

Jomsky, Mark

From: Andrew Salimian <asalimian@pasadenaheritage.org>
Sent: Friday, July 9, 2021 12:59 PM
To: PublicComment-AutoResponse
Cc: Sue Mossman
Subject: Item 23: 3333 E Foothill Blvd

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Dear Honorable Mayor and Members of the City Council,

I want to express concern on behalf of Pasadena Heritage in regards to the proposed drive-through restaurant at the corner of E. Foothill Blvd. and Sierra Madre Villa Ave, which we believe runs contrary to the goals and visions of the soon to be completed East Pasadena Specific Plan. Planning staff and community stakeholders have put in countless hours to envision the emerging neighborhood in East Pasadena as a vibrant, sustainable community. In the past few decades, there have been few other neighborhoods that have undergone such a radical transformation, with new transit, housing, and commercial offerings with many more planned. The neighborhood also suffers from one main drawback, which is a high level of traffic, but plans for future development attempt to mitigate that by right-sizing development, attracting a mix of options, and providing alternative means of transportation. There is a reason why drive-through uses are not permitted in TOD areas - they detract from the sense of place and walkability goals of the area. We ask the City Council to respect the community-driven vision of the area. Perhaps there is an alternative solution that can maintain those goals while allowing for redevelopment of this site, but we are not convinced this proposal is the right solution.

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07/12/2021
Item 23