

RECEIVED

February 1, 2022

2022 APR -1 PM 3: 39

Dear Mayor Gordo and City Council Members;  
Subject: Naming of New Park

CLERK OF COURT  
CLERK OF COURT

The Granada Court Homeowners Association Board of Directors expresses its enthusiastic support for the park under construction across from our homes to be named **Playhouse Village Park**.

As a neighborhood park, the name should reflect the community that has fought for more than a decade for this park in our urban neighborhood. Over the years, we and others have contributed funds for the park via the required Residential Impact Fees, participated with a coalition of neighbors that has advocated locally and to City Council for a park, helped design proposals for parks, convened community meetings on the park, supported grant applications for a proposed park, and advocated strongly for the City's purchase of the Banner Bank Building to create a larger park. Two of our owners served on the Stakeholder Committee to work directly with City staff and the City's consultants to design a well-activated park, a gathering spot for our Village — in essence, a neighborhood park.

This park is in the heart of Playhouse Village, and the park's name will define our neighborhood park. Local businesses want to sponsor events at the park. My neighbors and I will walk our dogs, attend Playhouse Village Association events at the park, take children and grandchildren to the play area and meet for coffee or perhaps ice cream at the park's kiosk — specifically intended to have eyes on the park and to activate the park.

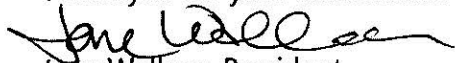
We feel compelled to advocate strongly also because of the challenges with a convoluted and confusing naming process which you will be required to resolve. After learning from City staff that no formal park naming process existed, in late 2020 we and our neighbors participated in the initial naming process conducted by the Playhouse Village Association, and the name "Playhouse Village Park" was selected. Then around March 2021 we were told that City staff discovered they have a naming policy and proceeded with a new effort to name the park. The policy provides that:

*"In the case of the naming or renaming of a park, the city will notify and accept input from all property owners within a 1000-foot radius of the subject site. The proposed name change, along with any input received from property owners regarding such, will be considered by the Recreation and Parks commission at a public meeting. Upon the recommendation of the Recreation and Parks commission, staff will prepare an agenda report pertaining to the proposed naming. Such action will be considered by the City Council at a public meeting."*

So, under this policy, 485 notifications were mailed to property owners fitting this criteria. Rather than receive input per the adopted policy, however, an online submission portal was set up on the City's website which did not request addresses to confirm eligibility. So we wondered about the process itself as the submissions could have come from anywhere. After a few weeks, the names submitted were again posted online for anyone in the world to vote, and we understand there were some 4,200+ votes online. While we assume the City's naming policy would not intentionally be set up as a public popularity contest, unfortunately that was the result given the votes cast due to the international notoriety of the names. By the time the Parks and Recreation Commission met, the process was already flawed. Then when the Commission decided to recommend Octavia Butler, they clearly didn't think the number of votes or neighborhood input actually mattered; thus opening the door to preference or a "naming opportunity" much the way private entertainment facilities might seek the highest or most popular bidder for a name, without consideration for context, users or history.

The online submittal and voting at best created confusion and a biased result, and at worst may have been in violation of the City's adopted policy. The result, therefore, ignores the City's intent of soliciting input from those most affected: the park's neighbors. So, our preference is Playhouse Village Park to honor the historical and cultural significance of this community of interest — Pasadena's Playhouse Village — and which fulfills criteria in the Naming Policy of the City of Pasadena. More significantly, it will honor, recognize and applaud the community that came together to design, advocate for and pay for this park in the heart of Playhouse Village.

Thank you for your consideration,



Jane Wallace, President

Granada Court Homeowners Association  
700 E. Union Street  
Pasadena, CA 91101

## McMillan, Acquanette (Netta)

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**From:** Morales, Margo  
**Sent:** Friday, April 01, 2022 4:30 PM  
**To:** Public Comment  
**Cc:** Rivas, Jessica  
**Subject:** FW: Playhouse Village Park Name

Please add this to the public comment record for AR #11 on the 4/4/22 City Council Agenda.



Margo L. Morales  
Field Representative, Council District 5  
(626) 744-7147  
(626) 744-3814 fax  
To Join Our Mailing list go to <https://www.cityofpasadena.net/district5/mailling-list/>

**From:** Wayne Hunt  
**Sent:** Friday, April 01, 2022 3:23 PM  
**To:** Rivas, Jessica <jerivas@cityofpasadena.net>  
**Cc:** Morales, Margo <mlmorales@cityofpasadena.net>  
**Subject:** Playhouse Village Park Name

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Hello **Jess**, just a reminder about how important the name of the new park is to us long-term participants/boardmembers/neighbors.

