

NEWS

West Pasadena Residents' Association

PASADENA, CALIFORNIA

ESTABLISHED 1962

SUMMER 2005

4th Quarter, 0 Minutes Remaining Home Team 1, NFL 0

It was feared that the score might be very different. When the Environmental Impact Report (EIR) for the "NFL at the Rose Bowl" was made public, the WPRA Board of Directors identified a long list of concerns including the displacement of the Arroyo Seco parkland users, the affect on the historic landmark status of the Rose Bowl, and the negative impact to the surrounding neighborhoods. When the City Council voted to certify the EIR, the *Pasadena Star News* pointed out: "...the impact on thousands of locals who use the Arroyo Seco for recreation would be devastating." Councilmembers Steve Madison, Chris Holden, Joyce Streator, Paul Little and Victor Gordo voted in favor of certifying the EIR, seen by many as a "pro-NFL" vote. Mayor Bill Bogaard said: "I am stunned at

the negative impacts in this document" and promptly joined Councilmembers Steve Haderlein and Sid Tyler in voting against the EIR.

The WPRA swung into action, mailing letters to over 11,000 West Pasadena and surrounding area households with a plea for help and for funds to oppose the NFL. The response was overwhelming with over 30% of the donations coming from outside of 91105. This generous financial support allowed WPRA to retain a professional consultant to guide and fund a campaign that included advertising in a local paper, over 14,500 pieces of mail, 7,000 auto-dial telephone messages and

10,000 emails to high-propensity voters throughout the city. The campaign urged those with concerns about the NFL in the Rose Bowl to contact Mayor Bogaard, Vice Mayor/Councilmember Madison and the Council as a whole.

WPRA worked on media relations resulting in local and national print coverage, including news articles by the *Associated Press*, *Los Angeles Times*, *Los Angeles Business Journal*, *The Daily News*, *Pasadena Star News*, *New York Times*, *USA Today*, *Washington Post*, *NFL.com* and local television coverage of the City Council meeting by Fox 11, KABC and KCBS.

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The Rose Bowl Operating Committee's "Plan B" for the Rose Bowl

On July 7, 2005, the Rose Bowl Operating Committee (RBOC) met to discuss a proposed work plan for the so-called "Plan B." The RBOC Board of Directors could not agree on the direction to take and will ask the City Council for one month to continue to develop the work plan and report to the Council in August with a recommendation. After hearing the discussions at the RBOC meeting and reviewing the report, the WPRA has concerns

that the RBOC work plan will not be focused on many important and related issues such as the protection of Arroyo Seco parkland, the National Historic Landmark status of the Rose Bowl and the surrounding neighborhoods.

The WPRA will be watching this process closely as it unfolds. Please visit WPRA's website at www.wpra.net to review the RBOC report to see the direction in which the RBOC is heading. ■

Home Team 1

NFL 0

Continued from front page

The WPRA efforts were effective. On June 6, the City Council debated the "Statement of Overriding Considerations" which essentially states that it would be OK for citizens to live with all of the serious, significant and unavoidable negative impacts as a trade-off to the speculative proposal from the NFL. The Council Chambers were packed, with television lights on the Council.

Citizens' voices were heard loud and clear. Vice Mayor/Councilmember Madison said he had received over 700 emails and phone calls. Councilmembers

Tyler and Streator also mentioned receiving large volumes of messages.

Late on Monday night, June 6, 2005, Vice Mayor/Councilmember Madison, joined Mayor Bogaard and Councilmembers Haderlein and Tyler, to block the "Statement of Overriding Considerations", effectively denying the NFL from coming to the Rose Bowl. In his comments, Vice Mayor/Councilmember Madison said that "if the NFL needs five votes, they are not going to get them!"

Councilmember Haderlein presented the motion and led the majority Council vote to pursue a no-NFL plan, the so-called "Plan B" for the Rose Bowl.

