

NEWS

West Pasadena Residents' Association

PASADENA, CALIFORNIA

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WINTER 2005

Pasadena Conference Center Expansion:

If we Build it, Will they Come? *by Cheryl Auger*

There seem to be two major issues plaguing the proposed convention center. One is the recently published Brookings Institution report. The report cited a glut of exhibition space nationally and a declining demand for convention and trade show space. The report also stated that returns to cities from convention business are often far short of projections. The second issue is the design concept that was reviewed at a special Design Commission meeting late January. The meeting left open questions about the appropriateness of the proposed design. Should the expansion of the Pasadena Conference Center be designed in a "nostalgic" style or should



Pasadena Civic Auditorium 1980,
Inset 1932

it be "more bold and modern" to contrast with the 1932 auditorium and stand on its own as a work of art. Either way, the Pasadena Center Operating Company (PCOC) won't let any disagreements slow its attempt to start this project. It is scheduled to appear before Council around April 11th. (Check the council agenda if you are interested in attending.)

A larger question is whether expanding the convention center is even worth doing. In January 2005, the Brookings Institution reported the following:

- Since 1993, the convention center marketplace is declining with slim likelihood of a turnaround.
- Convention center space has increased by nearly 50% since 1990.
- 44 new or expanded convention centers are currently being planned nationwide.
- Despite dedicated tax dollars to pay off tax bonds, many convention centers operate at a loss.

The Mayor, responding to the Brookings Institution report, requested the city revisit past assumptions regarding projections for the proposed convention center. Many convention centers try to remain competitive by offering deep discounts or city sponsored amenities such as publicly financed hotels. Spending city money to expand the convention center, only to then spend additional city money to make it attractive may not make sense.

Roger Smith, the PCOC CEO, argues that the Brookings Institution document only refers to larger convention centers and that Pasadena's convention center would be more appropriately compared with local competitors such as Long Beach,

Palm Springs and San Diego. The total cost of \$65 to \$68 million would be offset by the \$1.6 million bed tax that the city expects to collect per year. The tax has to be used within the year it's received. (Note: a 5% loan over ten years for \$68 million costs roughly \$8.8 million per year to repay the debt). Mr. Smith prefers to use the Convention Sports and Leisure (CSL) organization for guidance and future projections. The PCOC will conduct the economic analysis to show how the convention center in Pasadena will be profitable.

The Pasadena Center Operating

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Pasadena Conference Center

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Company, the Design Commission, Pasadena Heritage and the City Council are the players in the design controversy. The PCOC supports the current design by architect Curt Fentress which boasts flanking two-story entrance lobbies, a new parking structure, a 24,000 square foot plus ballroom and a 60,000 foot subterranean exhibit space that is dividable. The Design Commission finds the Fentress plan to be imitative of the Civic Auditorium and recommended a more modern approach. Pasadena Heritage has attended many meetings and offered input throughout the process, but remains concerned that the design needs further exploration. It is certainly more respectful of the Civic Auditorium than the last round, but it is not the great design solution which

the site deserves. The PCOC believes that Design Commission has overstepped its role as a reviewing agency by suggesting a specific redesign. Some Design Commissioners felt they have been treated as “an annoying hindrance to the project.”

Our recent construction efforts support the concerns of Pasadena Heritage and the Design Commissioners. There has been such a large amount of construction in our city over the last several years but few, if any, of these new buildings would be considered architectural masterpieces. In addition, there has been a public outcry to raise our standards rather than accept mediocrity in design. Others ask why the new design does not encourage pedestrian traffic from the nearby Gold Line, furthering City goals to increase pedestrian access by offering “gates” from the West.

City residents will now have to wait and see what unfolds. The City Council will be asked to decide the best