- We all worked together to get this park designed and built, starting around 2006!
- This park was nearly co-designed by community members and park neighbors in a series of workshops.
- In 2020 the City said we could set the park name and we did substantial outreach and the overwhelming choice was **Playhouse Village Park**.
- Last year the City changed its mind and said there was in fact a naming process and essentially took away from us the outreach work we had done and the resulting name choice, **Playhouse Village Park**.
- After a new City outreach the Parks Commission, without being asked to decide, voted on Octavia Butler Park as the name and, with Eddie Van Halen Stage for the small performance area in the park, after thousands of fan club members weighed in on social media. We in Playhouse Village felt blindsided.
- Octavia Butler is certainly deserving of local recognition and we understand a school will be named for her
- naming a park for her is less appropriate than a school.

— This is a small very-neighborhood park, not a big multi-acre place; the neighbors around the park in the Playhouse Village will be very involved in using, caring and even maintaining the park — it will be their park. It will be a big part of the village.

— The **Playhouse Village Association** is in negotiations with the City to provide programming for the park and share management.

— The newly-formed **Playhouse Village Foundation**, a 501C3, is already raising funds that can and will support park activities, events and outreach.

In short this will be the only park in the Playhouse Village and should be named **Playhouse Village Park**.

Thank you,

— **Wayne Hunt**



## McMillan, Acquanette (Netta)

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**From:** Laif Swanson  
**Sent:** Saturday, April 02, 2022 8:16 AM  
**To:** PublicComment-AutoResponse; PublicComment-AutoResponse  
**Cc:** Marjorie Lindbeck; Richard Hamilton; Deborah Dentler  
**Subject:** Name for new park

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This is a comment on agenda item eleven on Monday's agenda.

The board of the Homeowners Association of the Quattro Blu building at 128 N. Oak Knoll Ave. (across Oak Knoll from the new park) has unanimously passed a resolution that we would like the new park named the **Playhouse Village Park**.

Thank you,  
Laif Swanson  
President, Quattro Blu Homeowners' Association board

## McMillan, Acquanette (Netta)

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**From:** Peter Thorn  
**Sent:** Saturday, April 02, 2022 12:10 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Naming of Pasadena park

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Hello! Long time Pasadena resident here, Having grown up thousands of miles away in Canada, and relocating to California in the 90s as an aspiring musician, I was well aware of the legacy and the impact of both the band Van Halen, and Edward Van Halen. Eddie was my primary musical influence, and had a profound impact on my life trajectory. From an early age, the music that Edward created, much of it written in his bedroom in a modest home on Pasadena's Las Lunas street, lit a fire in me, and millions worldwide. Arriving in Pasadena in the 50s, as immigrants from Holland, who could've known what the Van Halen brothers would create? Through sheer passion, innovation, and tenacity, their musical art eventually resonated worldwide. But it was a grassroots effort, that all started in Pasadena! They truly helped to raise awareness and put the city name on the map, for if it weren't for the Beach Boys and Van Halen, I probably wouldn't know of Pasadena!

Edward and Alex Van Halen are the embodiment of the American dream. There can be no better example. They came, with virtually nothing, worked incredibly hard, and reached incredible heights, all through their efforts. They showed us that if you apply yourself and believe in yourself enough, anything is possible. Part of the reason that I am proud to call the great city of Pasadena home is because of their legacy.

Many years after arriving in California, I eventually met Edward and became friends. Like all of us, he endured personal struggles, but the Edward I knew was constantly trying to better himself and be the best man he could be, he loved his family so much, and was a giving, caring person, just an exceptional guy, outside of his musical and career accomplishments.

It is sheer coincidence that Pasadena's newest park is very close to my home. I would be overjoyed if you named Pasadena's newest park after the great Edward Van Halen, I truly believe it would be the most fitting tribute, and a fantastic way to honor his legacy. Edward truly deserves it.

Thank you,

Peter Thorn

Sent from my iPhone

## McMillan, Acquanette (Netta)

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**From:** Brad Bowles  
**Sent:** Saturday, April 02, 2022 12:15 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Park Name

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I urge the City Council to name the park in honor of Edward Van Halen. His musical genius made him one of the most influential guitar players of all time. Seattle named a park after Jimi Hendrix. There is a B.B. King Park in Mississippi. I strongly believe Pasadena should do the same for Eddie.

Very Respectfully,

Brad Bowles

## McMillan, Acquanette (Netta)

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**From:** tjcoug  
**Sent:** Saturday, April 02, 2022 1:00 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Naming Pasadena Park!

