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CITY CLERK
CITY OF PASADENA

VIA ELECTRONIC MAIL ONLY

February 25, 2022

Mayor Victor Gordo and Members of the City
Council
City of Pasadena
100 N. Garfield Ave.
Pasadena, CA 91101
c/o Mr. David Reyes
E-Mail: davidreyes@cityofpasadena.net
E-Mail: correspondence@cityofpasadena.net

Re: East Colorado Specific Plan Update

Dear Mayor Gordo and City Council Members:

Thank you for considering the below comments from In-N-Out Burger regarding the East Colorado Specific Plan Update.

First off, In-N-Out wants you to know that we love Pasadena. Pasadena is home to the oldest operating In-N-Out Burger restaurant in existence. The Foothill Blvd double-drive store was the 5th store built in the chain. Store #5, as it is called, originally opened for business on September 17, 1952 and is such an icon of Southern California pop culture that the City of Pasadena designated it a historic landmark in 2002.

In addition to Pasadena being home to the oldest operating In-N-Out Burger restaurant, In-N-Out has had a special relationship with the Rose Parade, the Rose Bowl game, and the Bands who have made both of those events special for many, many years. We have fed the bands at the end of the Rose Parade every year (except two) since 1974, and we have been feeding the football teams who play in the Rose Bowl game, as well as the bands who participate in Band Fest for almost as long. In-N-Out feels privileged and proud to participate in these traditions and looks forward to continuing them for many years to come.

In-N-Out has been searching for a second location in Pasadena for many, many years. As you may know, last year we went through a preliminary Development Plan Review for a proposed new In-N-Out Burger restaurant at 1978 E Colorado Blvd, the site of the former Camerons Seafood Restaurant. Our goal in redeveloping this site is to serve the Pasadena community with a modern In-N-Out Burger restaurant that offers ample indoor and outdoor dining that is accessible to pedestrians and bicyclists from Colorado Blvd, as well as our popular drive-through service. The former Camerons Seafood site is an excellent property, unique in many ways, and would fulfill those goals. We also expect that this new restaurant will help to reduce the drive-through lines at the Foothill location, which would be a benefit to the Pasadena community.

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In-N-Out participated in the Planning Commission hearing held in September last year at which the Commission voted to recommend that City Council approve the East Colorado Specific Plan. We note that the Commission's approval recommendation came with unanimous direction to City Planning Staff to refine the Plan before sending to City Council to:

1. Remove the prohibition on new drive-through establishments that was contained in the Draft Plan;
2. Provide that new drive-through establishments be allowed in the Plan area with a Conditional Use Permit, based on an analysis of project-related curb cuts and number of driveways; and,
3. Eliminate in the Plan area the limitation set forth in Section 17.50.090.A of the Zoning Code that a fast food restaurant with a drive-through service shall not be located closer than 500 feet to another fast food restaurant with drive-through service.

The Staff Report published on 2/24/22 for the 2/28/22 City Council Meeting appears to inadvertently or mistakenly omit some of the above elements. We trust that the above Planning Commission recommendations will be presented to you as intended by the Commission in an amended, corrected Staff Report at the 2/28/22 City Council meeting. Presuming this correction occurs, In-N-Out Burger is in support of the East Colorado Specific Plan Update.

Thank you for your consideration.

Jim Lockington
Manager, New Store Development
In-N-Out Burger



**PASADENA
HERITAGE**
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651 SOUTH ST. JOHN AVENUE
PASADENA, CALIFORNIA 91105-2913

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February 25, 2022

Mayor Victor Gordo and Pasadena City Council
Attn: Mark Jomsky
Pasadena City Hall
100 N. Garfield Avenue
Pasadena, CA 91101

Re: East Colorado Specific Plan – Support with Amendments

Dear Honorable Mayor and Members of the City Council,

Pasadena Heritage supports the East Colorado Specific Plan but we also ask you to support an amendment to clearly identify historic resources in the plan area. We have been working with the planning staff and have provided them with a list of resources, some of which have already been identified and others that we believe are eligible. We thank them for their receptiveness to our input. That list is attached on page 2 of this letter for your reference.