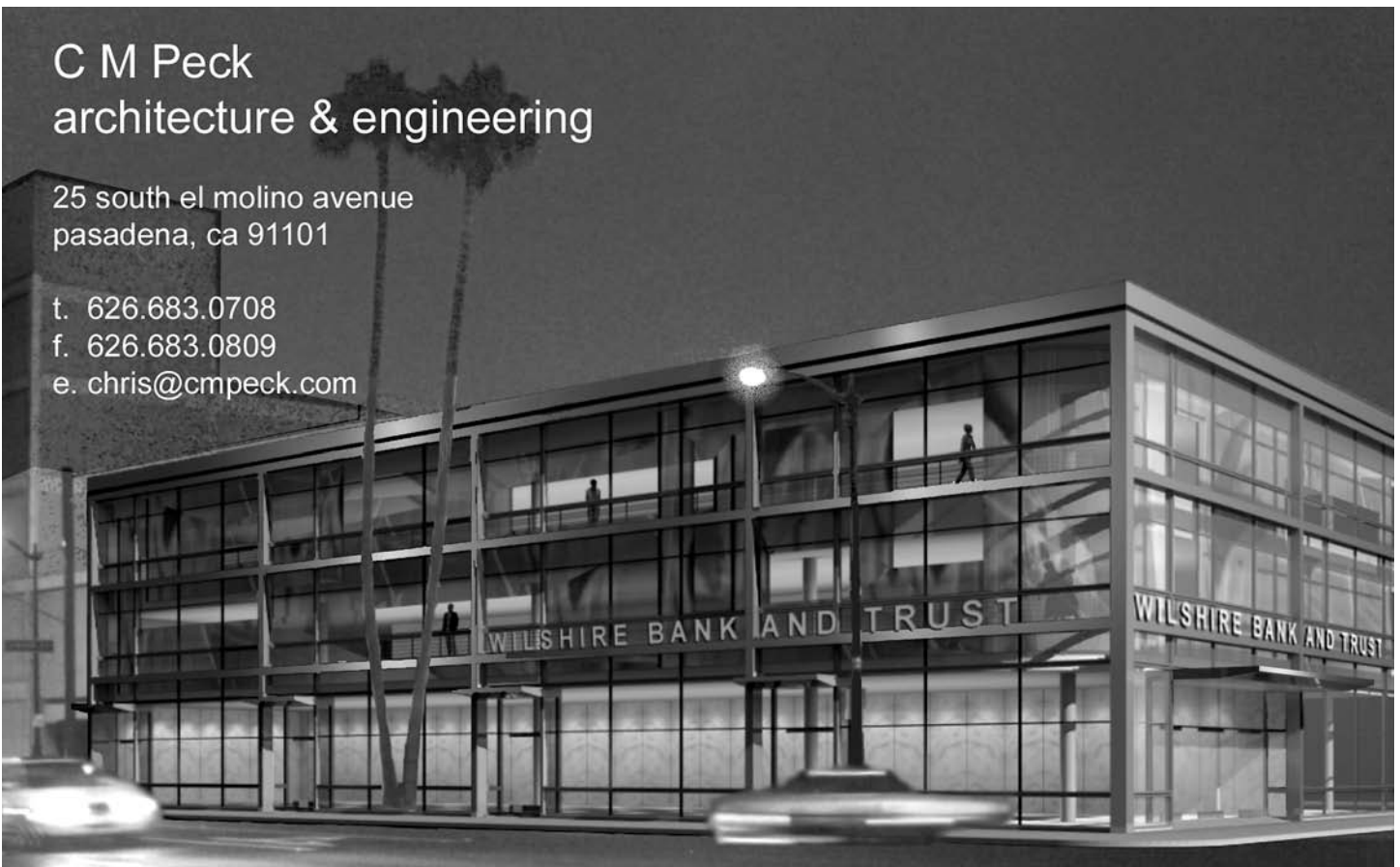
direction in a few short weeks. It is unclear if the Mayor’s financial analysis will be completed by that time. It’s also unclear whether changes will be made to the concept design, as requested by the design commission and suggested by Pasadena Heritage. If the project is approved, bids will be solicited in the Spring and construction will start in November, beginning with the parking lot along Marengo.

It is unknown whether the Council will enable the PCOC to proceed or wait to revise the current design. Now is the time for us all to become informed on the finances of small convention centers, consider the type of public process a city project of this size should follow and determine what type of building should occupy that space. In the meantime, information is available on the WPRA web site (www.wpra.net) and Council Member Steve Madison would probably appreciate your feedback. ■

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Ambassador Campus Update

by Mike Vogler

West Campus – Citizen advocacy a success

With help from WPRA, Save South Orange Grove (SSOG) has fulfilled its goal of ensuring that the former Ambassador College property West Campus will not become a massive housing development: the Ambassador Auditorium has been saved without a penny of taxpayer dollars, with the California Symphony kicking off its first season of performances; land use of most of the West Campus is to remain educational, due to its purchase by Maranatha High School; and five historic homes on Orange Grove north of Del Mar will be preserved due to the creation of the Ross Grove Landmark District.

East Campus – Developer seeks change in land use designed by citizens

With the purchase of the former East Campus by Sares-Regis, citizens may soon find a massive housing project rising up in west/central Pasadena, one which will define our city for generations to come. With a proposed 832 units on little more than 11 acres, Sares-Regis is proposing the largest housing project ever built in Pasadena.

Of particular concern is the fact that this project is in the heart of the Old Pasadena Historic District, where seldom do the quaint, century old brick buildings exceed two stories. Sares-Regis is proposing structures up to 60ft in height, a full 20ft higher than the 40ft height maximum allowed under the new adopted Central District Specific Plan.

Additionally, the developer seeks to exceed the allowable density of 60 units per acre by as many as 23 units in some places, with the entire project



being elevated many feet above the street. This is not only inconsistent with the Specific Plan, but will create “concrete canyons” which are incompatible with the character of Old Pasadena.

Development must fit our community

Allowable heights and number of units permitted by the Central District Specific Plan are maximums, **NOT** entitlements. Under a Planned Development Application, a developer is not constrained by the limits within the zoning code and could build a project much larger than allowed by the Central District Specific Plan, if approved by the City Council. This is what Sares-Regis is proposing to do. However, a Planned Development cuts both ways. The City can use its discretionary authority (contained within the Planed Development Code) to reduce a project below what is being proposed in order to **ensure that the development fits Old Pasadena and the surrounding historic neighborhoods**. Citizens are urged to implore the Council to use this opportunity to ensure that the project fits Pasadena.

On January 10th, SSOG appeared before the City Council to request that, as the project moves forward, the process by which it gets entitled be fully transparent to the community. In order to ensure that transparency,

three things are requested:

1. The City utilize its discretionary authority within the Planned Development Code to ensure that the project is appropriate and complimentary, in both size and scale, to the Old Pasadena Historic District and that of the surrounding historic neighborhoods.

2. Should the City enter into any Development Agreement with the developer, that Agreement be made available to the public, for public comment, prior to approval by the City.

3. That the City Council require the developer to produce, for public viewing, a three-dimensional model of the proposed development prior to approval of the project by the City Council.

Citizens must stay engaged

Contact your City Council Member, Mayor and City Staff to request that the City ensure transparency and guarantee a fair process for the community. This project will dramatically define the future of Old Pasadena for future generations. Don't let an Orange County developer such as Sares-Regis tell you and our City what Pasadena is to become. Make your voice heard!

