE ALL, where is the affordable housing that is so desperately needed in the immediate neighborhood, in the City, in the San Gabriel Valley, and throughout the State? Are we still going to continue to ignore this fundamental cry for housing? This site would be perfect for such an endeavor, as Pasadena is now flooded with similar market-rate projects. We cannot allow this trend to continue and suffocate the very soul of the City.

Do not allow this Proposed Project as is to proceed. Do not allow the Northwest to be treated in such a patronizing and insensitive way.

Sincerely,

Dr. Barbara Lamprecht, M.Arch., Ph.D

barbara lamprecht, m.arch., ph.d. (U Liverpool)  
[bmlamprecht@gmail.com](mailto:bmlamprecht@gmail.com)

07/20/2020  
Item 29

626 264 7600  
550 e. jackson st.  
pasadena ca 91104-3621  
referral associate *deasypennerpodley*  
calbre license 02059237 / deasy penner calbre license 01514230

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