Though much of the East Colorado Specific Plan Area may not be deemed historic, there are a number of historic resources throughout the district, many of which are from the early automotive and Route 66 eras. We believe they provide the district with a unique identity that can be built upon and celebrated and should not be erased. The Howard Motor Company and the Saga Motor Hotel are two such examples. We ask that these resources be clearly identified so that owners and developers know of their status early in the development process.

Although East Colorado was originally an auto oriented neighborhood, it has become a relatively transit rich neighborhood, served by the L Line and multiple bus lines. In the coming years, these will be supplemented by a Bus Rapid Transit (BRT) line as well as several bike lanes to be implemented by Pasadena's Department of Transportation. It is becoming more walkable and neighborhood oriented, akin to Old Pasadena or the Playhouse Village. We believe this Specific Plan will encourage that further by reducing parking requirements, minimizing setbacks, and encouraging publicly accessible open space.

We believe that under this Specific Plan, East Colorado will be allowed to grow organically, but we hope the historic resources that define it today will be part of its future identity and sense of place. We thank you for hearing our comments and concerns.

Sincerely,

Susan N. Mossman
Executive Director

Andrew Salimian
Preservation Director

CC: David Reyes, Director of Planning
Anita Cema, Principal Planner
David Sanchez, Principal Planner

Address	Historic Name	Alternate Name	Designation
45 N Allen Ave		Craftsman duplex	PH - Potentially eligible
1095 E Colorado Blvd	Kindal Building	Caliber Collision	National Register Individual Property
1155 E Colorado Blvd	Parker's Office Supply	Michael's	Eligible Landmark
1283 E Colorado Blvd	Howard Motor Company Building		National Register Individual Property
1305 E Colorado Blvd	Holliston Avenue Methodist Church		Landmark
1335 E Colorado Blvd	F. Suie One Co.		PH - Potentially eligible
1365 E Colorado Blvd	Pasadena Ford		Eligible Landmark
1555 E Colorado Blvd	Calvary Baptist Church		PH - Potentially eligible
1633 E Colorado Blvd	Saga Motor Hotel		Historic Sign / PH - Potentially eligible
1750 E Colorado Blvd		St. George's Medical Clinic	PH - Potentially eligible
1837 E Colorado Blvd		English Cottage Bungalow Court	PH - Potentially eligible
1845 E Colorado Blvd		Psychic Vision	PH - Potentially eligible
1855 E Colorado Blvd	Draper's	Rose City Dental	Landmark
1901 E Colorado Blvd		Allied Auto	If approved by HPC, historic Allied Auto sign would be moved to this new location
2100 E Colorado Blvd	Pasadena Bldg.		PH - Potentially eligible
2176 E Colorado Blvd	C&H Sales Co Surplus Materials & Surplus Signs		Historic Sign
1121 E Green St		Midcentury Medical Building	PH - Potentially eligible
1202-1214 E Green St		Gas Company Complex	PH - Potentially eligible
1271 E Green St		Afters Ice Cream	Landmark
1275 E Green St	Burns E. Eastman Building		Landmark
1821 E Walnut St	Bells & Vaughn Frame & Wheel Aligning Sign		Historic Sign



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February 25, 2022

Mayor Victor Gordo and Pasadena City Council
Attn: Mark Jomsky
Pasadena City Hall
100 N. Garfield Avenue
Pasadena, CA 91101

Re: Historic Preservation Ordinance Amendments & Citywide Survey

Dear Honorable Mayor and Members of the City Council:

Pasadena Heritage does not object to the changes to the Historic Preservation Ordinance as proposed. We understand that the revisions are needed due to problems that have arisen from language in the previous ordinance revision. We believe the proposed amendments will provide more clarity and prevent the unintended consequences that have come to light regarding Landmark District designations and eligibility.

We fully support and applaud the recommendation for a citywide survey of historic resources!

This survey has long been needed to establish the baseline for many unsurveyed and potentially eligible historic buildings and sites. The Historic Preservation Commission and Planning Commission both recommended that such a survey be initiated. We urge the City Council to embrace this proposal and provide funding for it. Pasadena Heritage is willing to assist in any way we can with that effort.