Check the WPRA website for new developments. ■

Mike Vogler is the Executive Director Save South Orange Grove and a Board member of WPRA.



David Romney

President's Message

WPRAs have scored significant victories in recent months. The “caps” on residential and commercial development in the Central District have been reinstated. The City also has imposed a substantial fee to fund parks and open space and recently has shown active interest in their acquisition.

At the same time, only marginal progress has been made on many fronts. A major reason for it is that our City's decision-making process, in many instances, has been mired in bureaucracy rather than invigorated by the intended rigorous process of examination of policy and its implementation. Accordingly, WPRA will be re-doubling its effort in the months to come to assure our neighbors, and the residents of the City as a whole, have full and fair opportunity to examine what the City is doing and why. The stakes are high – as evidenced by the following:

“Updated” General Plan & Accompanying EIR

The City Council adopted an “updated” General Plan based on an Environmental Impact Report (EIR) approved even though its glaring deficiencies concerning adverse impacts – particularly those involving traffic congestion and parks and open space – had not been addressed as the highest priorities of the 1994 General Plan being “updated.”

In an apparent attempt to do what already should have been done, the

City Council has scheduled a meeting on February 28th with the Transportation Advisory Commission (TAC) to discuss what measures should be undertaken to *effectively* alleviate our continuing problem with traffic congestion. Whether talk will be translated into action remains a long lingering, open, question. But the opportunity to implement TAC's recommendations is a golden one that WPRA strongly urges not be lost.

Parks and open space also remain problematic. In September 2004 the City Council adopted a fee of \$19,743 per dwelling unit. Upon challenge by Sares-Regis and other developers, the fee temporarily has been reduced to \$10,977.00 per dwelling unit (e.g., In September 2005 the fee will return to the original amount of \$19,743 per dwelling unit).

Regardless of the amount of the fee, it is evident that too many years have passed without collecting an adequate fee to cover the acquisition costs of parks and open space in terms of current “real time” cost of acquisition. It therefore seems apparent that, if the City of Pasadena is to have parks and other open space sufficient to meet its need, the only alternative available will be to supplement the park fee with a tax or bond of some kind imposed upon all residents. Because of its concern that acquisition of parks and open space is vital to the health and growth of our community WPRA is monitoring this situation. Stay tuned.

Sares-Regis Project

The Sares-Regis developer has submitted a plan to put 832 dwelling units and 30,000 square feet of ground floor retail/commercial on what formerly was known as the east

campus of the World Wide Church Of God. The project, comprised of 11.94 acres, is described as a master planned development of an “urban mixed-use village” that will extend across three city blocks from Green Street to Del Mar Boulevard and Pasadena Avenue to De Lacey Avenue.

In one of the blocks Sares-Regis proposes 69.7 units per acre for an area zoned for 16 dwelling units per acre. In the other two blocks Sares-Regis proposes slightly less than 60 units per acre for areas zoned for 60 units per acre, but does not account for the higher traffic to be generated by the 30,000 square feet of ground floor retail/commercial.

The massive scale and density of the project has the capacity to overwhelm its surroundings with adverse impacts including, among others, lack of parks and open space to accommodate the new residents and traffic congestion resulting from such high density.

The project is subject to review through the Environmental Impact Report (EIR) process. The current schedule calls for a scoping meeting to determine the scope of the EIR some time between March – June 2005. Comments on the EIR will be accepted between July – August 2005; with response to comments to occur in September 2005. Thereafter the planning commission and the city council will hold public hearings during October – November 2005. WPRA will monitor the process to assure inclusion in the EIR of essential facts relating to adverse impacts and alternatives for their mitigation.

NFL/Rose Bowl

The City has issued its draft

President's Message, continued

Environmental Impact Report (EIR) for the National Football League's (NFL's) proposed use of the Rose Bowl.

The NFL's proposed use includes re-construction of the Rose Bowl with addition of thousands of square feet of retail space, the NFL's use of the Rose Bowl on Sundays during the regular NFL season and the play-offs, if any, and the NFL's use of the re-construction for its own purposes during days when football is not being played.

The NFL proposal has been touted as a way of saving the Rose Bowl by assuring an income stream sufficient to renovate it to modern needs.

On the other side of the ledger is concern the NFL's proposal will wrest effective control of the Rose Bowl

from the Rose Bowl Operating Committee (RBOC) and the City, destroy the historic design and character of the Rose Bowl, greatly diminish access to the environs of the Rose Bowl for residents who use the Arroyo for sports, recreational activities and picnics, and introduce further traffic congestion to an area already heavily congested by traffic.

In light of the results of WPRA's survey of its members, it's apparent that great care must be taken to assure the NFL does not become the "tail that wags the dog." Over the coming months WPRA will continue to investigate and evaluate the NFL's proposal to assure it is compatible with the needs of our neighborhood and City.

Our Strength Is Our Membership

As can be seen, WPRA has its hands full. We can do little as individuals. Yet we constitute a powerful force collectively. Your participation and continuing financial support during the coming year will be vital to our continuing success – and we thank you for joining with us to make Pasadena the unique gem of a City that it is!

Sincerely,
David T. Romney
WPRA, President ■

Looking to Make a Difference?

Would you like to make a difference in our community? Do you have a special interest that fits with the WPRA's mission? Would you like to influence public policy? The WPRA needs your help!

The WPRA has no paid staff. All work is done by members and directors, and we can't do it without

you. Staying on top of issues, contributing expertise and considered opinions, analyzing policy decisions and documents, representing community interests before agencies and commissions, and communicating with the public are among the ways the WPRA gets things done – but it takes time and interest from people like

you to get it all done. Your commitment of time or expertise can make a huge difference.

