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CITY CLERK
CITY OF PASADENA

October 14, 2023

City Council
City of Pasadena
100 North Garfield Ave
Pasadena, CA 91101

Re: 740-790 East Green Street

We join with other concerned residents in asking the City Council to return the project to the Design Commission for a full and open discussion of all the potential environmental impacts that have been raised by residents.

City Staff relies on the Design Commission to have reviewed the many serious issues at play here and to have responded to public concern. Yet, at that hearing, the potential impacts were discussed only for a few minutes and minimal questions were asked. The Commission merely noted that the traffic impacts had been sufficiently mitigated by a change in use to a part of the project (from commercial to office space), that a report had been prepared finding no other problems, and then the discussion moved on to design particulars. We believe that these issues deserve a full discussion. For example, why does the movement to office space reduce the traffic issues sufficiently to mitigate traffic concerns when the VT threshold was originally surpassed? What are the issues raised by potential soil contamination and are the proposed mitigations sufficient to protect the public or the on-site workers?

There have been many important changes to this project that have significantly improved it. Additionally, we support the much-needed affordable housing that will be provided once the project is completed. Yet however beneficial and well designed a project is, we must still have a full understanding of the environmental impact it will have.

The work the Design Commission does is critically important to our community. At the discussion of the project at 141 South Lake Avenue, a similarly large and impactful project, Commissioner Litwin asked an important question - at what point does design become function? More importantly, Chair Delgado stated that their commission was only to review design at this particular meeting, not the functional impacts of the project.

We believe there could be a misunderstanding of the Commission's responsibility, which is troubling to our organization since we want our city to remain "livable" as we grow. Design does drive the function and the impact on our community, our streets, and our resources. It

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must be viewed from this point of view for successful development. As such, particularly when there is no other reviewing body for a project, the Design Commission needs to fully examine all aspects of a project. That did not happen here. As such, this project must be sent back to the Design Commission for a full, open discussion of the environmental impacts raised by this project. Livable Pasadena is concerned our city is growing without much needed review of environmental impacts, and frankly, it is very concerning.

Thank you,

Megan Foker
On behalf of Livable Pasadena

McMillan, Acquanette (Netta)

Subject: FW: 770 E. Green Street project

From: Paul Little <Paul@cityofpasadena.net>
Sent: Monday, October 16, 2023 9:32:56 AM
To: City_Council <ccouncil@cityofpasadena.net>
Cc: Jomsky, Mark <mjomsky@cityofpasadena.net>; Paige, Jennifer <jpaige@cityofpasadena.net>
Subject: FW: 770 E. Green Street project

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Hello.

Prior to the initial City Council hearing, I submitted the email below as public comment on the development at Green Street and Hudson Avenue in Pasadena.

I do not see that as part of the record from the previous meeting.

In case this was missed, I am resubmitting the letter from the Pasadena Chamber of Commerce.

Thanks,

Paul

From: Paul Little
Sent: Wednesday, September 13, 2023 2:21 PM
To: city_council@cityofpasadena.net
Cc: Márquez, Miguel <miguelmarquez@cityofpasadena.net>; jpaige@cityofpasadena.net
Subject: 770 E. Green Street project

Good afternoon Mayor Gordo and City Council Members,

The Board of Directors of the Pasadena Chamber of Commerce and Civic Association fully supports the development of the mixed-use project at 770 E. Green Street. The project will activate an underused portion of Green Street and provide more than 200 housing units, with affordable housing on-site, which is much needed in Pasadena.

It has been fully vetted by your staff and approved by the Design Commission.

Please uphold that decision and allow the project to proceed.

Thank you,

Paul

Paul Little

Paul Little
President and Chief Executive Officer

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Pasadena Chamber of Commerce and Civic Association
44 North Mentor Avenue
Pasadena, CA 91106
626.795.3355
www.pasadena-chamber.org

*This information could be sensitive or privileged. If you are not the intended recipient, please delete this email immediately.
Thank you.*

McMillan, Acquanette (Netta)

From: Marjorie Lindbeck
Sent: Monday, October 16, 2023 3:33 PM
To: PublicComment-AutoResponse
Subject: Central District Specific Plan Vote of Support

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Dear Council Members:

As a property owner and resident in Playhouse Village, I am writing to express support for the proposed changes to the Central District Specific Plan. While I agree it is important to acknowledge and preserve our historic treasures and institutions, I also recognize that what was applicable in the past has been demonstrated to be inadequate in planning for a future with livable, walkable streets and villages that address the issues of climate change, traffic, pollution and livability. Zoning that had prohibited mixed use development in transit corridors makes zero sense today. Palm trees and ginkgo trees cannot create the shade canopy this environment demands, yet there has been no viable alternative allowed by the City. Let's please get aggressive with planning and implementation for what we know to be future environmental and economic challenges. Widening the sidewalks along Colorado Boulevard and incorporation a tree canopy may just be more than pretty — it may be life saving.

I am very supportive of the recommendation for mixed-use/residential zoning on Lake Avenue between Colorado and Corson. That important entry into Pasadena is not working well currently. The empty office buildings do not create the vitality required. Mixed use development will bring residents to this corridor and revitalize the area. The number of lanes of traffic and the lack of trees on North Lake Avenue approaching the freeway create an inhospitable environment. The Playhouse Village Association's streetscapes plan included in the Planning Commission's report and in the City's CIP list would mitigate that. I support that! Other areas that I applaud is reduced or eliminated parking requirements for small retail uses and older buildings.

Placemaking means just that: Creating places where people want to be. When you create places, people will come. Then you start having community, economic vitality, participation, activation, and more people want to come and be part of it. The City will be better off for it! A "placemaker in chief" is a very good idea and should be considered!! The staff did not feel they had the authority to recommend this — deferring this decision to City Council. YOU have the authority to recommend this, Please do. Implementation efforts with City departments working together towards the goals outlined in this plan will be the key to its success.

On another note, I do support the approval of the project at 740-790 E. Green Street. I have watched the progress of this project for years now, and it is time to move forward with it. It furthers the goals stated in the plans for the Central District, provides much needed housing and will enrich this neighborhood.

Thank you,

Margie Lindbeck

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