OFFICE OF THE CITY MANAGER

September 24, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Defending Federal HOME Funds:

According to William K. Huang, Director of Housing and Career Services, the U.S. Senate has proposed to cut the federal HOME Program by 93%. The HOME Program had already been previously been reduced by 50% in recent years. A national effort to protect the HOME Program is underway. One such effort is to send to Congress HOME success stories from throughout the county. Pasadena's Hudson Oaks Apartments was selected to be one of those success stories (see attached project profile). The Los Angeles Times published an editorial outlining the unfortunate proposed cuts to the HOME Program.

2. Preparations for Rain Season:

In anticipation of heavy rains associated with "El Niño", the Department of Public Works, Street Maintenance and Integrated Waste Management (SMIWM) Division has proactively taken measures to ensure optimum rain drainage.

SMIWM cleans and maintains storm drains, catch basins, culverts, and a small number of City-designated drainage basins and channels. Maintenance of storm drains and catch basins is annually performed. Channels, culverts and drainage basins are cleaned bi-annually, but are inspected annually to ensure heavy rains and debris flows are monitored. SMIWM inspected and cleaned approximately 2,000 storm drains, catch basins and channels. Inspection and cleaning of drainage basins and channels are underway and expected to be completed in October.

Inspection and maintenance of all storm water drainage systems will continue throughout the rain season. Residents are also encouraged to take preventive measures in preparation of a heavy rain season. For tips on rainstorm preparedness, please visit http://ww2.cityofpasadena.net/disaster/storms.asp.

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3. Local Benefits Status on Affordable Housing Construction Projects:

According to William K. Huang, Director of Housing and Career Services, as of September 11, 2015, the local benefits during construction for affordable housing projects are as follows:

Mar Vista Union Apartments

	Required	Actual
Local Hire	15%	26%

Heritage Square Apartments

	Required	Actual
Local Hire	20%	42%
Local Subcontracting	20%	58%
Local Procurement	20%	22%

4. Pasadena Water Conservation Progress: June 1 - September 9, 2015:

The Pasadena Water Savings Gauge remains at 24%. According to Eric Klinkner, Interim General Manager, the figure is based on cumulative data from June 1 through Sept. 16, 2015. Pasadena needs to achieve an additional 4% conservation to meet the state's goal for Pasadena of 28%. If Pasadena does not achieve the 28%, the city could be fined by the State Water Resources Control Board– up to $10,000 a day.

As part of the City Council's approval of the Level 2 Water Supply Shortage Plan, outdoor watering is limited to two days per week on Tuesdays and Saturdays from April through October. Please note the winter watering schedule resumes on November 1 and limits outdoor watering to one day per week on Saturdays only. (Please note that the one-day per week winter watering schedule was the same in 2014 under the Level 1 Water Shortage Supply Plan.)

For a weekly status on how much water Pasadena has conserved to date, the water savings gauge is posted to the city's website http://www.CityofPasadena.net, and can also be seen on KPAS during the Pasadena City Council meetings.

Data from June 1 – Sept. 16, 2015
We need to get to 28%. Keep saving!

Residents, visitors and businesses can also report water waste by calling the Pasadena Citizen Service Center at (626) 744-7311, reporting online at http://cityofpasadena.net/CSC or using the City's

free app for smart phones and tablets. Links for all devices are available at http://www.cityofpasadena.net/CSC/Mobile-App/. A complete list of water restrictions is at http://cityofpasadena.net/waterandpower/WaterWaste/. Water-saving rebates and conservation tips are available at http://cityofpasadena.net/waterandpower/SaveWater/.

5. American Planning Association National Award of Excellence Nomination for New Transportation Performance Measures Garners Wide Support:

The Department of Transportation has nominated the City's new Transportation Performance Measures to the American Planning Association for consideration to receive the 2016 National Award of Excellence in Transportation Planning. The performance measures have previously won the award from the Los Angeles Section and California Chapter of APA.

In support of Pasadena's nomination staff solicited and received the attached letters of support. The letters are from national and state agencies as well as local advocacy groups and they acknowledge the City's innovation in being one of the first cites to adopt non-Auto Level of Service based on transportation performance measures and CEQA thresholds. According to Frederick C. Dock, Director of Transportation, the APA will announce the 2016 National Award recipients early next year.

6. Free Drought Tolerant Landscaping Class, Saturday, September 26th:

Seats are still available for this Saturday's free drought-tolerant landscape class from Pasadena Water and Power (PWP). This class will be held at the Salvation Army located at 960 E. Walnut Street in Pasadena from 9:00am – 12:00pm.

According to Eric Klinkner, Interim General Manager, this half-day workshop will give participants in-depth information for converting high water-use conventional lawns into beautiful drought-tolerant landscapes. The instructor will discuss a variety of landscape options for a numerous different styles, including for parkways.

Participants will learn the steps required to convert a traditional lawn to a low water-use landscape, including: how to remove grass; designing the landscape; choosing plants and landscape materials; proper plant installation; irrigation principles and options; and maintaining the landscape. RSVPs are required. Residents can RSVP by calling (626) 744-6970 or visiting http://www.PWPweb.com/Workshops.