The Rose Bowl Operating Committee was directed by the Council

to work with City Manager Cynthia Kurtz and to report back in one month with a work plan for a six-month comprehensive study of other options to preserve the Rose Bowl and stabilize its financial condition. Mayor Bogaard said that "now is the time to focus on this like we have never done before." After the Council debate ended, Mayor Bogaard said "I think we are a stronger community as a result."

There is still work to do. The WPRA Board has pledged its time and efforts to support the City Council action and looks forward to working on a "Plan B" for the Rose Bowl which will protect the Arroyo Seco parkland, the National Historic Landmark and the surrounding neighborhoods. ■

Don Zimmerman Named Law Enforcement Volunteer of the Year for 2004

WPRA is proud to recognize Don Zimmerman for his exceptional volunteer work in the Arroyo Seco. He was named Law Enforcement Volunteer of the Year in 2004 by the California Peace Officers' Association, one of two in the entire State, and was recently awarded the Community Service award by the Pasadena Police Department at its 34th Annual Police Citizens Award Luncheon for his volunteer service.

The following is an excerpt from his nomination application...

In 1985, the Pasadena Police Department recognized the need to have passive patrol in the more remote areas of the city, including the Arroyo Seco. The Department wanted to have "eyes and ears" coverage in areas not routinely visited by patrol units. They decided to take advantage of the equestrians who rode through the area on a daily basis. Don didn't hesitate to offer his services. And while some training was required, Don breezed through, but of course he was younger then, only 72.



Over the years Don has kept watch over the Arroyo Seco Park an average of three mornings a week. During that time he has cleaned up transient camps, kept a watchful eye for fire risks, broken up beer parties, reminded dog owners of the leash law (even to the point of handing out home-made leashes), helped lost people and shared the history of the Arroyo with anyone who wanted to know. He has made many friends. While on duty, other members of the Volunteer Mounted Unit are often confronted with the question "Where's Don today?" He encourages the public to ask questions

about horses and to pet his. He has been known to refer to the Volunteer Mounted Unit as a "mobile petting zoo". His constant presence not only brings smiles but creates a sense of security and safety to the many visitors in the Arroyo.

Don's equine partner, Skeeter, recently died but that didn't stop Don. He has continued his patrol shifts on borrowed horses while in search of a new equine partner [at time of this printing, Don has a new mare named Marca]. It is clear that he puts his responsibilities as a volunteer above his own personal needs.

Now for the numbers: 60, 20, 7000, 92. No, these are not the next winning lottery numbers but they reflect a "winning" situation for the City of Pasadena. About 60 years riding in the Arroyo, 20 years and over 7,000 hours of volunteer service, and still going at the age of 92. Don is a shining example of volunteerism and a positive reflection on the City of Pasadena and its Police Department. ■

Former Ambassador Campus Site Update *East Exceeds West* By Fred Zepeda

Most of you already know that the World Wide Church of God has sold all of its Pasadena property. The property on the west side of the freeway was divided up to accommodate Maranatha High School and The Harvest Rock Church. The Auditorium is now owned by the Church and they have had several performances and plan to have more performances in the future. The property owned by Maranatha and the Church is on the lower or St. John half of the west campus. The upper or Orange Grove half of the property will see about 70 new residential units and the reuse of some 28 existing residential units. The new units will be on the corner of Orange Grove and Green. While the gardens will stay the two “egg crate” buildings will be taken down. Senior Citizen Housing, a Continuing Care Facility, will be built on Green Street. This will be the biggest of all the new development on the property. It will have 230 units of various sizes, some will be rentals and some will be condominiums.

The total new development of about 300 units on this large piece of land is

much more in keeping with the character of our neighborhood than the previous two proposals. The developers are sincerely interested in working with the community and are meeting monthly with a small group of representative from the various neighborhood associations to review plans and ask our opinions. WPRA continues to advocate for buildings that are architecturally compatible with our neighborhood. We don't need more massive industrial looking buildings. Set backs, articulation of walls and heights and sight lines are now the primary issues on the west campus.

