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August 12, 2022

Pasadena City Council
City of Pasadena
100 North Garfield Avenue
Pasadena, California 91101

Re: Application to Designate the I. Magnin & Company as a Landmark

Dear Honorable Mayor and Members of the City Council,

Pasadena Heritage fully supports the designation of this building as a landmark. We applaud Erehwon for going through this process and for bringing the building back into productive service of the community. We were pleased to learn about the future plans of the building at the Historic Preservation Commission, and think the mix of uses proposed in the building work well with the identity of South Lake Avenue as a premier commercial and neighborhood-serving corridor.

Through our advocacy work with Bullock's Pasadena, now Macy's, we have encouraged the preservation of this building as part of the identity of South Lake Avenue. We are glad the current owner has proven to be a dedicated steward focused on appropriately restoring the building while reactivating it. We are looking forward to the new uses and for the building to be open to the public once again.

We encourage you to support the nomination of the elegant, Modern I. Magnin & Company building as a Pasadena landmark.

Sincerely,

Susan N. Mossman
Executive Director

Andrew Salimian
Preservation Director

08/15/2022
Item 14

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