7. List of Current Planning Projects:

I have attached from Vincent Bertoni, Director of Planning and Community Development, a list of new current planning (zoning) projects submitted in September 2015. Also attached is a list of Zoning Cases of Communitywide Significance - Six active zoning cases of Communitywide Significance as of August 31, 2015. A project of Communitywide Significance is defined as involving greater than 50,000 square feet of gross floor area with one discretionary action; fifty or more housing units; or any other project determined by the Planning Director to be of major importance to the City. No new projects of Communitywide Significance were submitted in August. Planned Developments,

Master Plans, Zoning Code Amendments in process, Design Review and Certificate of Appropriateness applications, Permits and Fees activity, New Dwelling Units and Plan Check and Building permits for projects with valuation over $500,000 are also included. These reports can be found at http://www.cityofpasadena.net/PlanningandDevelopment/

8. Pasadena Startups Bridge Design and Technology:

Soren Petersen who is a graduate of both the Art Center College of Design and Stanford University is a regular contributor to the Huffington Post and often writes about innovation and design. His connection with those involved with Pasadena's Design Accelerator and Councilmember Andy Wilson resulted in a very nice article that highlights the creative and technology strengths of the Pasadena Community. The article is attached and can also be viewed at http://www.huffingtonpost.com/soren-petersen/pasadena-startups-bridge_b_8180736.html.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

HOME SUCCESS STORY

California

City of Pasadena Housing and Career Services Department

CONTACT

William Huang
(626) 744-8320
whuang@
cityofpasadena.net

PROJECT HIGHLIGHTS

Location: Pasadena

Project: Rental Housing Development

HOME: $1.2M

Total Cost: $16.9M

Other Federal: $7M ARRA, $440,000 Federal Home Loan Bank Affordable Housing Program

Units: 45

District: CA-32

The City of Pasadena Housing and Career Services Department (City of Pasadena) is dedicated to providing affordable housing and community development opportunities to low- and moderate-income persons and employment resources to enhance and strengthen the Pasadena, California community.

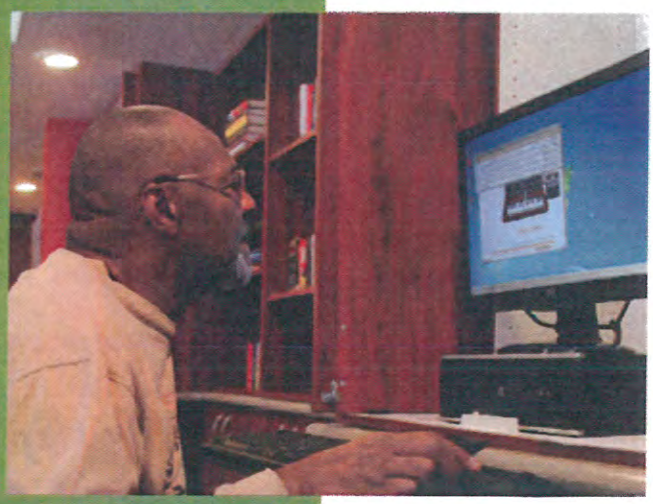
The city provides financing from various sources, including HOME Investment Partnerships (HOME) funds, to help develop affordable housing. Currently, it has two HOME-funded projects under construction: Heritage Square, a 70-unit rental housing development targeted to very low-income seniors, and Mar Vista Union Apartments, a 20-unit, permanent supportive housing development for homeless families.

The City of Pasadena has developed 2,200 deed-restricted, affordable rental housing units and administers U.S. Department of Housing and Urban Development (HUD) rental assistance to 1,400 households.

Hudson Oaks

With the support of HOME, the City of Pasadena, California and its nonprofit partner, Adobe Communities, completed the Hudson Oaks development in 2012. While Hudson Oaks was once the site of a long-vacant and partially burned-out development in the historic Washington Square Landmark District, it is today home to 44 very low-income seniors.

Hudson Oaks is a highly sustainable development. It achieved a LEED Platinum sustainability rating for reduced energy consumption, water efficiency, and improved recycling methods. Ninety -six percent of construction waste was diverted after completion, and it continues to operate 56 percent more efficiently than California Title 24 standards, saving even more in utility costs. Solar power provides more than 55 percent of the building's electricity, and rainwater is captured into filtration instead of running off into the ocean.



The $16.9 million Hudson Oaks development would not have been possible without the City of Pasadena's allocation of more than $1.2 million in HOME funds.

As Adobe Communities' chief executive officer, Robin Hughes, puts it, "Hudson Oaks provides residents with a place to break the cycle of economic entrenchment by offering them a healthy home—one with reduced utility costs, that adds value to its surrounding community, that is well maintained and operated, and that provides residents direct access to essential resources and services."

LA Times

Congress mustn't starve local governments of affordable housing funds

Homelessness is on the rise in Los Angeles. Above, Roy Carter, 57, sweeps the sidewalk where his belongings are gathered on South Hope Street in Los Angeles.

(Los Angeles Times)

By THE TIMES EDITORIAL BOARD

September 18, 2015

Talk about bad timing. As the Los Angeles region struggles to confront an affordable housing crisis, with three-quarters of the lowest-income Angelenos spending more than half of their income on rent, and with homelessness on the rise, Congress wants to slash one of the main funding sources that local governments have to build and preserve homes for the poor.

The HOME Investment Partnerships Program gives states and cities money to address local affordable housing needs. The dollars are provided in block grants that give officials the flexibility to target specific needs and create new programs for new challenges. The city of Los Angeles has used the money in the past to help build permanent supportive housing for the homeless and low-rent apartments for poor families. Pasadena was planning to use next year's

funding to provide housing for people recently released from prison who are going through job training and reentry programs. Over the last five years, Los Angeles County and cities within the county have received $457 million, which helped fund the construction of more than 7,000 units for low-income families, provide rental assistance to 1,500 struggling tenants and helped 900 poor homeowners rehabilitate their homes.