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To the beautiful City of Pasadena,

I whole-heartedly support the naming of Pasadena's newest park after Van Halen!

Thank you,

Tom James  
TOMJAMESLIVE.com

tomjames@tomjameslive.com

Twitter/Instagram: @TomJamesLive

<https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.tomjameslive.com%2F&data=04%7C01%7Cnmcmillan%40cityofpasadena.net%7C121f49d784804447034208da14e35d3c%7C82d9fc002c664402a28fc6bcd32e491%7C1%7C0%7C637845264720995029%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C2000&data=C6jOtk6YK72IPc%2FNEXUGOnEy0mrUF8pGCYhNCzdjlRg%3D&mp;reserved=0>

## McMillan, Acquanette (Netta)

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**From:** Deborah Dentler  
**Sent:** Sunday, April 03, 2022 8:37 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Fwd: Comment re: Agenda Item 11 for Apr. 4, 2022 City Council (Park Naming)

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----- Forwarded message -----

**From:** Deborah Dentler  
**Date:** Sat, Apr 2, 2022 at 2:30 PM  
**Subject:** Comment re: Agenda Item 11 for Apr. 4, 2022 City Council (Park Naming)  
**To:** <[publiccomment@cityofpasadena.net](mailto:publiccomment@cityofpasadena.net)>  
**CC:** Kennedy, John <[JohnJKennedy@cityofpasadena.net](mailto:JohnJKennedy@cityofpasadena.net)>, Wilson, Andy <[awilson@cityofpasadena.net](mailto:awilson@cityofpasadena.net)>

Dear Mayor, Vice-Mayor, Councilmembers and City Staff,

I am a constituent of John Kennedy's; I was Victor Gordo's appointee to the Environmental Advisory Commission, and I was Andy Wilson's appointee to the Stakeholder Working Group that helped shepherd to completion the final design of the new park. I live a half-block from the park.

A few years ago, I inherited from Greg Gunther, who toiled for many years to advocate for the park's creation, the role of Administrator of the Playhouse Park FaceBook Group. I also took over from him the Playhouse Park email listserv. I appeared before you a number of times to advocate for creating the new park.

I was not informed when the Rec and Parks Commission was asked to weigh in on a name for the park, or I would gladly have appeared at that meeting to describe the history of the new park and its close association with the residents and businesses of the Playhouse District.

Those of us who live and own property in the Playhouse District and worked so long and hard to bring this park to a reality over a period of nearly 15 years, have long referred to the park as "Playhouse Park" or, more recently, **Playhouse Village Park**. Given the thousands of hours of volunteer time that our neighborhood's residents and stakeholders devoted to advocate for and help design this park, and given the role the Playhouse Village Association is being asked to play and plans to play in keeping the park active and safe and fun, I was baffled that the many years of involvement by our neighborhood's volunteers and the role of the PVA was not mentioned in the staff report for tonight.

Virtually all the City's parks have names that tie them to the neighborhoods where they sit: Lower Arroyo Park and Brookside Park are named for the geo-physical features of those areas. Central Park is named that because it was the historical "center" of the city. Allendale Park sits along Allendale Rd. and near Allendale branch library. Desiderio Park is named that because of its history: the site was formerly the Desiderio Army Reserve site. An exception is Robinson Rec Center, a sports and athletic facility whose functions are deeply rooted in, and reflective of, the life of a great athlete. Most other City parks have placenames that root the park in the historical or geological features or major street names of the places where they are located. The handful of

exceptions to park names that reflect surrounding physical, historical or geological features of a neighborhood are those parks that honor military veterans, past presidents and Founding Fathers: thus, Grant Park, Memorial Park, Defenders Park, Washington Park, Hamilton Park, Jefferson Park, etc. We don't need any more parks named for Founding Fathers and generals.

**I agree the City should unquestionably make big gestures to honor its homegrown legends like Butler, Robinson, Eddie Van Halen.** The newly named Butler elementary school is a great start. But we can do more. As the staff report notes, Ms. Butler spent long hours of her childhood at the public library. I had heard a rumor that the Central Library might be renamed for her. I hope that rumor is true.

Many fans would flock to a Van Halen performing center. Perhaps we could rename the bandshell in Memorial Park.

I was not surprised when Van Halen's name garnered the most so-called "votes" in the online survey undertaken shortly after his passing. That survey violated the spirit and, I think, the letter of the law. Nowhere in the City's naming ordinance does it say that the City shall take into account votes cast by hundreds of non-residents. The City's survey was open to anyone, and voters were not asked to disclose their names or to even state whether they lived anywhere near Pasadena.