What continually creates conflict is the fact that property owners often do not know if their property contains an eligible historic resource until they apply for a permit. This causes confusion and often results in conflict between owners, city staff, preservationists, realtors and neighborhood groups. This confusion could be largely eliminated by a complete record of designated and eligible properties that could be accessed and relied upon by all concerned. There are many sites in the City of Pasadena that are not historic and can be redeveloped, but as an historic city, there are many sites that should be preserved or adaptively reused. Both types of properties are important, but it is the historic sites that contribute to Pasadena's sense of place and provide an irreplaceable record of its history. Our historic places are a main reason Pasadena is such an attractive City.

We thank the City Council for your continued support of historic preservation.

Sincerely yours,

Susan N. Mossman
Executive Director

Andrew Salimian
Preservation Director

cc: David Reyes, Director of Planning
Kevin Johnson, Principal Planner

R. Scott Jenkins
A Professional Corporation
rsjenkins@hahnlawyers.com

HAHN & HAHN LLP
LAWYERS

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February 25, 2022

VIA ELECTRONIC MAIL ONLY

Mayor Victor Gordo and Members of the City
Council
City of Pasadena
100 N. Garfield Ave.
Pasadena, CA 91101
E-Mail: correspondence@cityofpasadena.net

Re: East Colorado Specific Plan – Drive-Through Restaurant with CUP

Dear Mayor Gordo and City Council Members:

We contact you on behalf of In-N-Out Burger regarding the proposed adoption of the draft East Colorado Specific Plan (the "Plan").

The prior draft of the Plan prohibited new drive-through establishments of any sort throughout the entire Plan area.

At its meeting on September 22, 2021, the Planning Commission **unanimously** determined (at 1:49 on the audio tape) to recommend the following to the City Council:

1. Remove the prohibition on new drive-through establishments in the Plan area;
2. Provide that new drive-through establishments be allowed in the Plan area with a Conditional Use Permit, based on an analysis of project-related curb cuts and number of driveways; and,
3. Eliminate in the Plan area the limitation set forth in Section 17.50.090.A. of the Zoning Code that a fast food restaurant with a drive-through service shall not be located closer than 500 feet to another fast food restaurant with drive-through service.

Unfortunately, the Staff Report in this matter seems to suggest otherwise. We have called out this discrepancy to City Staff. We have been told that our recollection of the Planning Commission action is correct. We have been assured that City Staff will correct the Staff Report accordingly at the City Council hearing.

02/28/2022
Item 1

Mayor Gordo and City Council Members
February 25, 2022
Page 2

We applaud the recommendation of the Planning Commission, and request that you incorporate those changes into the Plan. As so revised, we encourage you to adopt the new Plan.

Thank you for listening.

Very truly yours,

A handwritten signature in blue ink that reads "R. Scott Jenkins". The signature is written in a cursive style with a large, stylized "R" at the beginning.

R. Scott Jenkins
of HAHN & HAHN LLP

RSJ:td

cc: Mr. Jim Lockington
Ms. Julianna Delgado

RSJ\37229.00001\3400479.1

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2022 FEB 28 AM 8: 59

CITY CLERK
CITY OF PASADENA



February 25, 2022

Mayor Victor Gordo and Pasadena City Council
100 N Garfield Avenue
Pasadena, CA 91109

Re: East Colorado Specific Plan

Dear Mayor Gordo and City Council Members,

The Board of Directors of the Pasadena Chamber of Commerce supports adoption of the East Colorado Specific Plan but would like a clarification. Are drive-thru uses to be allowed, with a Conditional Use Permit, throughout the plan? When the Planning Commission unanimously approved the plan it was with the understanding that drive-thru uses would be permitted throughout the area. The current recommendation from Planning and Development Department staff restricts drive thru uses to a portion of the plan area. The Pasadena Chamber supports the East Colorado Specific Plan as long as drive-thru uses are allowed throughout, with a Conditional Use Permit.

Colorado Boulevard has been historically significant to Pasadena and its growth and development. Even before the designation of Route 66 in 1926, Colorado Boulevard was Pasadena's commercial hub. The area still has architectural resources from that period, including car dealerships, store fronts, commercial buildings and more. The Main Street of America has also been the Main Street of Pasadena.