But with Congress still working under the unreasonably low spending caps imposed by the Budget Control Act of 2011, both houses have proposed slashing HOME funds to balance the Department of Housing and Urban Development budget. The Senate would eviscerate the program with a 93% cut, leaving only $66 million to be spread around the entire country. The vast majority of cities wouldn't receive enough money to build a single unit of affordable housing. The House proposed a less draconian cut of 15% — but would fund the remaining 85% in part by raiding the new National Housing Trust Fund. That fund was created after the subprime mortgage crisis, and the money for it was supposed to be provided by mortgage lending giants Fannie Mae and Freddie Mac. That plan was put on hold after the firms were bailed out by taxpayers, and the money was finally set to begin flowing in 2016. Under this newest proposal, the Fannie and Freddie money would be used to fund HOME instead of the trust fund, and the result would be the same as the Senate plan — dramatic cuts in overall federal funding to house the poorest Americans.

The cuts would hit California cities particularly hard. Before California's redevelopment agencies were eliminated in 2011 to balance the state budget, they generated $1 billion a year to create affordable housing. That money has not been replaced, and for some cities, such as Los Angeles, HOME funds are pretty much the only dollars available each year to help build apartments for low-income and homeless people. It's time for Congress to start investing in safe, affordable communities again.

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF SUSTAINABLE COMMUNIITIES

U.S. EPA Mailcode 1807T
Washington, DC 20460

Dear APA Award Selection Committee:

I would like to offer my formal support for the City of Pasadena's application to recognize their recently adopted transportation performance measures. This innovative framework, incorporated into the City's General Plan, is notable for several reasons. It is one of the best examples of a city successfully navigating the challenging technical and political hurdles and transforming this critical area of planning practice. In places such as Pasadena, were infill and transit oriented development are critical to building more sustainable communities, it is essential to shift from measures that focus on vehicle speed and traffic flow toward measures that reflect improved access to destinations and performance of modes of travel other than cars. Pasadena's approach turns the focus to measuring efficiency by the amount of trips and miles per person that development generates rather than the impact each increment of growth has on vehicle speeds in surrounding intersections. This approach is critical to ensuring the planning and development approval process acts to facilitate rather than hinder mixed use, walkable neighborhoods. The measurement has important implications for impact fees, parking requirements and other policies that impact the financial bottom line for projects. It also has important implications for the public process that such development must navigate. On this last point, the process Pasadena used to build public support and acceptance of the new policy is also worthy of recognition. Ultimately, the policy will be more effective because the public and elected officials have a better understanding of the intent and benefits of this new approach to measuring transportation outcomes.

John Thomas

John V Thomas

Director, Community Assistance and Research Division
US EPA, Office of Sustainable Communities

STATE OF CALIFORNIA
GOVERNOR'S OFFICE *of* PLANNING AND RESEARCH

EDMUND G. BROWN JR.
GOVERNOR

KEN ALEX
DIRECTOR

September 9, 2015

American Planning Association
National Awards
205 N. Michigan Ave., Suite 1200
Chicago, IL 60601

To Whom it May Concern:

I am pleased to support the City of Pasadena's application for the American Planning Association's National Planning Award. The awards recognize outstanding programs and initiatives, and leadership on planning issues. The City's General Plan Land Use and Mobility Elements demonstrate bold leadership in improving land use and transportation planning. Through its planning effort, the City has demonstrated that it is possible to simultaneously improve transportation, promote public health, and reduce pollutants by focusing on getting people to where they want to go, rather than simply on moving cars. In fact, as described in more detail below, its updated General Plan has already positively influenced reforms at the state level.

The Governor's Office of Planning and Research is California's comprehensive state planning agency and serves the Governor and his Cabinet as staff for long-range planning and research. As such, OPR is working extensively on land use and planning issues, and on reform of transportation and transit in the State.

Local governments in California have historically used "level of service" and similar measures of roadway capacity to measure the performance of their transportation systems. In recent years, some local governments have investigated ways to measure transportation impacts that will encourage better access to destinations, and more transportation choices, including walking, bicycling and transit. The City of Pasadena is among the first in the State of California to incorporate "vehicle miles traveled" as a measure of project impact on the transportation system and environment.

The City's work proceeded at a time of change at the state level. Governor Brown recently signed Senate Bill 743 (Steinberg, 2013), which set in motion a process to update the Guidelines Implementing the California Environmental Quality Act to replace "level of service" as a measure of environmental impact that promotes reductions in greenhouse gas emissions, infill development, and multimodal transportation. The City's innovation is demonstrating that

better transportation planning can get people to places more effectively while aligning environmental, health, and cost containment objectives. Its experience is already facilitating and improving implementation of the changes in the CEQA Guidelines statewide. Our office is looking to the City's work to inform the update to the statewide General Plan Guidelines that is currently underway.

In sum, the City's work is improving life for its citizens, creating better outcomes across the region, and setting an example that will lead to more vibrant, healthy, livable, cities.

Sincerely,

Ken Alex
Director

1400 10th Street P.O. Box 3044 Sacramento, California 95812-3044
(916) 322-2318 FAX (916) 322-3785 www.opr.ca.gov

American Planning Association
California Chapter

Making Great Communities Happen

September 5, 2015

To the APA National Planning Awards Selection Panel:

On behalf of the APA California Chapter Board, we are pleased to submit this letter of support for *Measuring Mobility in Pasadena – Beyond Level of Service*.

Measuring Mobility in Pasadena – Beyond Level of Service moves away from a strict view of transportation based solely on vehicular traffic flow to a methodology that evaluates all aspects of transportation including public transit, cycling, pedestrian improvements and many other factors. The approach supports the General Plan Update's focus on enhanced livability, multimodal transportation and economic viability. Pasadena's effort is truly innovative, creating a sophisticated approach to evaluating multimodal transportation at a time the State of California is struggling with how to move away from Level of Service (LOS) analysis. The measures were created with ample community engagement and will support the development of livable urban communities and alternative transportation facilities.

