

OFFICE OF THE CITY MANAGER

March 19, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Extension of Lower Hastings Ranch Interim Urgency Ordinance No. 7256:

At the March 2, 2015 City Council Meeting, the Council adopted Ordinance No. 7256 which imposed a moratorium temporarily prohibiting the following: demolition of more than 50 percent of exterior walls of a structure; second-story development or second-story additions of any size; a single-story addition to a dwelling unit that increases the gross floor area by more than 500 square feet or 20 percent of the existing floor area of the primary structure including an attached garage, whichever is greater, and a single-story detached accessory structure that constitutes more than 20 percent of the primary structure's gross floor area including an attached garage. The adopted interim urgency ordinance is effective for 45 days and is set to expire on April 19, 2015. At the March 30, 2015 City Council hearing, staff will be bringing forward a request to extend the interim urgency ordinance for an additional 10 months and 15 days for the City Council's consideration. If approved, the moratorium would be extended to March 4, 2016. The attached memorandum from Vincent Bertoni, Director of Planning & Community Development provides additional information on the measures taken thus far.

2. Civic Center Public Art Advisory Committee:

A committee is being established to work in collaboration with the City's Cultural Affairs Division of the Planning & Community Development Department to oversee public art development within the Civic Center area. According to Vincent Bertoni, Director of Planning & Community Development, the creation of a Civic Center Public Art Advisory Committee is a key implementation measure of the City's first Public Art Master Plan which was adopted in October, 2013. Emerging from Pasadena's Cultural Nexus Plan, which recommended creating "a new vision for public art," the Public

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Art Master Plan includes ten adopted policies and numerous Implementation Strategies that reinforce and are compatible with the updated Land Use and Mobility Elements of the General Plan. I have attached a memorandum from Mr. Bertoni which provides additional detailed information and the structure of the Civic Center Public Art Advisory Committee.

3. Arbor Day – Saturday, March 28th:

The Department of Public Works cordially invites community volunteers to participate in Arbor Day 2015. The event will be held on Saturday, March 28, 2015 and will be based in Allendale Park which is located at 1130 South Marengo Avenue, Pasadena 91106. Participants will be able to plant trees in the park and surrounding areas and help beautify the park by planting plants. The day's activities will also include compost bin sale and mulch give-away.

Volunteers are encouraged to meet at Allendale Park at 8:00 a.m. to register. Activities will begin shortly after registration with a planting demonstration. Volunteer planting teams will be dispatched after the demonstration and will be equipped with the tools and materials needed to plant trees. Tree planting will occur in the park and on the streets adjacent to the park including Marengo Avenue, Wallis Street and Allendale Road. Arbor Day participants are encouraged to bring gloves and a shovel and wear comfortable clothes and closed-toe shoes. Please let staff know that you are coming by registering with the Citizen Service Center at (626) 744-7311. For more information, visit: http://cityofpasadena.net/PublicWorks/Parks_Natural_Resources_Division/

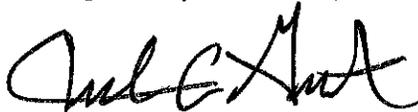
4. April 3rd Job Fair:

The Foothill Workforce Investment Board and the State of California Employment Development Department are sponsoring a job fair on April 3, 2015 from 10:00am to 2:00pm at the Jackie Robinson Center located at 1020 N. Fair Oaks Ave. The attached flyer from Bill Huang, Director of Housing and Career Services provides additional information on this event.

5. Innovate Pasadena – March Newsletter:

As part of the continued effort to share good news regarding Pasadena's technology sector, the City's Economic Development staff prepares a monthly newsletter with help and support coming from Innovate Pasadena volunteers. Along with news about local companies, the newsletter includes "Things to Do" for those tech savvy people looking for new connections and ideas. The IP newsletter (March issue attached), is typically sent electronically to IP members. For more information, contact Eric Duyshart or Michelle Garrett in the Economic Development Division at 744-4660.

Respectfully Submitted,



JULIE A. GUTIERREZ
Assistant City Manager



TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development Department

DATE: March 19, 2015

SUBJECT: Extension of Lower Hastings Ranch Interim Urgency Ordinance No. 7256

Background: At the March 2, 2015 City Council Meeting, the Council adopted Ordinance No. 7256 which imposed a moratorium temporarily prohibiting the following: demolition of more than 50 percent of exterior walls of a structure; second-story development or second-story additions of any size; a single-story addition to a dwelling unit that increases the gross floor area by more than 500 square feet or 20 percent of the existing floor area of the primary structure including an attached garage, whichever is greater, and a single-story detached accessory structure that constitutes more than 20 percent of the primary structure's gross floor area including an attached garage. The adopted interim urgency ordinance is effective for 45 days and is set to expire on April 19, 2015. At the March 30, 2015 City Council hearing, staff will be bringing forward a request to extend the interim urgency ordinance for an additional 10 months and 15 days for the City Council's consideration. If approved, the moratorium would be extended to March 4, 2016.