Can you help? Do you want to make a difference? You can! Just call the WPRA or send an email to membership@wpra.net to find out how. We need your help – can we count on you? ■



Join the WPRA Today

All membership dues are tax-deductible, and donations of \$75 or more are acknowledged in this newsletter. Please take a moment to complete this form and mail it with your check today!

Name _____

Address _____

Phone (_____) _____ E-Mail _____

- ☐ Associate \$25-\$49 ☐ Patron \$75-\$99 ☐ Neighborhood Protection Fund
☐ Friend \$50-\$74 ☐ Benefactor \$100-\$249 ☐ Platinum \$250 or more

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

Reengagement in the PUSD

By Mike Vogler

Ask staff members of any organization why they operate the way they do and the likely answer is "Because that's the way we've always done it." Nowhere is this more true than in the Pasadena Unified School District, which is why the voters overwhelmingly approved Measure DD (by 75%), the "School Accountability Reform Plan," in November 2000.

Under the Plan, the School Governance Reform Task Force called for substantial reform in the areas of Student Achievement, Public Engagement, Financial Management, District Operations, School Safety, School Choice and the Role of the Governing Board. Yet some of the most critical recommendations proposed by the Task Force to improve the quality of our public schools have been ignored by the Board of Education

and the Reform Plan has been all but forgotten.

To make matters worse, the PUSD recently announced there will be no Measure Y dollars for San Rafael Elementary School and that there are not enough Measure Y dollars to complete the construction already begun at Linda Vista Elementary School. As a result, San Rafael will not get the much needed modernization it requires to be a functional elementary school, and Linda Vista is boarded up, vacant, and may never reopen.

The long term consequences of the District's actions, combined with declining enrollment, could mean that in the future West Pasadena will have no public elementary school, despite the tens of millions of dollars we will be sending to the District in early April when our property tax payments are due, and to which we will continue

to send our dollars year, after year, after year.

The prospects for a public school-of-choice in West Pasadena are looking bleak. The District either appears unconcerned about West Pasadena families, or is unwilling to take the steps necessary to attract West Pasadena families back to the public schools.

Either way, we all lose.

What is necessary is the reengagement of West Pasadena residents in the Pasadena Unified School District. Each and every one of us must demand accountability for how our tax dollars are spent, and how our schools are being run.

But this alone is not enough. It's also necessary that the District reach out and reengage West Pasadena residents. ■

Maranatha High School Seeking CUP

By Fred Zepeda

Maranatha High School (MHS) is seeking a Conditional Use Permit for the operation of a High School on portions of the former Ambassador College Campus on Pasadena. The school will be housed in the existing buildings, no new buildings will be constructed and no existing buildings will be torn down.

The former Men's Dormitory Building will serve as the school's main classroom building, which will undergo interior renovations to accommodate classrooms.

The Student Center Building will house a library, science and computer labs, student center and cafeteria.

The existing athletic facilities, including a sports field (on top of a 322 space parking garage), a softball field, a sports complex including a gym, locker rooms, weight room and an indoor swimming pool will be reused.

Founded in 1965, MHS has been the only inter-denominational, college prep Christian high school in the San Gabriel Valley. The current enrollment is 450 students, and the school is requesting an increase on their CUP to 650 students.

Since MHS bought the property in May 2004, little change has been seen on the campus. MHS hired the existing landscape staff and continues to

maintain the landscaping and other open areas. The school grounds will continue to be open and retain their park-like atmosphere. Though there will be security, no fences or walls will be built around the school. The campus will be a "closed" campus, meaning students are not allowed off the grounds during the school day.

The school will operate its first academic year in 2005/2006, but hopes to move to the new campus as soon as feasible after approvals have been gained, and the interior renovation of the classroom building is complete.

The school's athletic activities will include baseball, football, golf, soccer,

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WPRA & the Arroyo Seco Lose a Friend

RICHARD FLANAGAN DAVIS

1934 - 2004

Richard Flanagan Davis, a beloved friend and colleague of WPRA and supporter of the Lower Arroyo Seco, passed away peacefully at home on December 20, 2004, surrounded by his loving family, cherished dogs, and favorite music. Richard had steadfastly endured his final journey with terminal brain cancer, only to be struck down by complications suffered in a care facility, following a fractured vertebra.

A 28-year resident on the Arroyo Seco in Pasadena, Richard was actively involved in his community, serving on the WPRA Board of Directors for the past several years. Over the years, he generously gave both his time and his money for betterment of our community through his work with various organizations. In his personal life, he was an avid archer, backpacker, and music lover. Richard was often seen walking his dogs in the Lower Arroyo and joining in the roving archers' functions.

Richard was a strong and tireless advocate for preserving the natural beauty of the Arroyo Seco. He was a co-founder of *People For The Arroyo*, and was instrumental in galvanizing community interest in protecting the Arroyo in its natural state, helping to organize a "silent walk" in the Arroyo to protest the proposed bicycle path. Some years later, on behalf of WPRA, Richard was a founding member and Co-Chair of the *Coalition for the Protection of the Arroyo Seco*, participating in endless meetings and review sessions to analyze and challenge the City of Pasadena's *Arroyo Seco Master Plan*, always pushing for preservation and protection of the entire Arroyo Seco.

Even when he knew the end was near,



Richard stayed engaged and took on life with continuing good cheer and a desire to do what he could do to help others. He was actively participating in community affairs, speaking at various City meetings only weeks before his death.

