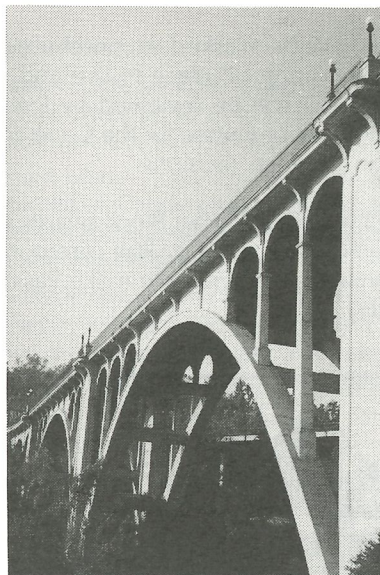


# WEST PASADENA RESIDENTS' ASSOC. NEWS

Box 65



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## BUT IS IT PUBLIC ART?

A group of "artist/vandals" recently appeared before a select committee on anti-graffiti to explain what motivates them to deface public and private property. Apparently nothing more than the spirit of competition—who can create his or her mark and have it displayed for the longest period of time?

The City of Pasadena has witnessed a tremendous increase in the amount of graffiti over the past three years—from 1,100 incidents in 1989 to a projected 9,000 by the end of 1991.

In an effort to stop the vandalism and create a "graffiti-free Pasadena" a 45-member Graffiti Think Tank was formed in April, 1991. The goal of the Think Tank, which meets monthly, is to develop strategies leading to the eradication of graffiti from the community.

Broken into four subcommittees, the group implements programs and makes recommendations to the City Council based on studies of successful programs in other parts of the country. The subcommittees are: Eradication, Law Enforcement/Legislation, Education/Services to Youth, and Publicity.

The Law Enforcement/Legislation committee recently recommended to the City Council that the Municipal Code be amended requiring retail businesses to store or display spray-paint cans and specified marker pens in locked or secured areas accessible only to employees. This followed the committee's review of similar, successful ordinances in the cities of Los Angeles and El Monte.

Other committees have also been reviewing various aspects of the problem with the following results:

- More efficient ways of removing graffiti have been researched and a graffiti-proof paint identified. At the request of the Committee, it will be offered by Decatrend Paints and Dunn Edwards to neighborhood associations at a drastically reduced price (the paint retails for \$90 per gallon). The Environmental Corporation of Camarillo has also donated 540 gallons of the paint to the City for its graffiti eradication program.
- The development of a classroom training package to include video presentations will be undertaken with the Unified School District. This program will be targeted to fifth grade

students and will focus on the adverse aspects of graffiti. Concurrently, a recognition program for youths who contribute to the community's efforts to eliminate graffiti is being developed. Art Center College of Design students will design the logo for the City's abatement program to be used for bumper stickers, T-shirts, and posters.

Members of West Pasadena Residents' Association Board of Directors are serving as members of the Graffiti Think Tank. They report that the Eradication Subcommittee will work with neighborhood associations to develop approaches to graffiti removal as requested.

In a recent communication to the City Council, Donald Morrin, Neighborhood Services Administrator noted that the Graffiti Think Tank members "... agree that although our goal of making this community graffiti-free is ambitious, it is achievable."

## BEAUTIFICATION AWARDS DUE

An awards ceremony scheduled for October 5, will celebrate Pasadena Beautiful Day.

Sponsored by the Recreation Department, the Public Works and Transportation Department, and the Pasadena Beautiful Foundation, a week-long volunteer effort to beautify Pasadena will involve residents, businesses, schools and various civic organizations. Activities will include cleaning up, planting, painting, trimming, and repairing gardens and property.

In west Pasadena there will be a planting program in Central Park coordinated by the Pasadena Lawn Bowling Association and El Central de Accion Sociale. At the Church of the Angels, parishioners will plant trees while residents of California Terrace will be beautifying neglected properties.

In other parts of the City, the Linda Vista Neighborhood Association will be planting a demonstration drought-tolerant garden on Linda Vista Avenue at the southwest corner of the Holly Street Bridge. In addition, the Los Angeles State and County Arboretum will donate 60 flowering trees for the Sierra Madre Avenue median strip.



At City Hall, employees have been asked to contribute ideas as to what makes Pasadena a good place to live and what would make it better. Ideas will be reviewed by Planning Director Anne Odell and the Committee for the General Plan for possible inclusion in the Plan revisions.

Pasadena Beautiful will be making Banner Block awards along with the City's individual awards at a City Hall ceremony on October 5. Use your imagination and help make Pasadena more beautiful everyday.