The California Chapter of APA awarded *Measuring Mobility in Pasadena – Beyond Level of Service* its 2015 Award of Excellence in Transportation Planning. In doing so, it acknowledged the City of Pasadena's groundbreaking efforts to create a more environmentally-friendly way to evaluate multimodal transportation. The jury recognized that *Measuring Mobility in Pasadena – Beyond Level of Service* "proves you can analyze traffic without LOS". They also stated that the measures are "directly transferable to other areas".

We heartily endorse *Measuring Mobility in Pasadena – Beyond Level of Service* for an APA National Transportation Planning Award.

Sincerely,

Mary P. Wright, AICP
APA CA Awards Coordinator (South)

Diana Keena, AICP
APA CA Awards Coordinator (North)

Pasadena Complete Streets Coalition
http://www.pas-csc.org/
Facebook: Pasadena Complete Streets Coalition
Twitter: (@PasadenaCSC)

September 8, 2015

American Planning Association
National Awards
205 N. Michigan Ave., Suite 1200
Chicago, IL 60601

To Whom It May Concern:

I am writing on behalf of the Pasadena Complete Street Coalition. We are a coalition of individuals and groups that focus on advocating for Complete Streets policies and community education projects that foster safety and sustainability in Pasadena.

The Pasadena Complete Streets Coalition supports the nomination of the Pasadena Department of Transportation (DOT) for a American Planning Association (APA) award under the Best Practices Category. Specifically, the Pasadena DOT showed vision and leadership in working with city leaders to adopt a new set of transportation performance measures and CEQA thresholds.

Pasadena is undergoing a four year process to update its General Plan Land Use and Mobility Elements. As part of this process, the City is using this opportunity to re-evaluate its policies in light of the real-life impact on sustainability, livability, neighborhood protection and mobility.

The previous transportation metrics of Level Of Service (LOS) forced an auto-centric reaction to development proposals. Developments that brought housing closer to jobs and transit were being penalized for slowing auto traffic, even though they have an overall beneficial effect on the environment, the livability, and the economy of the City.

The DOT worked with a consultant to create new transportation performance metrics that align with the city's goals. The new standard will use a mix of Vehicle Trips (VT) generated, Vehicle Miles Traveled (VMT) per capita, access to alternative modes (walking biking and transit) as well as LOS. The new measure also provides that mitigation of the traffic impact of development can include funding for alternative modes of transportation, whereas previously a new development would be required to provide more parking or road-widening.

The development of the metrics was a critical first step, but then came the real work – educating fellow staff members, city officials and the public about the new metrics. This was no small feat. It required the development of clear and comprehensive presentations, and repeated meetings with multiple stakeholders. Through this process, the DOT staff exhibited a willingness to engage, great patience with questions, and flexibility to review their proposal and update both their metrics and their message when needed.

We feel that Pasadena's DOT is a leader in this effort and we are happy to support this award. If you have any further questions, I can be reached at blairmiller1@yahoo.com.

Sincerely,

Blair Miller
On behalf of the Pasadena Complete Streets Coalition

day one

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September 3, 2015

American Planning Association
National Awards
205 N. Michigan Ave., Suite 1200
Chicago, IL 60601

Re: Support for Pasadena Transportation Metrics – APA National Awards Nomination

To whom it may concern,

On behalf of Day One, I am hereby submitting this formal letter of support for the City of Pasadena's nomination for the 2015 APA national awards.

Day One's mission is to build healthy, vibrant communities by advancing public health, empowering youth and igniting change. As a San Gabriel Valley-based non-profit organization with over two decades of experience in the realm of public health education, policy and environmental prevention, Day One recognizes the power of transportation planning in influencing public health, public safety, community connections, economic development, and active transportation modal share.

The team at Day One is incredibly excited the City of Pasadena has emerged as a leader in transportation metrics reform. The City took a major step forward in phasing out the outdated, auto-centric "Level of Service" measures in 2015, having recognized the need for a more nuanced set of transportation performance measures that accounts for people on foot, bike, transit, and in automobiles. Especially in car-centric southern California, changes like these are neither easy nor self-evident.

The move was actively supported by numerous community groups, and for good reason. The City of Pasadena has a long-standing commitment to facilitating mobility for all road users, a principle enshrined in the City's guiding principles: *Pasadena will be a city where people can circulate without cars.* Support for change, however, was not unanimous. It must be noted that this major reform would not have been possible without staff's willingness to lead the region and state of CA on this issue.

As a non-profit organization dedicated to improving health and well-being through the use of sustainable best practices in public policy and active design, Day One is happy to support this nomination and the City staff behind it. We hope that formal recognition of this issue will help encourage communities across the state and nation to follow in the City of Pasadena's footsteps.