Pursuant to the requirements of Government Code Section 65858(d), this memorandum serves as a written report describing the measures taken to alleviate the conditions which lead to the adoption of the interim urgency ordinance.

Measures Taken Thus Far: Planning staff has already begun a multi-phase neighborhood compatibility code revision study to develop regulations that will encourage development in single-family neighborhoods to be consistent in scale and character with neighboring properties. The first phase of that study is the Lower Hastings Ranch neighborhood. On December 18, 2014, Planning staff held a neighborhood meeting at the Hastings Ranch Library where many residents raised the need for a moratorium to prohibit construction of out-of-scale homes that are developing throughout the neighborhood. On March 2, 2015, City Council voted to adopt a 45-day interim urgency ordinance.

At a community meeting in December 2014, Planning staff distributed surveys to the Lower Hastings neighborhood aimed at understanding community concerns with incompatible single family home development. The surveys were due to staff in January 2015. Staff has received 29 completed surveys. On March 10, 2015, Planning staff reviewed the completed surveys and identified the most prevalent concerns in all the survey responses. Planning staff is in the

process of drafting the appropriate regulations needed to protect neighborhood character and will host another community meeting within the next three months to vet the proposed regulations with the Lower Hastings Ranch residents. In addition, on March 12, 2015 City staff contacted a resident interested in designating the Lower Hastings Ranch neighborhood as a landmark district. City staff confirmed that further study is needed in order to determine the area's eligibility as a landmark district neighborhood and will complete that study by April, 2015. A neighborhood meeting to discuss the neighborhood's potential eligibility will follow shortly thereafter.

Any new regulations and corresponding changes to the Zoning Code will require separate environmental review and must be presented to the Planning Commission for a formal recommendation prior to consideration by the City Council. This entire work effort is anticipated to take several months and should be completed by the end of summer 2015. Pursuant to State Law, the interim urgency ordinance extension request that will be presented to Council on March 30, 2015 is for 10 months and 15 days and would allow staff sufficient time to develop revised regulations, conduct additional public outreach, prepare the required environmental analysis and present the revised regulations to the required City Committees, Commission and the City Council. The interim urgency ordinance will be repealed once permanent regulations are adopted.

State Regulations: Pursuant to California Government Code Section 65858, the City Council may, in order to protect public safety, health, and welfare, adopt an interim ordinance prohibiting any uses that may be in conflict with a contemplated general plan, specific plan, or zoning proposal that the legislative body, planning commission or the planning department is considering or studying or intends to study within a reasonable time. Legislative findings are required to be made that there is a current and immediate threat to the public health, safety, and welfare. A four-fifths vote of the body is necessary and the interim ordinance may be in effect for 45 days. The legislative body may, after proper notice and public hearing, extend an interim ordinance for a 10 month and 15 day period, and the item to extend this ordinance will be considered by the Council on March 30 at a duly noticed public hearing.



TO: Michael J. Beck, City Manager
FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development Department
DATE: March 19, 2015
SUBJECT: Civic Center Public Art Advisory Committee

Public Art Master Plan Implementation: Civic Center Public Art Advisory Committee

A committee is being established to work in collaboration with the City's Cultural Affairs Division of the Planning & Community Development Department to oversee public art development within the Civic Center area. The creation of a Civic Center Public Art Advisory Committee is a key implementation measure of the City's first Public Art Master Plan which was adopted in October, 2013. Emerging from Pasadena's Cultural Nexus Plan, which recommended creating "a new vision for public art," the Public Art Master Plan includes ten adopted policies and numerous Implementation Strategies that reinforce and are compatible with the updated Land Use and Mobility Elements of the General Plan.

Policy #6 of the Public Art Master Plan provides for the establishment of a Civic Center Public Art Overlay Zone that responds to the "Bennett Plan" for the Civic Center and builds upon existing public art in that area. Within the axis delineated by Garfield Avenue and Holly Street, this area was designated in the Plan to be the focus of public art fund investments to enhance existing public art projects in the area and to serve as the platform for the development of new artworks. The several related Implementation Strategies for the Civic Center Public Art Overlay Zone include the commissioning of a major site-integrated art installation, a temporary spectacle to highlight upcoming artwork in the area and the creation of a "stakeholder oversight committee co-chaired by an arts professional and an historic preservationist to build consensus around big-picture goals for art in the Civic Center."