#### SHARE THE VISION OF PASADENA'S FUTURE

As we look along the streets and across Pasadena over the next two decades what will our city's skyline look like?

What modes of movement will we use to move about the city and around the region? Will we cycle, walk, drive, use light rail?

Can we in Pasadena agree on use and reuse of the land within our city limits so that over the next two decades we are able to direct the location, amount and use of construction before it is built?

Beginning right now each of us has the opportunity for our voices to be included in the major activity of revision to this state required document, Pasadena's General Plan—our guide for future development in the city. The Land Use and Circulation Elements are the ones which must be revised at this time, those very parts which have the most visible effect on our daily lives.

The City's Planning Department began collecting information and data over a year ago as essential background material to be used in the required planning process. It was 15 years ago that Pasadena last revised its General Plan, and is now long past the time where it represents today's desires, expectations and needs.

Our goal is to include the thoughts and desires of as many as possible in the analysis and decision-making so that allowed growth can be directed for the most beneficial effect to all. The hope is that all who have participated in the discussion, vote and implementation of growth management within the

city over the past two or more years will participate as fully in this effort to add direction and location to the mix of use and amount.

A General Plan Coordinating Committee is in place to begin the planning process. It is made up of members from the Planning Commission, the Transportation Advisory Commission, plaintiffs from the recent Growth Management lawsuit, representative from PRIDE, and two members of the City Council. Along with city staff and public outreach consultants the Coordinating Committee is ready to begin the public dialogue.

I urge you to put your name on the mailing list to indicate that you want your voice heard. Call the Planning Department at (818) 405-4206 and ask that your name and address be recorded.

Katie Nack  
District 6 City Council Member

#### FILMING UPDATE

In the February, 1991, issue of *WPRA News*, we reported that new filming guidelines were being developed and would be the first priority of a new staff member acting as film liaison.

Over the past six months that new staff person, Ariel Penn, has been busy with two major tasks. First, draft guidelines were presented to the City Council at a public hearing in late June. At that time, residents requested revisions and offered to submit ideas to staff. The Council requested that Ms. Penn review recommendations from residents and incorporate them where appropriate.

The second task involved development of a marketing plan which would market locations in Pasadena with an emphasis on new, previously unused locations. Both the revised guidelines and marketing plan are to be presented to the Council at a public hearing to be set in October.

"To immediately address the problems which existed on South San Rafael, we notified production companies that the City was only interested in shoots which could be contained within the subject property boundaries, and that could be completed during daylight hours," stated Ms. Penn. She further reports that commercial and film shooting on San Rafael is reduced this year, alleviating some of the more problematic issues.

Ms. Penn came to Pasadena after three years as Assistant Film Liaison in West Hollywood. Working in this high density community, she developed specialized skills in filming in crowded locations which should be beneficial in her position with Pasadena. She is also experienced in film production, having produced municipal cable programming receiving a 1988 Ace Award for the documentary film, "The Face of Aids."

For information regarding the next public hearing on filming guidelines and the marketing plan, call 405-4152.

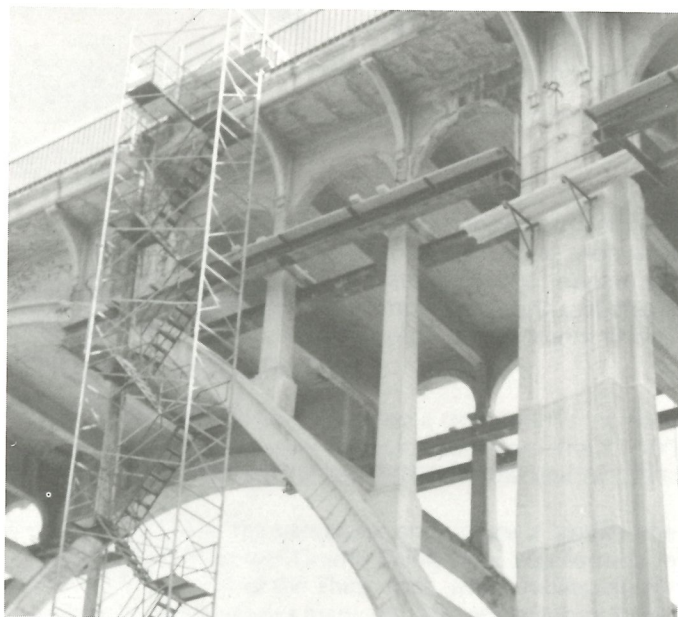


## COLORADO STREET BRIDGE REHABILITATION ON SCHEDULE

The rehabilitation of the Colorado Street Bridge is on schedule according to Alan Charmatz, Project Manager for the City of Pasadena. Construction is to be completed by fall of 1993.