Respectfully,  
Deborah Dentler

--  
Deborah Dentler, Attorney  
email:  
cell:  
office voicemail:  
<https://fosterparentlawyer.com>

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Deborah Dentler, Attorney  
email:  
cell:  
office voicemail:  
<https://fosterparentlawyer.com>

## McMillan, Acquanette (Netta)

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**From:** Randa Schmalfeld  
**Sent:** Sunday, April 03, 2022 9:09 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Item #11 on City Council Agenda 4/4/22

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*Hello,*

*Please share the following email with Mayor Gordo and our Pasadena City Council Members.*

*Your wonderful support of citizens like me is greatly appreciated!*

*Randa Schmalfeld*

Dear Mayor Gordo and Esteemed City Council Members,

As a Pasadena resident, I urge you to name our city's newest park after Edward Van Halen at your April 4th meeting. Our group, Pasadena 4 Van Halen, has been working to see Eddie honored in his hometown of Pasadena since October of 2020. Our goal is to establish a public space where Eddie's extraordinary talent, his incredible legacy, and his hometown roots can be honored and celebrated. We believe that establishing Eddie Van Halen Park in the heart of Pasadena would honor Edward's legacy and would also bring tourists and fans to the area, boosting the local economy in the process.

I have followed the process for naming this park with great interest and my Pasadena 4 Van Halen partner, Julie Kimura and I were delighted to learn that the city is considering naming the park after Eddie Van Halen. The city survey was a great tool to gather public input on the naming of the park and when the results of the survey were shared at the December Recreation and Parks Meeting we were thrilled to learn that the vast majority of people responding to the survey voted in favor of Eddie Van Halen Park:

Eddie Van Halen Park 3408 votes (84%)  
Octavia Butler Park 526 votes (13%)  
Playhouse Park 135 votes (3%)

These results speak for themselves, but in looking at the criteria for naming a park in the City of Pasadena, Edward Van Halen Park is clearly an excellent choice. Eddie Van Halen not only made significant contributions to the community, city, state and country, but his reach and recognition has been international since the 1970s. He was an innovator and a guitar virtuoso who literally changed the face of music as a result of his talent. I would also argue that Eddie and Alex Van Halen and their band, Van Halen, founded with David Lee Roth and Michael Anthony, had significant cultural and historical impact on our city.

In fact, I believe that Eddie Van Halen exemplifies that spirit of joy and innovation that our city is associated with. He worked tirelessly in engineering the sound that he and Van Halen are known around the world for, and the fact that he was raised in our city, where CalTech and JPL are featured so prominently certainly impacted his drive to make musical magic happen.



When the Recreation and Parks Commission decided to recommend Octavia Butler as the name for our newest park, I was shocked by the discussion and the fact that the Commission chose to ignore the results of the city survey. I watched in surprise as one Commission Member convinced the others and even said that the Commission would be missing an opportunity if they chose not to name the park after Octavia Butler. What in the world could she have been referring to? Though Octavia Butler is known for her SciFi writing, she is familiar only to fans of that writing genre. In contrast, Eddie Van Halen and the band Van Halen are internationally renowned and are one of the top selling artists of all time, filling concert venues and stadiums, and playing before hundreds of millions of people during their touring years.

It is worth noting that Pasadena Unified School District has recently approved changing the name of Washington Middle School, a Science and Tech Magnet School, to Octavia Butler Middle School. Our organization applauds this name change. We also feel that this clears the way for you to reject the Commission's recommendation and instead acknowledge the will of the people, who have voted overwhelmingly in favor of Eddie Van Halen Park.

Can you imagine if any of you as a Council Member received 84% of votes in an election? That's a landslide! Can you also imagine what the public outcry would be if you received such a high percentage of votes, but did not "win" the election? Naming the park for anyone other than Eddie Van Halen just doesn't seem fair or right.

Our group, Pasadena 4 Van Halen, is committed to supporting the city and will happily donate all of our remaining funds toward plaques or signage to support Eddie Van Halen Park and the Van Halen Stage. We are also committed to continued fundraising should the City decide to commission a statue of Edward Van Halen at a later date.

We trust that you will make a careful and considered decision and we hope that you will vote to name our newest park after Edward Van Halen, a man whose legacy is immeasurable. In the words of Harvey Mason, Grammy Museum President and CEO: *"Edward Van Halen's explosive guitar playing and approach to the musical process solidified him as an undeniable force in his field and forever established his place as a true guitar hero. The world is lucky to have witnessed Edward's genius as a guitarist and innovator and we know he will continue to influence and shape rock music indefinitely."*

Pasadena 4 Van Halen is truly grateful to the City for your support of the plaque at the Pasadena Civic Auditorium, which honors the role that the venue played in the band's rise to fame. We look forward to supporting the city as this newest park is developed.