Sincerely,

Christy Zamani
Executive Director
Day One, Inc.
christy@goDayOne.org

PASADENA - NEW ZONING CASES

August 2015

CASE TYPE	CASE #			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
CC	76	940	E	Colorado Blvd.	7	Certificate of Compliance to complete Cert. of Exception #335 for a Lot Line Adjustment for the Constance Hotel. No construction is proposed as part of Cert. of Compliance	Kent Lin (626) 744-6817	08/26/15	New Case: assigned		HO
CE	336	2935		Nina Street	4	Lot line adjustment to comply with City's (PW) request to merge adjoining lots in connection with proposed Nina Street vacation.	Natsue Sheppard (626) 744-7527	08/28/15	New Case: assigned		HO
HDP	6355	900		Seco Street	1	HDP to allow demo of portion of existing SFR and construct addition. Total floor area for 2-story SFR with 2-car attached garage is 2,866 SF.	Kent Lin (626) 744-6817	08/17/15	New Case: assigned	–	HO
HDP	6356	555	W	California Blvd.	6	HDP for construct 969 SF, three car attached garage	Jason Killebrew (626) 744-7096	08/18/15	Incomplete	–	HO
HDP	6358	1585	S	El Molino Ave.	7	HDP for demo of existing SFR and construction of new 3,288 two-story home.	Jason Killebrew (626) 744-7096	08/20/15	Incomplete	–	HO
HDP	6359	333		Linda Vista Ave.	6	HDP for addition totaling approxiamtely 1,000 SF	Luis Rocha (626) 744-6747	08/24/15	New Case: assigned	–	HO
MCUP	6357	36	N	Berkeley Ave.	2	MCUP to construct a 13-space, off-street parking lot and MV requested to eliminate need for additional trees/landscaping in parking lot area	Beilin Yu (626) 744-6726	08/19/15	New Case: assigned	–	HO

PASADENA - NEW ZONING CASES

August 2015

CASE TYPE	CASE #			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
MCUP	6360	837	S	Arroyo Parkway		Expand existing Turner's Outdoorsman Store to include adjacent vacant store (expansion of non-conforming use)	Jason Killebrew (626) 744-7096	08/26/15	New Case: assigned		HO
PPC	2015-00449	130	N	Fair Oaks Ave.	3	PPC for demo and partial demo where street façade will be preserved. Ground level office space, residential lobby, 38 condo units, and two levels sub-parking	Beilin Yu (626) 744-6726	08/17/15	New Case: assigned	–	Staff

PASADENA - ZONING PROJECTS OF COMMUNITYWIDE SIGNIFICANCE

UPDATED September 3, 2015

CASE TYPE	CASE #	ADDRESS			CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
PD	2013-00072	1336 & 1347	E	Colorado Blvd.	7	**Hotel Project (former Ford Site)** - Construct an 8-story 375 room hotel, 35,000 sf of commercial on the northern parcel and a 150 room hotel on the southern parcel.	Tracy Steinkruger (626) 744-6756	02/26/13	Anticipated Release of DEIR in October 2015	–	CC
CUP	6172	922-936	E	Green St.	7	**Mixed-Use Project** - Demo existing buildings and construct a mixed-use project with 14,791 sf of commercial and 45 residential units.	Luis Rocha (626) 744-6747	03/05/14	Incomplete	–	HO
AHCP	11801	277	N	El Molino Ave.	3	**Platinum Pasadena** - Demolish two buildings and construct a 102-unit urban housing complex. PPR presented to CC as information item (5/5).	Beilin Yu (626) 744-6726	05/16/14	Completing environmental	–	HO
V	11810	254	E	Union St	3	**Union Street Condominiums** - Mixed-use development with 36 units with ground floor retail over subterranean parking.	Beilin Yu (626) 744-6726	09/10/14	Approved	09/02/15	HO
CUP	6279	78	N	Marengo Ave.	3	**Julia Morgan Bldg. / Kimpton** - Rehab 48,000 sf Julia Morgan bldg. and add 87,300 sf. for a new 179-room hotel. 1) CUP: Major Project; 2) CUP: Hotel; 3) CUP: Alcohol Sales; 4) MCUP: TOD Project; 5) MCUP: Reduced Parking; 6) MCUP: Shared Parking; 7) Variance: 1st floor height less than 15 ft.; and 8) Variance: provide one loading spaces instead of four.	Kevin Johnson (626) 744-7806	12/15/14	Preparing EIR	–	PC
CUP	6294	262	N	Los Robles Ave.	3	**Mirador** - Demolish 197 units and construct 496 apartment units in four buildings. 1) Amend Fuller Seminary Master Plan; 2) CUP for Density Bonus greater than 35%; 3) Affordable Housing Concession Permit; 4) Vesting Tentative Tract Map; and 5) Tree Removal.	David Sanchez (626) 744-6707	01/29/15	Incomplete	–	HO

CITY OF PASADENA -- COMMUNITY PLANNING - ACTIVE CASES - MASTER PLANS/PD's **UPDATED SEPTEMBER 1, 2015**

CASE TYPE	CASE #			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
MP	2012-00451	50-72	S	San Gabriel Blvd.	4	Walden School: A 10-Year Master Plan consisting of five phases. A 2-story classroom of 12,910 sq. ft. will be constructed along with a series of smaller buildings. No increase in enrollment will occur. Will go to City Council for final review. PC hearing 3/26/14: continued to date uncertain.	Ha Ly (626) 744-6743	10/19/12	On hold per applicant	–	PC
MP	2012-00384	3880	E	Sierra Madre Blvd.	4	La Salle H.S.: Three-phased Master Plan for the construction of athletic and performing arts facilities for an existing private high school.	Ha Ly (626) 744-6743	09/05/12	Completing environmental	–	PC
MP	2009-00461	100	W	California Blvd.	6	Huntington Hospital: The Hospital is proposing to amend its master plan which includes the reconfiguration of the plan's boundary area, rehabilitation, demolition, and new construction that will occur in phases over the next 20 years.	Ha Ly (626) 744-6743	12/03/09	Completing environmental	–	PC
MP	2014-00157	135	N	Oakland Ave.	3	Fuller Seminary: Amend the boundaries of the previously approved Master Plan to exclude several parcels that are no longer owned by Fuller and exclude development on these parcels. The proposed project does not include any new development, only a change in map boundaries and development schedule. The Development Agreement will also have to be modified.	Ha Ly (626) 744-6743	04/20/14	Incomplete	–	PC