That was the good news. The Saris Regis project on the east side of the freeway is a totally different matter. They have applied for some 829 new units on about 12 acres. This would be about 69 units per acre. They propose to build as high as 60 ft. There is some question as to their compliance with the Open Space requirements. Their density and height both exceed the Central District Specific Plan. They have asked for a Planned Development Agreement which would allow them to exceed the limits of the Specific Plan.

The rational put forward is that exceeding the limits has some benefits that override the negative impacts. The other side of the coin is that the City can use its discretionary authority, contained in the Planned Development Agreement, to reduce a project below what is allowed by the Specific Plan. The City Council will make those decisions.

The City has hired ESA Environmental to prepare the required Environmental Impact Report (EIR). A public meeting will be held to ask the public what questions and issues the EIR should address. WPRA will inform you as to the date of the meeting, as well as attend and raise questions as to the density, heights, traffic and other relevant issues.

This is the largest residential project in the City of Pasadena. It will have major impacts. What this project will do to traffic is frightening. It is no exaggeration that this project will change the character of our neighborhood. We all must be diligent and get engaged. WPRA will work to reduce the size of this project so as to reduce the impacts to our neighborhood. ■

2007 Slated for Opening of Whole Foods Market *By Cathy Morrison*

Whole Foods Market is finalizing plans with the City of Pasadena to begin construction of a two-story grocery store located on the corner of Bellevue Drive and Arroyo Parkway. The organic grocery chain considers this new location to be their “West Coast Flagship”. The target opening date is April or May 2007.

The proposed project involves the partial demolition and “rehabilitation” of a building that is considered historically significant by Pasadena Heritage.

Originally this 1920s structure was owned and operated by Pacific Electric Railway Company and was used as a motor bus garage. Currently it is occupied by Absolute Automotive Service and Discount Tire Store.

The proposed building will be a two-story, 75,000 square foot structure with Whole Foods Market occupying the entire 2nd floor. The first floor will be for ancillary shopping uses and will be referred to as the “Market Annex”.

Parking will be a three-level subterranean parking garage containing

293 spaces with pedestrian access to the Whole Foods grocery store via elevators and stairways.

Arroyo Parkway will be reconfigured to offset the existing alignment of Bellevue Drive at Arroyo Parkway to accommodate a left-turn lane that will be regulated by a newly constructed traffic light.

For further information, log on to: www.cityofpasadena.org. Click on search and type in Whole Foods Market. ■

Thank You

WPRO Arroyo Protection Fund

May - July 2005

The WPRO Board of Directors thanks the following very generous donors for their quick action and generous support of the Arroyo Protection Fund. These monies have been used to fund our opposition to the NFL at the Rose Bowl and to advocate on behalf of the Arroyo Seco. Over 30% of the checks for the Arroyo Protection Fund came from Pasadena citizens outside of the 91105 area. We thank you from the bottom of our heart. The response to our requests for funds from Pasadena residents was beyond our expectations and shows the tremendous interest that our neighborhoods have in preserving the historic Rose Bowl and the surrounding parkland for future generations. We can all be proud of this achievement. Each person who donated and supported WPRO in this effort deserves our heartfelt thanks. —Dorothy Lindsey, President

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New Master Plan Proposed for Mayfield Senior School

By Larry Abelson

Mayfield Senior School has applied to the City of Pasadena for a new Master Development Plan for Mayfield's West Pasadena campus. The Historic Preservation Commission reviewed the Plan on June 20 and July 5, and the Transportation Advisory Commission reviewed the Plan on July 7. The Planning Commission is expected to examine the Plan in July or August and then submit it to the City Council for approval.

According to a June 20 Planning Department staff report, the Mayfield Master Plan consists of the following components:

- **Interior renovation of Strub Hall (Eagle Mansion, Marshall Estate)**—Mostly interior renovation to upgrade existing education spaces, convert the former resident nuns' living quarters to classrooms and offices, and add a new elevator on the west side exterior.
- **New Fine Arts and Music Building**—A new 11,000-square-foot, two-story plus basement building for Fine Arts and Music in place of the existing Carriage House, located just behind the existing Pergola, which will be restored. This building will incorporate a loading/unloading area with a driveway.
- **Demolition of the Carriage House**—This two-story, 3,372-square-foot building located on the west side of the campus is in poor condition and is not easily adapted for classrooms.