The three overlapping phases of the project consist of demolition of portions of the structure, rehabilitation and replication of decorative elements, and rebuilding of the superstructure.

Currently steel frames with transverse beams are visible which tie piers to the arches for demolition purposes. Piers and arches will be strengthened and a new road bed, which meets current highway standards, will be constructed.



"The only street closures will occur over 19 calendar days (Mondays through Fridays) which the City hopes to schedule between mid-October and early November," stated Charmatz. Should that schedule slip the closures will be delayed until January 1992, to accommodate traffic during the Tournament of Roses Parade and Rose Bowl Game.

The closure will affect Arroyo Boulevard north of Westminster and Arroyo Drive south of Holly Street.

## WHAT'S NEW IN OLD PASADENA?

With holidays not too far off, it's a good idea to keep our "neighborhood" shopping district in mind—Old Pasadena.

There are many, new shops offering a variety of merchandise to please every friend or family member, regardless of age.

A sampling of that variety includes:

- LuLu Brandt's - Fine, European-styled ladies apparel. Though it helps to have a mannequin's figure and Texas-sized wallet to shop here.
- Girasole - Beautiful English and Italian porcelain plus antiques. A bit pricey too, but you won't find anything like it this side of

Melrose Avenue.

- L'Atelier - Gifts, furniture, accessories, and gourmet foods and coffees all mixed up in a charming, Old Pasadena environment which makes terrific use of original sky lights.
- Distant Lands - Travel books galore about places you've only dreamed of. Comfortable seating invites you to explore exotic locations as the proverbial "arm chair traveler" while never leaving home sweet home.
- Z Gallerie - Black and white and trendy all over - for the younger audience who is interested in what's hot and what's not. Accessories, furniture, posters, and gadgets.
- Roseberry's - Stationery and cards for every occasion, personalized or personal. If you're having a party or looking for holiday greetings, this is the place.
- A Child's Fancy - A huge selection of quality toys for adults and children, too. A doll collection which is unsurpassed and good children's book section. What would Christmas be without toys?
- Benelton and Ixi:z - Old Pasadena's only national retailers appear side-by-side offering hip, *youthful* clothes at reasonable prices.
- MoHair - Need a new do for the party season? Make an appointment at the Museum of Hair (MoHair) and you'll find the new you. You will also find exhibits of southern California contemporary artists which rotate regularly at this thoroughly unique salon. The biggest selection of current fashion magazines outside Bungalow Books will be found here for your reading pleasure.

And when you've shopped till you could drop, just step into any one of Old Pasadena's restaurants, cafes, or patisseries for a refresher. There are many good ones as you'll discover.

## CONCEPT APPROVAL GIVEN TO PASADENA AVENUE MEDICAL BUILDING

The proposed Pasadena Avenue Medical Building, which received the lowest rating of 14 projects from the Growth Management Review Panel, has been revised to win concept approval from the City's Design Commission.

Changes to the 4-story, 55,000+ sq. ft. medical building involved a redesign of the exterior in an attempt to make it more compatible with the recently completed Huntington Memorial Hospital building. Site access and circulation remain unchanged with vehicles entering parking from Pasadena Avenue.



At the August 12 hearing before the Design Commission, members requested that the architect, Richard Dell, AIA, Architects, Inc. of Glendale return for an interim review before proceeding to final drawings. The project is expected to return to the Design Commission in late January, 1992.

When the building receives final design approval, the developers, Cotton-North Partnership, will proceed through plan check. No variances are being requested.

Pasadena Historical Society  
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Pasadena, CA 91103

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RESIDENTS' ASSOCIATION**  
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#### MESSAGE FROM THE PRESIDENT

Our September meeting was devoted to discussing traffic mitigation measures in southwest Pasadena with Director Katie Nack and Serop Der-Boghossian, Pasadena Transportation Manager. The WPRA has formulated a plan to divert traffic from Orange Grove Boulevard and direct it eastward to Raymond Ave. and Arroyo Parkway via Del Mar Blvd.

The city agreed some aspects of the diversion plan could be implemented, and we hope to receive a response soon regarding when they will be acted upon.

A number of other items were discussed at our meeting, including the increase in residential burglaries, street tree trimming, the increased number of homeless in the Arroyo, and the status of the Western Justice Center project at the Vista del Arroyo. We welcome your thoughts and ideas on these matters or other issues.

Randy Wilson  
President

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