Respectfully,

*Randa Schmalfeld*

Pasadena 4 Van Halen



**McMillan, Acquanette (Netta)**

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**From:** kathy kalligas  
**Sent:** Sunday, April 03, 2022 9:14 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Pasadena Park Edward Van Halen

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Hello

I am emailing as I am a EVH fan and donated to the fund and in favor of naming the Park after him

Good luck at tomorrow's meeting

Kathy Kalligas

Sent from my iPhone

## McMillan, Acquanette (Netta)

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**From:** Colleen Carey  
**Sent:** Sunday, April 03, 2022 10:15 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Agenda Item 11 City Council Meeting 4/4/22

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To Mayor Gordo and Members of the City Council,

In anticipation of agenda item 11 at tomorrow's city council meeting, I respectfully request that the name of the new city park currently under construction in the core of Playhouse Village located at 701 East Union be **PLAYHOUSE VILLAGE PARK not Octavia Butler park.**

As a member of the Playhouse Village Association for the past 15 years and having served on committees and on the Board, I have witnessed first hand the efforts of this association to bring this long sought park to reality. The crusade launched and the time, talent and treasure committed to bring this park to reality by the residents, tenants and commercial property owners in Playhouse Village has been admirable. The residents and property owners all know that a park is essential to the completion of a village community. Frankly, this park simply wouldn't be under construction without their strong lobby to make it happen—to say nothing of the development and entitlement fees that have been poured into city coffers by property owners within Playhouse Village who have taken the task of building a village to heart over the past 15 years. **The Parks and Rec naming policy, attachment B to tonight's meeting package, calls for input on naming from only those property owners within 1,000 feet of the subject park area. Period—it does not call for a social media posting.** It has been brought to my attention that this process was NOT followed and instead was put out on social media which resulted in a very skewed response from those beyond the 1,000 foot boundary called for in the city's naming process. Thus, the ballot box was stuffed by social media admirers of Van Halen and Butler. Indeed, in the 6 pieces of correspondence attached to this agenda, only 4 indicated addresses and all 4 of those were from outside Pasadena (and beyond to include outside the state and the country!). Not one was from a property owner in Pasadena let alone within the required 1,000 feet! If you were to, however, rely simply on the parks and rec stated criteria and only those responses offering input from property owners within the 1,000 foot required boundaries of the park, I believe you'd find an overwhelming majority response in favor of Playhouse Village Park. In good conscience, I believe you should follow your own guidelines set for the process and finalize the park naming as Playhouse Village Park. I would think that if you wanted a compromise and choose to call a portion of the park, the Van Halen stage within Playhouse Village Park, that would certainly be acceptable.

There are many other naming opportunities that are very appropriate for Octavia Butler including educational institutions, libraries, etc. Surely the city can appease Octavia's followers by naming reading rooms at its libraries throughout the city after Octavia Butler—a fitting and wonderful testimonial to her contributions!

Thank you for your consideration.

**Colleen Carey**  
Founding Principal  
Lee & Associates | Pasadena

## McMillan, Acquanette (Netta)

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**From:** Benny Levy  
**Sent:** Monday, April 04, 2022 8:28 AM  
**To:** PublicComment-AutoResponse  
**Subject:** EDDIE VAN HALEN PARK

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Hi, as we all know the voting for the naming of the park is today, I kindly suggest that you name the park under one of the most gifted musicians in history, not only will you honor him and his band but also it will be a Tourist visit, where all music fans will likely go visit and pay homage to Eddie, that will bring Pasadena into the map.

VAN HALEN = PASADENA  
PASADENA = VAN HALEN

All the best

Benny Levy

**McMillan, Acquanette (Netta)**

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**From:** Charlie Hamill  
**Sent:** Monday, April 04, 2022 8:46 AM  
**To:** PublicComment-AutoResponse  
**Subject:** EVH park

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Please pay proper tribute to the Einstein/Ben Franklin of our time Edward Van Halen. He has touched and reached more people w his music and innovations than most ever will. Make Pasadena proud and the world proud! Thanks Charlie Hamill

## McMillan, Acquanette (Netta)

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**From:** Jake Levy  
**Sent:** Monday, April 04, 2022 9:13 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Eddie Van Halen Park

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My vote is for EDDIE VAN HALEN PARK.