- **New Multi-Purpose Building**—

A new 6,000-square-foot, one-story building will be located on the south side of the exterior court in front of Strub Hall, and will be used for liturgy, gathering and dining.

- **Expansion of the campus to adjacent parcel (484 Bellefontaine Street) and interior renovation**—

Incorporating this parcel to the school campus will require a zone change from RS4-HD (Single-Family Residential, 4 units per acre, with Hillside District Overlay) to PS (Public, Semi-Public) and a General Plan Amendment from Low Density Residential to Institutional.

- **Traffic Reconfiguration**—

The incorporation of the adjacent residential parcel to the school campus will expand the school boundaries, increase the site area from approximately 7.5 acres to nearly 8.5 acres, and will provide space for a new circular drive around the front lawn, a drop-off and pick-up area, and 49 parking spaces for staff and visitors. The existing historic gate at 500 Bellefontaine will remain and be used as a one-way vehicle entrance. The existing gate at 484 Bellefontaine will become the one-way vehicular exit. Other project components include two new guardhouses (200 square feet each), one at the Bellefontaine gate and another between the two gates at Grand Avenue. The existing residential structure will remain and be

used as offices for the school. The drive off Grand Avenue will be made into a one-way entrance into the campus and the existing historic gate will remain. A new exit drive with a simple gate will be added just north of the historic gate. The existing campus road will be widened to accommodate two-way traffic and will lead to two parking areas. The resulting total number of spaces throughout the campus will be 146 spaces, as compared to the current 141 spaces. The City proposes to post portions of Bellefontaine as "no parking" and insert a left-turn lane on Bellefontaine for entrance to the School.

- **New Maintenance Building**—

A new one-story 1,000-square-foot maintenance and storage building on the northeast corner of the campus, with two parking spaces adjacent.

The block of Bellefontaine Avenue that includes Mayfield Senior School has been proposed by property owners for landmark district designation, and the Historic Preservation Commission recommended approval on February 22, 2005. The applicants are securing signatures for the second petition, which is required before the landmark designation is reviewed by the Planning Commission.

The WPRA has taken a position in support of the neighbors and will continue to monitor the progress of the Plan. For more information, please contact City planners Annabella Atendido or Jeff Cronin at (626) 744-4009. ■

West Pasadena Transportation Update *By Vince Farhat*

New ARTS Bus Service

Pasadena's new ARTS Route 70 is up and running. The new route runs Monday through Friday from 6:00 a.m. to 9:00 a.m. and from 3:00 p.m. to 8:00 p.m. The western terminus of the route is Melrose and Colorado Boulevard, with coverage on South Orange Grove Boulevard from Colorado Boulevard to Columbia Street, and connection to the Gold Line Fillmore Station.

For more information on ARTS routes and hours of service, please call (626) 398-8973 or visit the City's website at www.cityofpasadena.net.

Avoid Traffic Delays in Southwest Pasadena

Motorists near Glenarm Street, between Fair Oaks and Arroyo Parkway, are advised to avoid traffic delays by taking alternative routes in the coming months while the City widens Glenarm Street and the southbound Pasadena Freeway. Construction began in late June.

The Raymond-to-110-Connector Project will improve the connection between the southern end of Raymond Avenue and the Pasadena Freeway. This is one of many measures designed to move traffic away from neighborhoods

and onto commercial traffic corridors, to improve mobility.

For more information, please call (626) 744-4332. For a map and status of construction, visit www.cityofpasadena.net and select the 710 Mitigation link. ■

Editor's Note: Vince Farhat is Chair of the Transportation Advisory Commission. Vince has been on the WPRAs Board of Directors since 1997, and served as President from 2001 to 2003.