CITY OF PASADENA -- COMMUNITY PLANNING - ACTIVE CASES - MASTER PLANS/PD's **UPDATED SEPTEMBER 1, 2015**

CASE TYPE	CASE #			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
MP	2015-00341	1700		Lida St.	6	Art Center College of Design: Amendment to replace and enhance existing academic facilities, parking, and circulation, and add student housing and parking at the South Campus. Hillside Campus: demolish 17,000 s.f. temporary classroom building; enclose 3,500 s.f. pavilion; and construct 15,300 s.f. maintenance shed.: Total: 18,800 s.f. South Campus: 988 building: 130,000 s.f.; 1,111 building: 22,000 s.f.; 888 building: 200,000 s.f.; 950 building: 40,000 s.f.: Total: 392,000 s.f. Overall total: 410,800 s.f.	Ha Ly (626) 744-6743	06/23/15	Completing environmental	–	CC
ZCA				Citywide		Transit-Oriented Development (TOD)	Joanne Hwang (626) 744-7309	–	Developing Recommendation	–	CC
ZCA				Citywide		Neighborhood Compatibility (Mansionization)	Martin Potter (626) 744-6710	–	Developing Recommendation	–	CC
ZCA		275		Arlington Dr.	6	Arlington Garden: Zone Change from RS-4 to OS (Open Space)	Joanne Hwang (626) 744-7309	–	Developing Recommendation	–	CC
SP				South Fair Oaks Specific Plan	6	South Fair Oaks Specific Plan: Text Amendment	Joanne Hwang (626) 744-7309	–	Developing Recommendation	–	CC
GP				Citywide		General Plan Update of Land Use Element and Mobility Element	Vicrim Chima (626) 744-6791	–	Approved	08/17/15	CC
OTHER				Citywide		Housing Element: Annual Report	Joanne Hwang (626) 744-7309	–	Complete: scheduled	09/23/15	CC
OTHER				Citywide		Climate Action Plan	Ha Ly (626) 744-6743	–	Developing Recommendation		

CITY OF PASADENA -- COMMUNITY PLANNING - ACTIVE CASES - MASTER PLANS/PD's

UPDATED SEPTEMBER 1, 2015

CASE TYPE	CASE #			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
PPR	2015-00012	1610		Elizabeth St	2	Revise and update the existing William Carey International University Master Plan to a new 20-year Master Plan for Venture Center Campus.	Ha Ly (626) 744-6743	07/21/15	Routed for Comments	–	Staff

August 2015

Design and Historic Preservation New Cases

CASE TYPE	CASE NUMBER			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
MSP	PLN2015-00435	800	E	COLORADO BLVD.	7	Master sign plan for Pasadena Towers	Mark Odell (626) 744-7101	8/4/15	active	NA	Staff
COA	PLN2015-00038	300	W	GREEN STREET	6	Changes to an approved project. Final design review for a 78-unit multi-family residential project.	Kevin Johnson (626) 744-7806	8/4/15	active	NA	Staff
TR	PLN2015-00433	1790	N	FAIR OAKS AVE	1	Removal of a tree that is damaging an existing retaining wall.	Jason Wasmund (626) 744-6916	8/4/15	active	NA	Staff
COA	PLN2015-00441	1090		CHESTER AVE	2	New garage door.	Jason Wasmund (626) 744-6916	8/5/15	active	NA	Staff
CDR	PLN2015-00438	721	E	UNION STREET	3	New tenant signage for Banner Bank	Jason Wasmund (626) 744-6916	8/5/15	active	NA	Staff
CDR	PLN2015-00436	60		LAKE AVE	5	Two new wall signs for Mattress City	Jason Wasmund (626) 744-6916	8/5/15	active	NA	Staff
COA	PLN2015-00437	1175		MAR VISTA AVE	2	Repair and replace existing wood shingle siding with new wood shingles.	Jason Wasmund (626) 744-6916	8/5/15	active	NA	Staff
PC	PLN2015-00442	704		MARENGO AVE	7	Preliminary consultation for 8 new units above subterranean parking.	Mark Odell (626) 744-7101	8/6/15	active	NA	Staff
COA	PLN2015-00443	1625	E	MOUNTAIN STREET	2	Construction of a 140 sf second story addtion.	Kevin Johnson (626) 744-7806	8/10/15	active	NA	Staff
RRBP	PLN2015-00444	2460		OSWEGO STREET	4	Relief from replacement building permit requirement to demolish two single family homes.	Kevin Johnson (626) 744-7806	8/12/15	active	NA	Staff
COA	PLN2015-00445	1265	E	GREEN STREET	7	Alteration of windows for a proposed ice cream store	Amanda Landry (626) 744-7137	8/12/15	active	NA	Staff
COA	PLN2015-00446	210	N	GRAND AVE	1	New side yard fences and driveway gate.	Amanda Landry (626) 744-7137	8/13/15	active	NA	Staff
CDR	PLN2015-00447	72	W	BELLEVUE DRIVE	6	Wall sign for Discovery Days.	Jason Wasmund (626) 744-6916	8/13/15	active	NA	Staff
CDR	PLN2015-00453	35	N	LAKE AVE	3	Three new monument signs and two wall signs.	Mark Odell (626) 744-7101	8/18/15	active	NA	Staff
CDR	PLN2015-00454	790	E	COLORADO BLVD.	7	New building signs	Mark Odell (626) 744-7101	8/18/15	active	NA	Staff
COA	PLN2015-00458	1418		PALOMA STREET	2	New 6-foot high wood fence in side and rear yards.	Jason Wasmund (626) 744-6916	8/19/15	active	NA	Staff