JL  
[toxic.mx](#)

Considere el impacto al medio ambiente antes de imprimir este e-mail.  
Please consider the environment impact before printing this e-mail.

## McMillan, Acquanette (Netta)

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**From:** Taryn Ferran  
**Sent:** Monday, April 04, 2022 9:43 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Agenda item No. 11

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Hello, I am a property owner of Granada Court, Unit 108, and am very much in favor and support of the park being named Playhouse Village Park. This is Agenda Item 11.

Best regards,  
Taryn Ferran  
Granada Court, 108

**Jomsky, Mark**

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**From:** FissureFilms  
**Sent:** Monday, April 4, 2022 9:50 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Agenda item 11 - Park Name

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Dear City Council members,

I am a resident/ owner at 700 East Union Street, and I wholly support the proposed park name "Playhouse Village Park." It's classy, inclusive, and sings "Pasadena!"

Sincerely,

Jeffrey Perlmutter

**McMillan, Acquanette (Netta)**

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**From:** myra kohanyi  
**Sent:** Monday, April 04, 2022 10:22 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Park naming

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I am a resident at Granada Court. I would like to endorse the name of Playhouse Village Park.

Best

Myra Kohanyi

Sent from my iPad



## McMillan, Acquanette (Netta)

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**From:** Gabriel Kohanyi  
**Sent:** Monday, April 04, 2022 10:28 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Playhouse Village Park Name

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I am a resident at Granada Court at 700 E Union St., here in Pasadena, and I support naming the new park across the street from our condo complex the:

**PLAYHOUSE VILLAGE PARK.**

Thank you,  
Gabe Kohanyi

RECEIVED

April 4, 2022

2022 APR -4 AM 10:39

To Mayor Gordo and the City Council:

Hello, my name is Julie Kimura and I'm one of the founders of Pasadena4VanHalen, a local group setup by Pasadena residents Randa Schmalfeld and myself. We setup this group after Eddie Van Halen died for the purpose of helping the city show its pride in its connection to the massively popular and successful rock band Van Halen. While the band's genre isn't everyone's cup of tea, there is no denying that they are among the upper echelon of their class and continue to have a profound influence in the music world. Not all of Pasadena's exemplary residents are at such a level of accomplishment in their respective field, so we think this is something the city should most definitely recognize and celebrate.

As I'm sure you are aware, the Parks and Recreation Commission voted to name the new park after Octavia Butler despite Eddie Van Halen winning the public vote by a huge margin. Doing so slapped the voters in the face and blatantly showed how little the Commission values what the public wants. It caused a lot of people to become angry and disillusioned with the leadership of the city and sent a clear message that it's their way or the highway. Why would they even hold a vote if they weren't going to honor the results? This is the type of small-town and controversial politics I feel our city is better than.

I would like the city council to reject naming the new park after Octavia Butler, who came in behind Eddie Van Halen with a significant gap in the public voting event. Instead, I'd like to see the city council choose the winner of the vote for the park's name, rather than naming a sad little "stage" located within the park after the 1<sup>st</sup> place winner. That's no way to treat a star of such magnitude. Naming the park after the band is more conducive to what they have earned and where they stand in esteem.

According to the city the Van Halen family expressed their wish to have the name be Van Halen instead of just Eddie Van Halen, and I can confirm a mass amount of Van Halen fans respect that. Also, as Randa has said in her prior communications, if the park is named for the band, we will donate our remaining funds towards signage or a plaque, etc.

**Please keep in mind that a middle school in the city was recently renamed after Octavia Butler which is a major honor and one that will be seen daily by thousands of people.** If the city names a park after her too, Pasadena risks "Octavia over saturation" similar to how Jackie Robinson has many substantial honors throughout the city and other worthy residents have none. While Butler and Robinson are remarkable people and are certainly worthy of being honored, there are many exceptional people who hail from Pasadena, and the city's efforts to show its love should be shared. Eddie Van Halen has a small plaque that can only be seen by pedestrian traffic if one should walk past the exact wall where it's located at the Civic Center. Naming a park after the band will in no way pose an over saturation risk for the band. I think it'd be just the right amount of exposure.

Thank you for considering naming the new park after Van Halen, the winner of the vote that the Parks & Rec Commission tossed aside, and the only candidate who holds such an immense amount of fame.

Sincerely,

Julie Kimura

04/04/2022

Item 11

## McMillan, Acquanette (Netta)

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**From:** Sharon Higuera  
**Sent:** Monday, April 04, 2022 10:44 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Playhouse Village Park

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Mayor Gordo and members of the Pasadena City Council:

I am a property owner directly across Union Street from the park site. I take pride in living so close to the Pasadena Playhouse, a true California Treasure.  
Please vote for the name Playhouse Village Park.