Most of us knew Richard after he had retired from his professional life. He had earned a political science degree from Loyola University, worked in the power industry, and continued to serve as a consultant to energy companies. Born on October 23, 1934, in Los Angeles to Frank C. Davis and Evelene Flanagan Davis, Richard is survived by his wife of 14 years, Linda Zinn Davis, and leaves behind four children: Keith Davis (wife Julia); Guiliana Menefee (husband Joey); Adelia Huth; and Rachel England (husband Travis); and eight grandchildren.

Richard will be sorely missed by all his loved ones and friends. A memorial service in his honor was held early in January, where over 300 people celebrated his life.

Linda shared a wonderful story with us: Richard had always said that, after

his death he wanted to return as a hawk. People had tried to dissuade him, but he expressed great admiration for the hawks, and often watched them soaring over the Arroyo. On the day of



his death, shortly after the mortuary had taken Richard's body away, a hawk came and roosted in the oak tree just above their house. Linda captured this picture of the hawk, and everyone is comforted by knowing that Richard will continue to watch over his family, the community and especially the Arroyo Seco that he loved so much.

Note: In lieu of flowers, Richard's family has requested that remembrance gifts be made to Union Station, the Pasadena Humane Society, or Neighborhood Church. A gift has been made in memory of Richard Davis to the WPRA Neighborhood Protection Fund. ■

West Pasadena Residents Respond to NFL Survey

By Vince Farhat

Last summer, the Rose Bowl Operating Company approved a new \$400 million proposal to renovate the Rose Bowl stadium to house a National Football League (NFL) team. The proposal would expand the historic stadium by nearly one million square feet, and add two four-level towers with 200 luxury suites. A new ground-level plaza would feature a museum, retail store, and possibly a restaurant. Other proposed changes include two open-air concourses that would ring the Rose Bowl's middle and upper sections.

The new design serves as the project description for a just-released environmental impact report (EIR). Last fall, the City hosted two workshops to identify environmental and historic preservation issues to be studied in the draft EIR, which was released on February 4, to be followed by a 45-day public comment period. The Planning Commission is scheduled to review the EIR sometime in May. (For the latest information on the status of the draft EIR, please visit the City's website at www.cityofpasadena.net.) The 470-page EIR offers a comprehensive look at the effects rebuilding the 83-year-old stadium would have on the surrounding environment, and finds "significant unavoidable impacts" in the areas of traffic congestion, noise and historic preservation. Comments on the EIR

may be submitted in writing until **March 21**, and orally at all public hearings or meetings considering these documents.

To better understand what issues to address in the EIR process, the WPRA mailed a two-page NFL survey to approximately 8,200 households in the 91105 and 91103 zip codes. WPRA received 1,200 surveys. 1,006 respondents identified their zip codes; of those, about 60% live in 91105 and 40% in 91103.

A majority of West Pasadena residents responding to the survey oppose bringing an NFL franchise to a rebuilt Rose Bowl. When asked their personal view of this issue, 59% of respondents oppose the NFL at the Rose Bowl and 10% are in favor. 29% would support the NFL only if there is a demonstrated net financial benefit to the City and if use of the Arroyo Seco for other activities is not adversely affected.

When asked if financial issues affect their view, 55% of respondents opposed an NFL presence, regardless of whether it can be shown to be a financial benefit for the City or the Rose Bowl stadium. 38% would likely support the bid if a financial benefit could be realized, and 4% want an NFL team regardless of the financial issues. 81% of respondents do not want Pasadena to spend any public funds to improve or prepare the Rose

Bowl for the NFL.

65% said that an NFL team would **not** be compatible with the Rose Bowl and its surrounding neighborhoods, 29% said it would be and 6% had no opinion. The survey also asked residents to rank the relative importance of certain issues pertaining to hosting an NFL team: 95% rated traffic as an "important" or "very important" issue, and 90% said the availability of the Arroyo to other users is important or very important.

WPRA has not taken a formal position regarding the possibility of an NFL team at the Rose Bowl, because the NFL has not made a business proposal to the City Council. However, WPRA will continue to monitor the City's negotiations with the NFL, and will carefully review and comment on the draft EIR. In the meantime, we invite and welcome your comments and views on this important issue. ■

Editors Note: On Thursday, March 10, at 6:00 p.m., the Transportation Advisory Commission will hold a public hearing on the draft EIR for NFL at the Rose Bowl. The Commission will take public comment on traffic and transportation issues. The location of the meeting is still to be determined. For more information please call the Department of Transportation at (626) 744-6470.

Residents Invited to Comment on NFL at the Rose Bowl

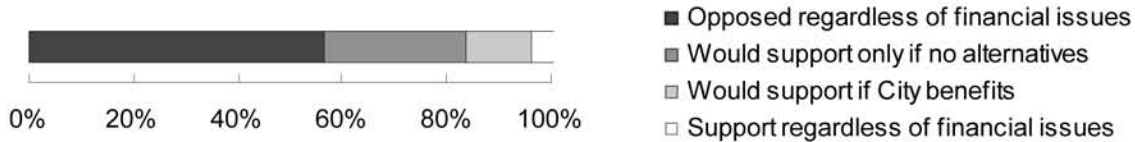
Pasadena Heritage will host a public information meeting on **Saturday, March 5, at 9:00 a.m.**, at the Travis Auditorium, located on the Fuller Seminary campus.

For more information, please call Pasadena Heritage at (626) 441-6333.