Colorado Boulevard east of Lake Avenue has historically been an auto-oriented street and continues to be so today. It remains home to hotels and motels, auto repair shops, fast food restaurants and car dealerships.

While it is important that we reduce auto uses as much as possible, and the resultant greenhouse gas emissions, the reality remains that the vast majority of trips in and to Pasadena are by automobile. Considering the historic nature of East Colorado Boulevard as an auto oriented street, and the current uses which are clearly auto oriented, it makes sense to maintain this section of Colorado Boulevard for uses that purpose, including drive-thru uses.

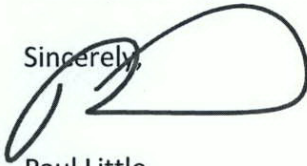
Pasadena residents need places to get their car serviced. We need affordable places for visiting friends and relatives to stay. We need places to buy new and used cars.

As the pandemic has proven, Pasadena residents also need drive-thru opportunities, not just for restaurant uses, but as an easy and safe way to pick up prescriptions from the pharmacy and more. Preserving drive thru uses along the East Colorado Specific Plan is sensible. Requiring a Conditional Use Permit for such uses provides the City the ability to maintain standards and protect neighbors and neighborhoods. It also allows the City's to protect the area from overconcentration, poorly designed projects and unwanted uses, such as drive thru liquor stores.

Please consider allowing drive thru uses throughout the East Colorado Specific Plan area.

Thank you for your service to Pasadena.

Sincerely,

A handwritten signature in black ink, appearing to be 'Paul Little', written over the word 'Sincerely,'.

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce and Civic Association

Iraheta, Alba

From: Jamie Cho
Sent: Saturday, February 26, 2022 12:34 AM
To: PublicComment-AutoResponse
Subject: Agenda Item #1: PUBLIC HEARING: EAST COLORADO SPECIFIC PLAN

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Dear Mayor Gordo and members of the Pasadena City Council,

As a Pasadena resident, I urge you to do everything you can to ensure the East Colorado development will be executed with environmental sustainability in mind, in all aspects. It is imperative to plan the future while being responsive to and responsible for the prominent climate crisis. Choosing an environment-friendly approach over conventional methods may not necessarily be cost-effective at the time. However, by minimizing the damage to the environment now, we will be saving money on trying to deal with the worsening climate crisis later on. "Our Pasadena" website lists guiding principles that I highly value and support. My main concern is ensuring that this city planning minimizes the harm to the environment as well as existing residents. Below are my suggestions to address the concern:

- 1.
- 2.
3. Use renewable energy (such as solar) as much as possible instead of fossil-fuel-based power and gas.
- 4.
- 5.
- 6.
7. Mandate recycling and have recycling bins available on the streets.
- 8.
- 9.
- 10.
11. Organize
12. community-scale
13. composting which is currently not available in the East side of Pasadena as per
14. LA
15. Community Garden Council and
16. FindAComposter.com.
17. CA state CalRecycle's Community
18. Composting for Green Spaces Grant program states that community-scale composting is "one approach
19. to preventing landfill disposal of compostable organic materials. It has the potential to reduce waste generation while benefiting the earth by returning nutrients to the soil. Your program can also engage and enhance your community or a local school with
20. a fun educational experience." Even though SB1383 is in effect, landlords and business owners may find it difficult to participate on their own. Having community-scale

composting in East Pasadena could help alleviate the burden and bring the community together

21. at the same time.

22.

23.

24.

25. Encourage businesses to minimize the use of disposables.

26.

27.

28.

29. Plant native plants and drought-tolerant plants and trees. As per

30. USDA

31. / US

32. Forest Service, benefits of native plants include:

33.

-
-
- Low maintenance (does not require fertilizers and uses fewer pesticides than lawns);
-
-
- Save water (require less water than lawns and help prevent erosion);
-
-
- Better air quality (do not require mowing and native plants sequester carbon from the air);
-
-
- Provides habitat for wildlife (promote and conserve biodiversity);
-
-
- Reflects the local native beauty and adds scenic value;
-
-
- Trees provide natural shade and cool air while sequestering carbon.
-

5.