Respectfully,  
Sharon G. Higuera

**McMillan, Acquanette (Netta)**

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**From:** Linda Vogler  
**Sent:** Monday, April 04, 2022 12:10 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Park name

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As an owner at Grenada Court I support naming the park

Playhouse Village Park

Sent from my iPhone  
Linda Coffing Vogler

**McMillan, Acquanette (Netta)**

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**From:** Susan Weikel  
**Sent:** Monday, April 04, 2022 12:53 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Park mnaming

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To the Mayor and City Council,

I live across the street from the new park being built on East Union. I am advocating for the park to be named after Octavia Butler and for the stage to be named after Eddie Van Halen. Both were residents of Pasadena and it is nice to see acknowledgement from the community for the cultural contributions from these 2 individuals.

Thank-you,

Susan Weikel

Pasadena, Ca. 91101

## McMillan, Acquanette (Netta)

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**From:** Daniel Fry-Maguire  
**Sent:** Monday, April 04, 2022 1:15 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Pasadena New Park

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Hi,

I would like to share our interest in the new Pasadena park being named after Eddie Van Halen and his band members.

At Percussion Play, we design and manufacture outdoor musical instruments. Differences in age, gender, ethnic or linguistic background have no place in music and obstacles present in other activities defined by motor and mental ability are absent where music is concerned.

This would be a great opportunity to incorporate outdoor musical elements that would give back to the community, encourage play based learning in the great outdoors, and also pay tribute to the life of Eddie Van Halen.

If you would like to find out more, please visit our website or get in touch.

Kinda regards  
Daniel Fry-Maguire



Tel: UK [+44 173 023 5180](tel:+441730235180) USA [+1 866 882 9170](tel:+18668829170)



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Sent from my iPhone

## McMillan, Acquanette (Netta)

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**From:** Marjorie Lindbeck  
**Sent:** Monday, April 04, 2022 10:30 AM  
**To:** PublicComment-AutoResponse  
**Subject:** Item No. 11 on Council Agenda

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Dear Mayor Gordo and City Council Members:

Every day I peek out my window to see the terrific new park come to life directly across the street! It is exciting and will be a wonderful addition to the City of Pasadena. Thank you!

As was mentioned often at the park groundbreaking this past summer, this park was being discussed when I moved here in 2007. It has long been a priority for the Playhouse Village. There were meetings, discussions, park designs created, sessions with the community and grants written — all community driven. When redevelopment funds disappeared, so did our hopes for the park — until the Banner Bank went on the market. The Playhouse Village Association along with residents and business owners quickly energized and advocated for a park to include both the parking lot and the Banner Bank site to give us green space in the downtown urban village. Again, we served on stakeholders committees, participated in community meetings, wrote letters to you and advocated for a real park in Playhouse Village. This is the park that is nearing completion.

Funding for the purchase of the Banner Bank site came from Residential Impact Fees which many of us paid to the developers as costs were passed along. And, the developers paid the fees and costs as well. And, just recently, we overwhelmingly voted to renew our Property-Based Improvement District for 6 years at increased assessment rates with the expressed intent to use those funds to help maintain and clean the park.

The Playhouse Village Association was initially asked to name the park, and did so, which resulted in the name "Playhouse Village Park." A naming process was subsequently undertaken by City Staff, who said they "discovered" a naming policy, which I learned was adopted by the Parks & Rec. Commission in 2014. Was it used in the Desiderio Park naming? This staff process was done in good faith, I'm sure. But the City's naming policy is clearly aimed to address the wishes of the residents within 1000 feet of the park. Never was an international social media campaign envisioned or suggested in the naming policy. It is unfortunate, but that is what happened. The process does not call for a "vote" either. Further, when we participated in the process last summer and noted that no address or identifying information was required to participate, we questioned the process at the time.

In the staff support, I was surprised to read the detailed biographies of Octavia Butler and Eddie Van Halen, yet little mention was made of the background of the community and the Playhouse Village Association that has come together to advocate for, develop, pay for, activate and maintain this park! In fact, the description of the Playhouse Village was inaccurate. We intend to utilize this part to create community in the City's downtown and to increase economic vitality in our area.

This will be the first green space in this downtown area. It will be a gathering place for the Playhouse Village. It will help us create the downtown community that was referenced, but largely dismissed throughout the Redistricting Task Force meetings — as well as at the Parks and Recreation Committee meeting. Both

Eddie Van Halen and Octavia Butler are well deserving of recognition. In fact, recently Pasadena renamed a school after Ms. Butler. And the City recognized Mr. Van Halen with a plaque at the Convention Center. But this is not appropriate for this particular park.