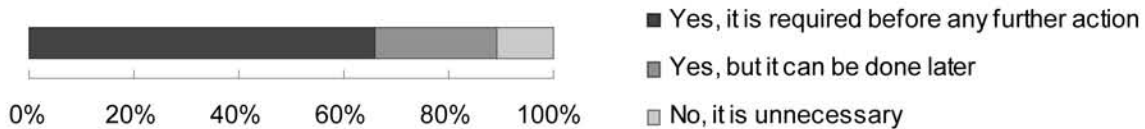
NFL Survey Results

The results of the WPRA's NFL Survey are shown in summary form below. Questions and answers have been paraphrased to preserve space while retaining meaning. "No opinion", invalid and blank responses are not included, but in no case did they exceed six percent of the nearly 1200 responses. For detailed survey results visit the WPRA's web site at www.wpra.net.

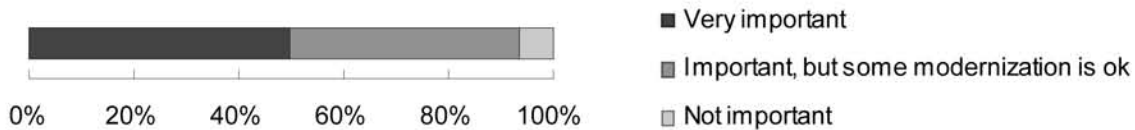
1. Do financial issues affect your position on hosting an NFL team at the Rose Bowl?



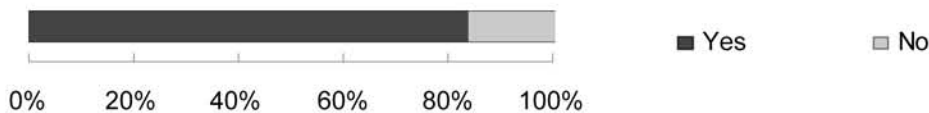
2. Is a detailed financial analysis, including alternatives, required?



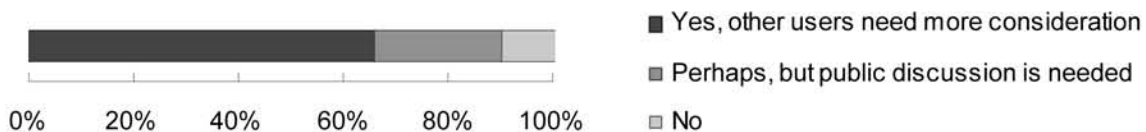
3. How important is retaining the Rose Bowl's appearance and character?



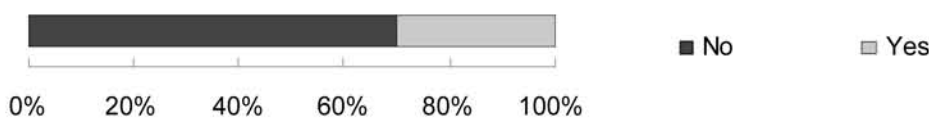
4. Hosting an NFL team will increase the commercial use of the Arroyo. Is this an issue?



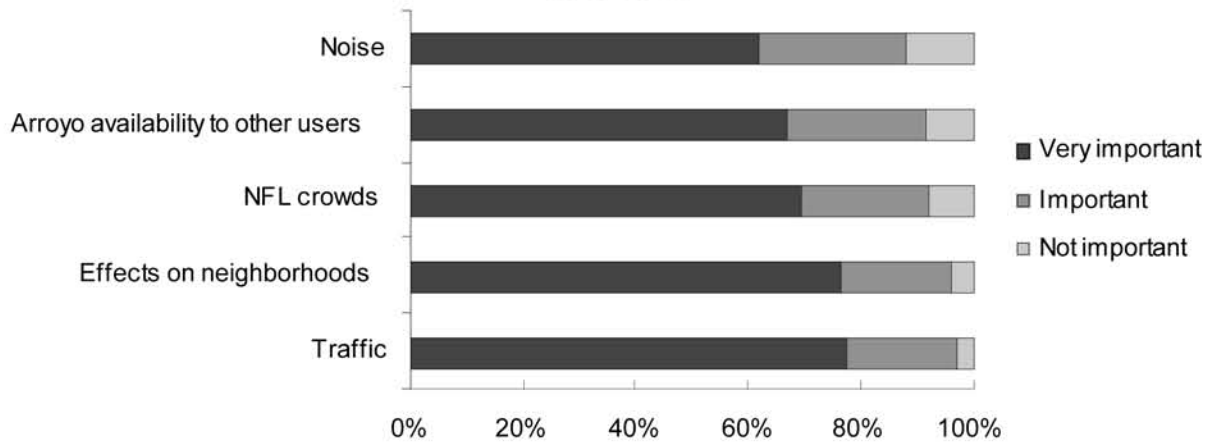
5. Hosting an NFL team will significantly affect other users of the Arroyo. Is this an issue?



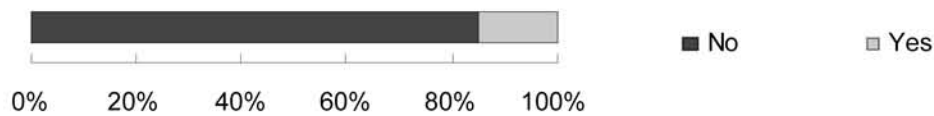
6. Is hosting an NFL team compatible with the Rose Bowl, its environment and the surrounding area?



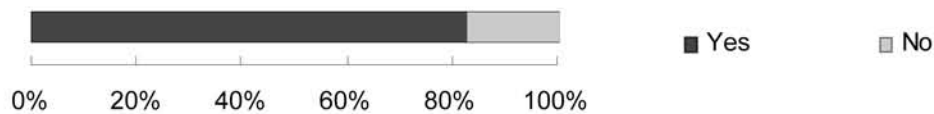
7. How important are the following aspects of hosting an NFL team at the Rose Bowl?