Design and Historic Preservation New Cases

CASE TYPE	CASE NUMBER			ADDRESS	CC DIST	BRIEF DESCRIPTION	CASE PLANNER & PHONE #	RECEIVED DATE	CURRENT STATUS	MEETING DATE	REVIEW BODY
LD	PLN2015-00459	2480		OSWEGO STREET	4	Landmark designation	Kevin Johnson (626) 744-7806	8/20/15	active	10/21/2015	HPC
COA	PLN2015-00465	760	S	SOUTH HUDSON AVE	7	Construction of a freestanding pergola in the rear yard, visible from the public right-of-way.	Jason Wasmund (626) 744-6916	8/25/15	active	NA	Staff
COA	PLN2015-00468	438		CYPRESS AVENUE	3	New window in an existing covered porch opening.	Amanda Landry (626) 744-7137	8/26/15	active	NA	Staff

ACRONYMS

Acronym	Case Description	Review Body
AHCP	Affordable Housing Concession Permit	Hearing Officer
CDR	Consolidated Design Review	Staff or Design Commission
COA	Certificate of Appropirateness	Staff or Historic Preservation Commission
CUP	Conditional Use Permit	Hearing Officer; Planning Commission if project includes over 75,000 sf of non-residential.
FDR	Final Design Review	Staff or Design Commission
HD	Historic Designation	Recommendation by Historic Preservation Commission. Final review by City Council.
HDP	Hillside Development Permit	Hearing Officer
LD	Landmark Designation	Recommendation by Historic Preservation Commission and Planning Commission. Final review by City Council.
MCUP	Minor Conditional Use Permit	Hearing Officer
MP	Master Plan	Recommendation by Planning Commission. Final review by City Council.
MSP	Master Sign Plan	Staff
MV	Minor Variance	Hearing Officer
PD	Planned Development	Recommendation by Planning Commission. Final review by City Council.
PPC	Preliminary Plan Check	N/A
PPR	Predevelopment Plan Review	City staff. Projects of community-wide significance presented to City Council as an info item.
RRBP	Relief From Replacement Building Permit	Staff or Design Commission
TPM	Tentative Parcel Map	Hearing Officer
TR	Tree Removal	Staff or Commission
TTM	Tentative Tract Map	Hearing Officer
V	Variance	Hearing Officer
VTPM	Vesting Tentative Parcel Map	Hearing Officer
VTTM	Vesting Tentative Tract Map	Hearing Officer
ZA	Zoning Administrator Interpretation	N/A
ZCA	Zoning Code Amendment	Recommendation by Planning Commission. Final review by City Council.

Acronym	Review Body
CC	City Council
DC	Design Commission
HO	Hearing Officer
PC	Planning Commission
BZA	Board of Zoning Appeals

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

Monthly Activity Report
AUGUST, 2015
Permits & Fees

Permits & Valuation

	Month Aug-15	Month Aug-14	YTD FY 2016	YTD FY 2015
Total Value	$ 14,330,667	$ 40,455,285	$ 23,228,911	$ 52,494,926
Total Permits	293	229	571	507
Residential - New				
Valuation	$ 2,820,573	$ 9,825,558	$ 2,820,573	$ 11,193,358
Permits	4	4	4	8
Residential - Rehab				
Valuation	$ 4,291,435	$ 4,053,045	$ 8,291,060	$ 8,387,010
Permits	242	172	477	372
Non-Residential - New				
Valuation	$ 2,200,000	$ 20,000,000	$ 2,200,000	$ 20,000,000
Permits	1	1	1	1
Non-Residential - Rehab				
* Valuation	$ 5,018,659	$ 6,576,682	$ 9,917,278	$ 12,914,558
Permits	46	52	89	126

Fees Collected

Permit and Plan Check	$ 846,178	$ 475,028	$ 1,481,806	$ 798,885
Residential Development Impact	$ 47,293	$ -	$ 66,877	$ 106,513
Transportation Improvement Fee	$ 5,489	$ 435,269	$ 5,489	$ 440,733
Construction Tax	$ 252,409	$ 729,079	$ 394,293	$ 930,269

Fees Waived

Northwest Enterprise Zone	$ -	$ 3,577	$ -	$ 11,469
Research and Development	$ -	$ -	$ -	$ -
Affordable Housing	$ -	$ -	$ -	$ -

Other

Inspections	2,368	2,065	4,239	4,661

PLANNING &
COMMUNITY DEVELOPMENT
DEPARTMENT

Monthly Building Permit Report
AUGUST, 2015
Dwelling Units

DATE	STREET ADDRESS OF DWELLING UNITS	VALUATION	NEW SINGLE UNITS	NEW DUPLEX UNITS	NEW APART UNITS	UNITS MOVED IN	UNITS MOVED OUT	UNITS DEMOLISHED
8/20/2015	755 E DEL MAR BLVD	$ 890,000			3			1
8/31/2015	1133 ARDEN RD	$ 1,066,939	1					
8/10/2015	161 CALIFORNIA TER	$ 318,281	1					
8/12/2015	1197 ARDEN RD	$ 545,353	1					1
	GRAND TOTAL	$ 2,820,573						