The Public Art Master Plan also reaffirmed the responsibility of the Cultural Affairs Division and the Arts and Culture Commission for public art policy implementation. The creation of a Civic Center Public Art Advisory Committee to work with the Cultural Affairs Division was identified as a priority in order to activate projects within the Plan's identified Civic Center Public Art Overlay Zone. A presentation about the Civic Center Public Art Advisory Committee was reviewed by members of the Legislative Policy Committee at the February 25, 2015 meeting. This memorandum incorporates their comments.

Civic Center Public Art Advisory Committee: The Civic Center Public Art Advisory Committee is envisioned to be advisory to the Cultural Affairs Division staff and the Arts and Culture Commission on the development and conservation of permanent and temporary public art in the Civic Center area. The Committee will support the overall vision for development of art in the Civic Center area based on the framework established in the Public Art Master Plan, available project funds, and will advise on the development of a biannual public art work plan including conservation projects and new public art commissions.

Structure: The Civic Center Public Art Advisory Committee is being created as an informal, staff-initiated committee to include nine members who serve staggered 3-year terms, renewable once. Initially three members will serve for an additional 2-year term to provide continuity. The Committee will continue to meet as long as there are planned capital public art projects and/or development that generate public art in the Civic Center area, defined as the area between Walnut Street to the north, Colorado Boulevard to the south, Raymond Avenue to the west and Los Robles Avenue to the east.

The following list of profiles for Advisory Committee members was developed to represent the art, architecture and historic preservation interests of the Civic Center area. Representatives from these sectors are proposed to constitute the Civic Center Public Art Advisory Committee:

- Four members with expertise in the arts (one may have expertise in design);
- Three members with expertise in historic preservation (one may have expertise in architecture or planning);
- One member with expertise in convention center operations and;
- One member at-large.

Specific individuals who meet the proposed qualification criteria will be identified and appointed to serve on the Civic Center Public Art Advisory Committee by the Director of the Planning & Community Development Department.

One representative each from the arts and historic preservation membership will serve as Co-Chairs of the Civic Center Public Art Advisory Committee. Individual committee members may participate as voting members on artist selection panels and recommend potential selection committee members. The Committee will provide aesthetic review of artists' proposals and provide feedback through Cultural Affairs staff to the Arts and Culture Commission for their consideration and their meetings will be open to the public.

Public Art Work Plan: Cultural Affairs Division staff will draft a biannual work plan for public art in the Civic Center area for consideration and review by the Civic Center Public Art Advisory Committee with input provided to the Arts and Culture Commission.

The biannual work plan will include:

- An inventory of potential sites
- A biannual budget
- Public art project opportunities including conservation projects
- Potential public art themes
- Partnership opportunities

The Civic Center work plan will be forwarded to the Historic Preservation Commission for comment prior to review and approval by the Arts and Culture Commission.

Previous Model: The model of an advisory group for public art was established with the formation of the Public Art Master Plan Advisory Group, which successfully provided input on the development of the Public Art Master Plan. Staff similarly provided a report for information to the Legislative Policy Committee that contained a list of profiles for Public Art Master Plan Advisory Group representatives that encompassed such sectors as education, City commissions, arts, historic preservation, and other related areas. The Public Art Master Plan Advisory Group was subsequently composed by staff of individuals who were identified from those profiles.

The creation of the proposed Civic Center Public Art Advisory Committee is consistent with:

1. Policy 9 of the Cultural Nexus Cultural Master Plan (A New Vision for Public Art)
2. Policy 6 of the Public Art Master Plan (Civic Center Public Art Overlay Zone).
3. Several Principles of the Cultural Master Plan, including:
 - Leverage Pasadena's cultural assets for economic growth
 - Develop new Cultural Zones
 - Communicate Pasadena's unique cultural identity to the region and the world
 - Make public art a part of the physical fabric of the City.

It is anticipated that the City Center Public Art Advisory Committee will be convened in spring, 2015. Initial projects will include the development of a temporary public art project for the Civic Center area in conjunction with the City's recent receipt of the Our Town Grant award from the National Endowment for the Arts.

For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: 744-7062.



The City of Pasadena
Department of Public Works
in partnership with
Pasadena Beautiful Foundation

Invite you to join us in
planting trees around Allendale Park
located at 1130 S. Marengo Ave. in
celebration of **ARBOR DAY**
On March 28, 2015

**ARBOR DAY EVENTS WILL BEGIN
AT 8 A.M. AND WILL INCLUDE:**

- Mulch give-away • Park Plantings
- Compost bin sales • Information on Tree Care
- Planting of 25 trees • Information on the Zero Waste Plan

Let us know you're coming by registering with the Citizen Service Center at
(626) 744-7311. Wear comfortable clothes and closed-toe shoes.
If possible, bring gloves and a shovel!



