

McMillan, Acquanette (Netta)

From: Karin Najarian
Sent: Saturday, April 26, 2025 10:51 PM
To: PublicComment-AutoResponse
Cc: Rivas, Jessica; Klug, David; Garcia, Teresa Sharlene; Page, Christopher; Morales, Margo
Subject: Letter of Support for The Urban Coalition's Redevelopment Proposal – 434-470 North Lake Avenue

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Dear City of Pasadena Economic Development Department and Honorable Councilmember Rivas,

I am writing to express our full support for The Urban Coalition's master plan redevelopment of 434-470 North Lake Avenue. This thoughtfully designed project directly aligns with the City's North Lake Specific Plan, General Plan, and Climate Action Plan by creating a vibrant, pedestrian-oriented mixed-use community that addresses Pasadena's urgent housing needs while promoting long-term economic revitalization.

The Urban Coalition's proposal would deliver approximately 300 residential units, evenly divided between market-rate and affordable housing, including dedicated units for formerly homeless individuals and families. The project also includes a 15,000-square-foot mental health and housing hub, neighborhood-serving retail spaces, and community-centered amenities that are vital to building an inclusive, sustainable future for Pasadena.

With intentional planning, the proposal embodies Pasadena's vision of economic mobility and community wellness. The integration of affordable housing, permanent supportive housing, and wraparound services ensures that this redevelopment meaningfully serves a broad cross-section of Pasadena's residents.

Given the urgency of expanding access to stable housing — particularly in the aftermath of regional disasters like the Eaton Fire, which displaced thousands — this project represents a critical opportunity to address both immediate and long-term housing needs in a strategic, compassionate, and forward-thinking manner.

We encourage the City of Pasadena to move forward in partnership with The Urban Coalition to realize this transformative project. We remain available for any further support, presentations, or meetings to assist in advancing this important effort.

Thank you for your leadership and commitment to strengthening Pasadena's future.

Sincerely,

Karin Najarian
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