EOC 9/2/15

PLANNING &
COMMUNITY DEVELOPMENT
DEPARTMENT

Monthly Activity Report
AUGUST, 2015
Development Processing Section

PLAN CHECK OVER $ 500,000

109 HARKNESS AVE	New construction of a 9-unit condominium building @ 12,997 square feet with subterranean parking garage @11,029 square feet Project value $ 1,402,520
25 W WALNUT ST	New construction of a 201-unit apartment building @ 226,871 square feet with subterranean parking garage @ 173,568 square feet Project value $ 41,037,691
179 E COLORADO BLVD	New construction of a restaurant @ 6,052 square feet with patio @ 1,223 square feet Project value $ 958,920
2233 E FOOTHILL BLVD	New construction of a 3-level self-storage building @ 46,300 square feet Project value $ 2,500,000
118 N ALLEN AVE	New construction of a 5-unit condominium building @ 7,117 square feet with subterranean parking garage @ 6,050 square feet Project value $ 1,347,590
166 W COLRADO BLVD	Tenant improvement for a restaurant @ 7,209 square feet with patio @ 3,034 square feet Project value $ 750,000
690 S FAIR OAKS AVE	New construction of a 3-story biomedical research building @ 34,926 square feet with parking @ 32,392 square feet Project value $ 5,560,000
600 E COLRADO BLVD	Tenant improvement for retail use @ 12,457 square feet with addition of a mezzanine @ 1,478 square feet Project value $ 632,694

BUILDING PERMITS OVER $ 500,000

2900 E DEL MAR BLVD	New construction of a 3-level parking garage @ 47,200 square feet Project value $ 2,200,000
755 E DEL MAR BLVD	New construction of a 3-unit condominium building @ 6,308 square feet with subterranean parking garage @ 2,606 square feet Project value $ 890,000
1133 ARDEN RD	New construction of a 3-level single family residence @ 8,508 square feet with subterranean parking garage @ 400 square feet Project value $ 1,066,939
1197 ARDEN RD	New construction of a 2-story single family residence @ 5,293 square feet with attached parking garage @ 705 square feet Project value $ 545,353
55 S LAKE AVE	Tenant improvement of the 8th floor of an office building @ 22,042 square feet Project value $ 1,185,573
1390 N ALLEN AVE	Interior remodel of existing supermarket @ 39,574 square feet (Vons) Project value $ 791,480

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September 24, 2015

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Pasadena Startups Bridge Design and Technology

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Co-written by Andy Wilson

Painting by Pasadena artist Kenton Nelson

Pasadena, known for the Rose Parade and its quaint Old Town, is fast becoming a vibrant center of entrepreneurship and innovation in Southern California. Home to JPL, Caltech, Art Center College of Design and a wide rage of renowned engineering and design firms, Pasadena is busily reinventing itself. Faced with the challenge of freshly minted entrepreneurs leaving for Silicon Valley, the San Gabriel Valley community is now building a thriving entrepreneurial ecosystem centered on its own unique history and strengths.

It might surprise some to know that this is actually Pasadena's second time around at playing a significant role in the region's innovation economy. During the first internet boom, Pasadena was home to cutting edge firms like Earthlink, CitySearch, Overture, eToys and eHarmony to mention but a few. Many of these were spun out of the idea factory of Bill Gross, known as Idealab. Over almost twenty years, Bill and his Idealab team have spawned more than one hundred companies and continue producing incredible companies today in the area of 3D printing, search, e-learning and ecommerce.

To re-establish the area's leadership, Innovate Pasadena was founded in 2013, for creating a vibrant ecosystem of innovation in the greater Pasadena area that supports sustainable economic growth. The organization supports collaboration across and within business, academia and the broader community in order to attract and retain companies, entrepreneurs, innovators and capital.

How does one realize these lofty statements in practice? Pasadena contains a rare mix of pragmatists and dreamers that combine long-term ambitions with everyday practical changes of reality. Their approach depends on developing diverse and frequent programming that pulls individual entrepreneurs and innovators out of their private world realms into a connected ecosystem.

This approach has already spawned weekly Friday educational coffee meet-ups to a wide rage of sub-group activities. Some of these include Techsparks' pitching practice sessions, Pasadena Big Data User Group, for gathering the tips and tricks of Big Data analytics and Innovate Pasadena - Design X, all sharing cutting edge design and design science research practices. In two years time, together with an annual Pasadena Connect week, Innovate Pasadena has helped grow the organization from just five to over two thousand members who have now had the opportunity to connect through over three hundred events.

In some cases, these collaborations have become more formalized as in the case of The Design Accelerator (TDA). TDA is the product of a joint effort between Pasadena's top design school, Art Center College of Design and Caltech; it's leading Research University, and is housed in the startup environment at Idealab. TDA accelerates earliest-stage design and engineering entrepreneurs in the greater Pasadena area. This effort has already produced more than a half dozen innovative ventures, several of which have successfully secured capital beyond the startup funding provided by TDA.

It is the unique combination of original research, incredible design know-how and deep engineering DNA that makes Pasadena so compelling for startups. TDA is just an example of these worlds working together harmoniously to drive extraordinary outcomes. In reality, this integrative capability has been a hallmark of the Idealab approach to innovation. The Pasadena innovation community realizes that it can re-establish its regional and national leadership in innovation through a thoughtful and broad-based blending of these disciplines. No longer content to merely hold these capabilities in inventory, the powerful convergence of these factors is now beginning to produce winning outcomes.

Special thanks to Andy Wilson for researching and co-writing this article

Follow Soren Petersen on Twitter: www.twitter.com/soreningomar

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Conversations

3 Comments Sort by Top

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Søren Ingomar Petersen · South Pasadena, California

Hi Victor, - Yes, startups in Southern California, such as ours www.applieddesignscience.org , as well as established firms like ADP and Alibaba are moving here. Great weather, a second to non art scene and a real Old Town with real brick buildings and plenty of small stores makes it inspiring to live in Pasadena. Sincerely, - Soren

Like · Reply · 20 hrs

Grant Hosford · CEO & Founder at CodeSpark

codeSpark is proud to be a design driven start-up and Innovate Pasadena supporter... http://thefoos.com

Like · Reply · 16 hrs

Victor Caballero · Works at CenterStaging

Pasadena and the surrounding communities are shaping up to be the choice destination for startups.

Like · Reply · 23 hrs

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