PASADENA



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- Attend job search workshops
- Services for veterans
- One on one job search counseling
- Start your own business
- Apprenticeship Programs

This WIA Title I-financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Date: April, 3, 2015

Time: 10:00 AM - 2:00 PM

Jackie Robinson Center

1020 North Fair Oaks Ave

Pasadena, CA

Call (626) 796-JOBS for more information

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Hello, March! Have you felt it in the air? Spring has sprung and we've got the fever. Cool (and new) events are popping up all over Pasadena. Whether it's hitting up the Google Ingress Anomaly and the General Assembly Startup Session or throwing your hat in the ring for the NASA Space Apps Challenge and Hackaday Prize we say pick one and go! Our days fill up fast from sunrise to sundown and what we do in between and with our time makes for the good stuff!

Spread the Word! Innovate Pasadena is currently recruiting for the position of Director of Operations. Read more about the position here: [Innovate Pasadena Operations Position](#)

Have a story to share about happenings in Pasadena? We'd love to [hear from you!](#)

In this Issue:

Things To Do: Tech + Design + Science + Entrepreneurship

- Friday Morning Coffee Meet-up: Speakers, Locations Announced
- Innovate! SoCal 2015
- Google Ingress Coming to Pasadena
- General Assembly Intro to the LA Startup Community
- NASA International Space Apps Challenge coming to Pasadena
- Art Center Grad Show for Industry Professionals

What's New #AroundPasadena

- The Hackaday Prize is back! Win a trip to space (for real)
- Welcome Impact Health! And, P.S., They're Hiring!
- Rexter Featured in Inc. Magazine
- Petnet.io Acquisition
- 17 Hats Achieves \$1.25 Million Seed Funding
- Innovator Spotlight: High-tech Verrix Affords Planetary Protection

Did Ya know?

- Art Center Celebrates 10 Year Partnership with INSEAD

Things To Do: Tech + Design + Science + Entrepreneurship

Friday Morning Coffee Meet-Up: Speakers, Locations Announced

Grab a cup of coffee **every Friday at 8:15am** and mingle with like-minded innovators at the Friday Morning Coffee Meet-Ups. This Friday hear from brand strategist Kevin Susman on how to perfect your pitch. Locations rotate so check out <http://fridaycoffeemeetup.com/> for more information.

Innovate SoCal 2015!

Hear from experts on **Thursday, March 26th** who will lend their perspective on future technologies that will shape our world and strategies for strengthening our entrepreneur base in Southern California. Network with key decision makers, dealmakers, rule breakers and power brokers from around the region who are leading efforts to make Southern California one of the nation's best hubs for innovation and entrepreneur success. Pasadena City College's Small Business Development Center is a presenting partner of the conference. [Read More](#)

Google Ingress Coming to Pasadena



INGRESS

The world around you is not what it seems. Statues, public art, and historical sites have been activated as Ingress Portals around the world. Imagine a capture flag game in the real world where two teams, the Resistance and the Enlightened, battle over Exotic Matter (XM) penetrating into humanity. Join Agents on **Saturday, March 28th** and explore your city through Ingress and battle over control of Portals in the downtown Pasadena area. Agents will meet at Memorial Park in Old Pasadena at 12 pm for game instruction and gather again at 5PM for an after party at the Pasadena Convention Center to hear the score announcement for the day, meet new game recruits and connect with old friends. New to Ingress? [Read More](#)

General Assembly Intro to the LA Startup Community



General Assembly, Innovate Pasadena and Oxypreneurship present: Intro to the LA Startup Community on **Wednesday, April 1st from 7:00-9:00pm** at Choi Auditorium located at Occidental College. This free class is an orientation to help newcomers to the startup scene get acquainted with the exciting world of tech in Los Angeles, with special focus on the Pasadena community. Do you want to know about the key events/meetups to attend, people, companies, VCs, blogs, hot

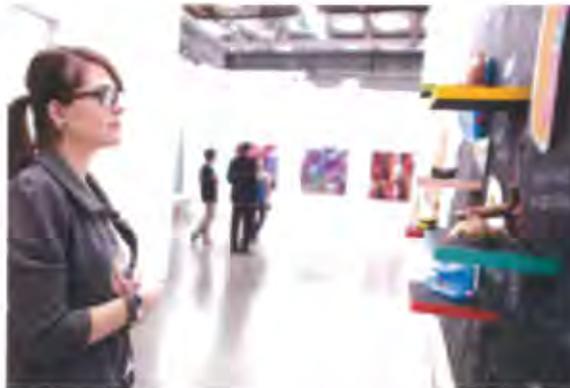
issues and more in the Northeast Los Angeles area? Then this event is for you. With a special focus on the Greater Pasadena area, this event will afford networking opportunities with the movers, shakers, and disruptors in the area. [Read More + RSVP](#)

NASA's International Space Apps Challenge is coming to Pasadena!