Chopping Block for San Rafael School? *By Mary Dee Romney*

District proposals for San Rafael School may permanently foreclose access to a neighborhood public school.

Although many local families have strongly expressed a desire that San Rafael School operate as a neighborhood school and meet the education needs of neighborhood children, only a handful of Southwest Pasadena neighborhood children currently attend San Rafael School.

This lack of neighborhood attendance was cited during the Board of Education meeting May 16th as justification for targeting San Rafael School for closure.

While Southwest Pasadena neighborhoods pay a large percentage of tax roll assessments and general obligation bond indebtedness, the closure of San Rafael School would leave Southwest residents without neighborhood access to the public education services they fund.

Further, San Rafael School has been last to receive consideration for Measure Y construction and modernization

work. A recent report from the PUSD shows that San Rafael School is \$2 million short of the \$3.64 million original budget obligation. This leaves the 3.1 acre school site at risk for potential surplus property disposition (development) and/or questionable charter school occupancy.

San Rafael School has served families of Pasadena since 1918. The first PTA at San Rafael School was organized in 1925 and members

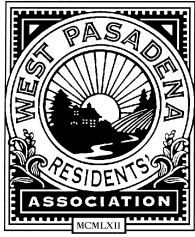
immediately began plans for a new building, which was erected in 1929. Five new classrooms, an auditorium and a cafeteria were added in 1951. By 1956 a new wing with three more classrooms had been added.

Now, in the summer of 2005, the WPRAs invites your comments regarding the future of San Rafael School. Please respond to: education@wpra.net ■

The La Loma Bridge Project *By Joan Hearst*

The City expects to release the Draft Environmental Impact Report (EIR) for the La Loma bridge later this summer, outlining three possible alternatives and their impacts. After the EIR has been certified, the City will proceed with final design of the preferred alternative. The project is scheduled to be approved by summer of 2006 and construction is expected to take place in 2007.

WPRAs encourages city leaders to ensure that funds are found to retrofit the bridge as specified by citizens and in the same spirit as it has for the Colorado Street Bridge, City Hall and the Convention Center. For more information contact Roubik Mardirosian, Project Manager, at (626) 744-7456. ■



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 Benefactor \$100-\$249 Platinum \$250 or more

Please mail to: West Pasadena Residents' Association • Post Office Box 50252, Pasadena California 91115

Board of Directors 2004 - 2005

Officers:

President	Dorothy Lindsey	323-256-4972
Vice-President	Cheryl Auger	626-799-6465
Director of Communications	James Hawkes	626-557-5057
Director of Membership	Joan Hearst	626-796-4057
Treasurer	Blaine Cavena	626-799-3358
Secretary	Audrey O'Kelley	626-441-3783
Immediate Past President	David Romney	626-403-0242

Board Members:

Larry Abelson	John Martin	Pat Shanks
Geoffrey Baum	Cathy Morrison	Priscilla Taylor
Blaine Cavena	Carolyn Naber	John Van de Kamp
Leslie Clarke Gray	Marilyn Randolph	Michael Vogler
James Hawkes	Mary Dee Romney	Fred Zepeda

For more information about our committees, please contact:

Newsletter & Advertising:	James Hawkes	626-557-5057
Membership:	Joan Hearst	626-796-4057
Traffic & Transportation:	Carolyn Naber	626-795-7675
	Vince Farhat	626-441-1388
Ambassador Campus Projects:	Fred Zepeda	626-578-7505
Arroyo Seco:	Joan Hearst	626-796-4057
Rose Bowl:	Cheryl Auger	626-799-6465
Education:	Mary Dee Romney	626-403-0242
St John/Pasadena Avenue:	Larry Abelson	626-799-0670
Neighborhood Email Update:	Judith S. Klump	626-403-7022

WEST PASADENA RESIDENTS' ASSOCIATION

Post Office Box 50252 • Pasadena, CA 91115-0252
WPRA Message Line: (626) 441-1388