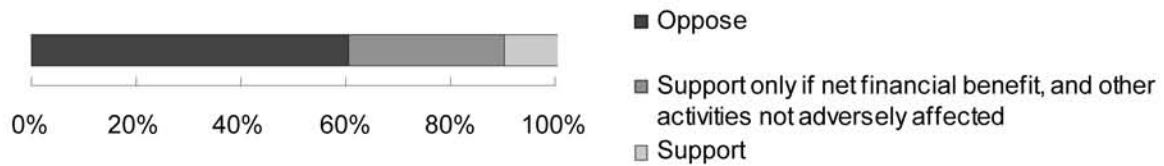
8. Spend City monies to improve or prepare the Rose Bowl for the NFL?



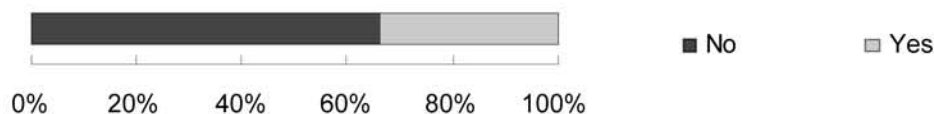
9. Should any NFL agreement or expenditure of City monies related to the NFL be subject to voter approval?



10. What is your personal position on NFL at the Rose Bowl?



11. Should the City continue to pursue an NFL team?





Transportation Update

By Vince Farhat

ARTS Bus Service Comes to West Pasadena

When the Gold Line opened in July 2003, the City of Pasadena began receiving requests from residents for expanded shuttle bus service to the Gold Line. In Summer 2003, the WPRA conducted a survey that showed a strong interest by West Pasadena residents in having a shuttle connection to the Gold Line's Fillmore Station.

In October 2004, the Transportation Advisory Commission (TAC) reviewed proposed service improvements for the Pasadena Area Rapid Transit System (ARTS). Among the service improvements was a new ARTS bus for West Pasadena. TAC voted to recommend the proposed service improvements, which the City Council unanimously approved in November 2004.

Pasadena's new ARTS Route 70 is expected to be up and running on February 21. The new route will

operate 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 Fillmore Station.

The WPRA thanks the City for expanding ARTS service to our neighborhood, and we urge West Pasadena residents to try this new shuttle bus as a new alternative for getting to the Gold Line.

City Council to Hold Joint Meeting with TAC

On February 28, the Pasadena City Council will host a joint meeting with the TAC. The meeting will be held at 8:00 p.m. in the Pasadena Senior Center Multi-Purpose Room, located at 85 East Holly Street. The Council and TAC will discuss the City's implementation of the transportation strategies set forth in the recently-adopted General Plan Mobility Element, includ-

ing TAC's recommendation that the City publish an annual "Report Card" for traffic and traffic-calming.

The Council agenda, along with downloadable reports, can be found on the City's website at www.cityofpasadena.net. In addition, the Pasadena Public Library, KPAS Channel 55 and the Pasadena Unified School District have joined together to provide access to streaming media content over the Internet, so Pasadena residents can watch Council meetings live on the City's website. ■

Editor's Note: Vince Farhat works for the Department of Justice as an Assistant United States Attorney. He serves as West Pasadena's representative on the Transportation Advisory Commission. Vince has been on the WPRA Board of Directors since 1997, and served as President from 2001 to 2003.

Maranatha High School Seeking CUP

Continued from page 6

softball, swimming, diving, track and volleyball.

The CUP is expected to call for a number of conditions on the use, which are expected to include:

- A maximum enrollment of 650 students;
- Re-striping of Del Mar at Pasadena Avenue to include two northbound left turn lanes;
- No school parking on residential streets; with no field lights after 9:00 pm on weeknights;
- All pick up and drop off activities shall be on the site in the existing parking facility, with carpooling incentives given to student drivers.
- Prior to the start of each semester the school shall distribute information to student families on carpooling;
- The traffic plan shall be monitored and enforced by MHS, with a one-year review of compliance with conditions. ■



New ARTS Service for Southwest Pasadena

Joyce Y. Amerson

Director of Transportation

The Department of Transportation is pleased to announce the implementation of a new Pasadena Area Rapid Transit System (ARTS) route in Southwest Pasadena. Effective February 21, 2004 the new Route 70 will connect Southwest Pasadena residents to the Fillmore Metro Gold Line Station Monday through Friday during the morning and afternoon commute hours.

The development of the Route 70 was a direct result of the interest expressed by Southwest residents to be able to use the ARTS service to connect to the Gold Line. The Department worked with the Transportation Advisory Commission to secure City Council approval for this new route and other service changes to the ARTS service that will provide residents with increased service

options. The Department actively supports the principle that Pasadena can be a City where people can circulate without cars, and these service improvements will further this goal. Please continue to let us know how we can best meet your transportation needs. ■

Weekly Neighborhood E-Newsletter

The WPRA publishes a weekly e-mail "Neighborhood Update" informing residents of upcoming civic and cultural events in Pasadena. We also provide regular updates on important issues facing

West Pasadena, including NFL at the Rose Bowl and future development of the Ambassador College property.