Technologists, scientists, designers, educators, developers and students from across the globe will participate in the 2015 International Space Apps Challenge **April 11-12th**. You can join them at the newly opened Cross Campus where Pasadena will serve host to the NASA-based event. [Read More](#)

Art Center Grad Show for Industry Professionals



Art Center cordially invites you to attend the graduation show for the Art Center Class of 2015. This is an amazing opportunity to meet young designers. Complimentary valet parking and shuttle between the campuses available. **RSVP required by April 12th.** [Read More](#)

What's New #AroundPasadena

The Hackaday Prize is back! Win a trip to space (for real).

Pasadena-based Supplyframe just announced the return of the Hackaday Prize. Following the success of their 2014 contest which drew entries from 55 countries, awarded over \$350,000 in prizes and saw the creation of hundreds of truly excellent open hardware projects, the 2015 Hackaday Prize boasts the richest and most compelling prize pool ever! The grand prize winner will receive a ticket into space along with other astounding prizes up for grabs with a total value of over \$500,000. [Read More](#)



THE HACKADAY PRIZE

Welcome Impact Health! And, P.S., They're Hiring!



Impact Health was born from the belief that healthcare information shouldn't be as confusing and convoluted as it is today. Imagine how empowered a consumer would be if they were in charge of their own healthcare costs rather relying on options a broker has signed up to sell on behalf of a plan. Impact Health does that for you through a unique and intelligent platform built on robust algorithms and data analysis. [Read More](#)



Rexter Featured in Inc. Magazine

"I have 6,000 contacts. Which ones should I be talking to?" asks Andy Wilson, co-founder and CEO of Pasadena-based startup Rexter. "It used to be answered by intuition, but intuition doesn't scale. "Rexter's answer is to plug into users' social media profiles, Microsoft Exchange servers, and phone conversations and start listening. There, running silently, it reads emails, logs chats, and keeps tabs on calendars. Once you program Rexter with stated objectives--find new hires; raise more funding--algorithms that analyze the quality and frequency of your communications hunt for patterns buried in your exchanges with connections and suggest whom you should contact. [Read More](#)

Petnet.io Acquisition

Petnet, the maker of the Smart Feeder, an appliance that feeds your dogs automatically and measures health metrics, has acquired SlimDoggy to gain access to a big pet-food database and proprietary technology. Petnet is based in Pasadena and has plans to expand their business model to include pet food sales and more pre-related smart products over time. [Read More](#)



17hats Achieves \$1.25 Million Seed Round Funding

Pasadena-based 17hats recently announced it has raised \$1.25 million seed round to expand its business automation for micro-businesses or what 17hats likes to refer to as a business of one. From its launch in October of 2014, 17hats has exceeded its growth expectations and appears to have quickly achieved broad acceptance from its target market. [Read More](#)



Innovator Spotlight: High-tech Verrix Affords Planetary Protection

As a spin-off from JPL/Caltech, the formation of Verrix was inspired by NASA's investment in planetary protection. Every NASA space vehicle destined for another planetary body is subjected to a rigorous process of sterilization. JPL investigator and Verrix co-founder Adrian Ponce developed a new technique to improve the speed of this process. Subsequently, Dr. Ponce founded Verrix using funds from the Environmental Protection Agency and private investors to expand this technology into the realm of environmental monitoring and medical sterility assurance. [Read More](#)

Did Ya Know?

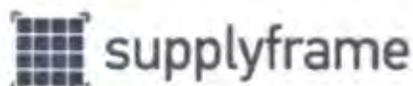
Art Center Celebrates 10 Year Partnership with INSEAD

What at first felt like a total culture clash just a decade ago is now standard practice in most top-earning companies. The idea of blending design innovation with business strategy has quickly evolved from a seedling, to a trend and now to a "must have."

Art Center alumni and friends reunited in San Francisco on February 28 to celebrate the 10 year partnership of the College and INSEAD, one of the world's leading and largest graduate business schools. Close to 150 industry leaders gathered at posh play-inducing headquarters Airbnb to toast the success of a concept early adopters admitted seemed wacky. [Read More](#)

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