6.

7. Implement city-wide rent control with a lower cap on the total annual rent increase.

8. AB1482

9. doesn't provide enough security for many renters. "Prohibit(-ing) owners of certain residential rental property from increasing rents each year more than five percent plus the percentage change in the cost of living or 10 percent, whichever is lower" can still

10. result in financial burden on many renters. It is not uncommon that gentrification results in existing residents' relocation to more suburbs and outskirts due to increasing rent and living costs. Existing Pasadena residents need the rent control protection
11. to continue to contribute and enjoy the city and this incentive on renters will also attract new renters, enhancing equity.
- 12.

I sincerely hope that Pasadena will be the leader in the region by leading with an innovative and creative approach to city planning that is more beneficial to our community and the environment. Thank you very much for your consideration and for your hard work to keep our city beautiful and thriving.

Sincerely,

Jamie Cho

Iraheta, Alba

From: Jamie Cho
Sent: Saturday, February 26, 2022 12:36 AM
To: PublicComment-AutoResponse
Subject: Agenda Item #1: PUBLIC HEARING: EAST COLORADO SPECIFIC PLAN

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Dear Mayor Gordo and members of the Pasadena City Council,

As a Pasadena resident, I urge you to do everything you can to ensure the East Colorado development is imperative to plan the future while being responsive to and responsible for the prominent climate crisis that may not necessarily be cost-effective at the time. However, by minimizing the damage to the environment, we can address the climate crisis later on. "Our Pasadena" website lists guiding principles that I highly value and support: the environment as well as existing residents. Below are my suggestions to address the concern:

1. Use renewable energy (such as solar) as much as possible instead of fossil-fuel-based power.
2. Mandate recycling and have recycling bins available on the streets.
3. Organize community-scale composting which is currently not available in the East side of Pasadena. The state CalRecycle's Community Composting for Green Spaces Grant program states that community-scale composting is a "win-win" for the community and the environment. It has the potential to reduce waste generation while benefiting the community and the environment. "Even though it may require some initial investment, it can help you and your community or a local school with a fun educational experience." Even though it may require some initial investment, it can help you and your community or a local school with a fun educational experience. Having community-scale composting in East Pasadena could help a lot of people participate on their own.
4. Encourage businesses to minimize the use of disposables.
5. Plant native plants and drought-tolerant plants and trees. As per USDA / US Forest Service, I recommend:
 - Low maintenance (does not require fertilizers and uses fewer pesticides than lawns);
 - Save water (require less water than lawns and help prevent erosion);
 - Better air quality (do not require mowing and native plants sequester carbon from the atmosphere);
 - Provides habitat for wildlife (promote and conserve biodiversity);
 - Reflects the local native beauty and adds scenic value;
 - Trees provide natural shade and cool air while sequestering carbon.
5. Implement city-wide rent control with a lower cap on the total annual rent increase. AB1482 does not exempt certain residential rental property from increasing rents each year more than five percent plus inflation. This can still result in financial burden on many renters. It is not uncommon that gentrification results in increasing rent and living costs. Existing Pasadena residents need the rent control protection and it will also attract new renters, enhancing equity.

I sincerely hope that Pasadena will be the leader in the region by leading with an innovative and creative approach to addressing the climate crisis and the environment. Thank you very much for your consideration and for your hard work to keep our city a great place to live.

Sincerely,

Jamie Cho

Iraheta, Alba

From: Jonathan Spaulding
Sent: Saturday, February 26, 2022 2:16 PM
To: PublicComment-AutoResponse
Subject: East Colorado Specific Plan

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As a resident and homeowner within the East Colorado Plan area since 1993, I am writing in support of the adoption of the Plan by Council. I support the development of greater residential density, more pedestrian and mass-transit mobility, and increasing access to public park space.

I do not support more fast-food locations, car washes, and other auto-oriented businesses. We want a vibrant, walkable community with pedestrian-oriented retail.

I support mixed-use developments that provide both retail and housing options.

Thank you

--

Jonathan Spaulding