Several years ago, I came before City Council and said, "You invited me here by creating these downtown developments." Our Village in the heart of Pasadena is growing. It is taking on the life you envisioned when you allowed developers to build developments like mine. This is a small urban park created and advocated for by its residents and businesses along, of course, with the terrific support and commitment of our City. This park will be central to our urban village which takes its name from our world famous Pasadena Playhouse, the State Theatre of California. It names a place. It is our place. I respectfully urge adoption of the name **Playhouse Village Park** in recognition of all this.

Thank you,

Marjorie Lindbeck

Pasadena, CA 91101

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Marjorie Lindbeck



# Playhouse Village

In the heart of Pasadena

April 4, 2022

Mayor Gordo and Members of Pasadena City Council  
City of Pasadena  
100 N Garfield Ave  
Pasadena, CA 91109

Dear Mayor Gordo and Pasadena City Councilmembers:

The Playhouse Village Association (PVA) Board of Directors would like to reconfirm our endorsement of "Playhouse Village Park" to be the name for the under-construction park at Union and El Molino in Playhouse Village.

Building on our own public research and Board endorsement in late 2020, the PVA Board again supports the name of Playhouse Village Park for this new urban open space with the following important acknowledgments:

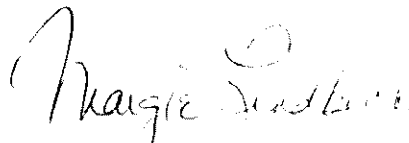
- Community members have advocated for a park on the site for well over ten years as a central feature of an emerging neighborhood and catalyst for greater investment and placemaking;
- The City's naming process was significantly flawed by creating online voting polls which allowed for disproportionate input from well-known celebrity advocacy groups to usurp what was intended for nearby property owners per the City's own guidelines;
- The new park name should reflect its location in Playhouse Village, a rapidly transforming part of our downtown, with a focus on an unserved urban residential community with diverse population and needs distinct from other parks or open spaces in Pasadena;
- Property owners and residents in Playhouse Village are nearly entirely responsible for the park's funding source through contributing millions of dollars in Residential Impact Fees with new residential and mixed-use projects near the park site;
- The PVA has entered into a maintenance agreement with the City of Pasadena by again leveraging private property owner funding to ensure adequate safety and maintenance of the park and parking lot; and
- The City and PVA continue to develop a park management agreement for enhanced programming and activation for this unique urban park, further solidifying the PVA's role in partnership with the City.

We look forward to your decision to name the new park in recognition of the Playhouse Village residents and community. Thank you for consideration.

Sincerely,



Brian Wallace  
Executive Director



Margie Lindbeck  
Chair, Board of Directors

cc: Cynthia Kurtz, Dave Klug, Tony Olmos, Kris Markarian, Brenda Harvey Williams, Lola Osborne

04/04/2022  
Item 11

## McMillan, Acquanette (Netta)

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**From:** Cynthia Hwang  
**Sent:** Monday, April 04, 2022 3:21 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Playhouse Village Park

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Dear Mayor Gordo and City Council Members:

I own a condo unit adjacent to the park that is being constructed on Union, between Oak Knoll and El Molino. I want to start by thank you for the investment the City is making in the park. I am certain it will be enjoyed by many people and be additive to making Pasadena a beautiful city for all of its residents.

I am writing to strongly advocate for the park to be named Playhouse Village Park. I believe this name best represents its location and further adds to the wonderful amenities that are part of the Playhouse community. Thank you in advance for your consideration.

Best regards,  
Cynthia

## McMillan, Acquanette (Netta)

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**From:** Lachlan Sands  
**Sent:** Monday, April 04, 2022 4:02 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Naming of the Park

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Dear Mayor Gordo and Pasadena City Council Members,

Please allow me to urge the council to name the new park in the Playhouse Village District the Playhouse Village Park. For a decade local residents and business owners have sought to establish the park for the specific purpose of having a hub from which a true characteristic neighborhood can extend. The Playhouse Village Association has been, and will continue to be, a key driver in the success of the park having contributed millions of dollars to its development and maintenance. Unfortunately the naming of the park has been inappropriately usurped by special interest groups without a foot in the local community. Again I urge the council to name the park in such a way that it resonates with local residents, businesses, and the rest of Pasadena – Playhouse Village Park.

Sincerely,

Lachlan Sands Ph.D. M.Ed. CCC CCE | President, Los Angeles Campus  
Institute of Culinary Education |

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