The e-mail Neighborhood Update is a free service offered by WPRA. All e-mail addresses are kept confidential,

and you can un-subscribe at any time. To receive the Neighborhood Update, please send an e-mail to WPRA at: wpra.postmaster@wpra.net. Thank you for supporting WPRA. ■

Let your City Representatives know how you feel about issues

Write to your Council Member and Mayor at P.O. Box 7115, Pasadena, CA 91109-7215, or contact them by phone or email below:

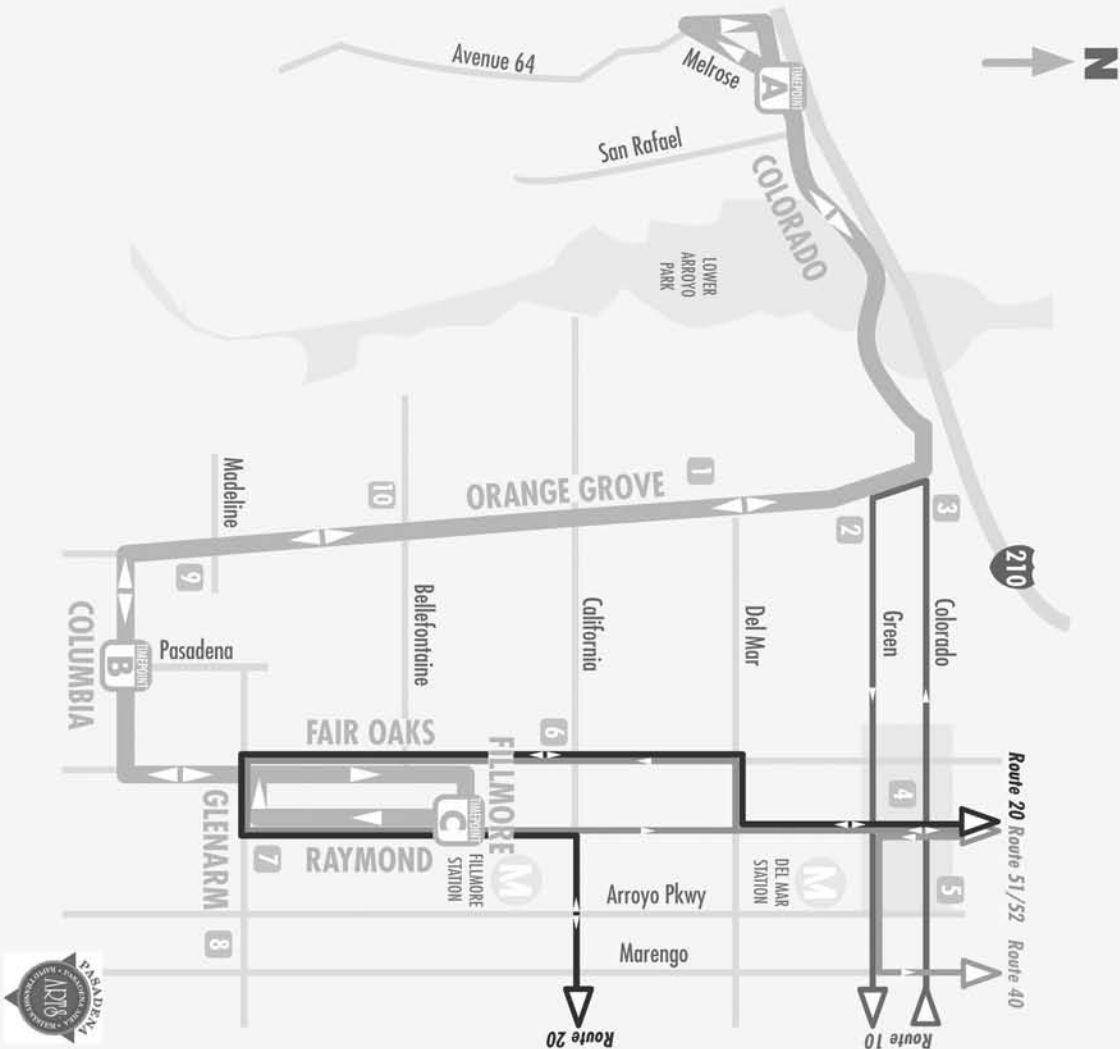
Contact	Phone	E-mail
Mayor Bill Bogaard	626-744-4311	bbogaard@cityofpasadena.net
Council Member Steve Madison	626-744-4739	smadison@cityofpasadena.net
Council Member Syd Tyler	626-441-4802	styler@cityofpasadena.net
Council Member Paul Little	626-744-4742	plittle@cityofpasadena.net
Council Member Joyce Streator	626-744-4444	jstreator@cityofpasadena.net
Council Member Chris Holden	626-744-4738	cholden@cityofpasadena.net
Council Member Victor Gordo	626-744-4741	vgordo@cityofpasadena.net
Council Member Steve Haderlein	626-744-4740	shaderlein@cityofpasadena.net
City Manager Cynthia Kurtz	626-744-4222	ckurtz@cityofpasadena.net

70 PASADENA ARTS

Area Rapid Transit System

ROUTES	TIME POINTS
RT 10	A Melrose & Colorado
RT 20	B Columbia & Pasadena
RT 40	C Raymond & Fillmore
RT 51/52	
RT 70	

RAIL	POINTS OF INTEREST
M METRO Gold Line Station	1 Tournament House & Wrigley Gardens
	2 Ambassador Auditorium
	3 Norton Simon Museum
	4 Old Pasadena
	5 City Hall (Temporary)
	6 Huntington Memorial Hospital
	7 Art Center College of Design South Campus
	8 Blair High School
	9 Westridge School
	10 Mayfield Senior School



MONDAY THROUGH FRIDAY SCHEDULE				
Melrose & Colorado A	Columbia & Pasadena B	Raymond & Fillmore C	Columbia & Pasadena B	Melrose & Colorado A
6:00 a	6:08 a	6:13 a	6:18 a	6:30 a
6:30 a	6:38 a	6:43 a	6:48 a	7:00 a
7:00 a	7:08 a	7:13 a	7:18 a	7:30 a
7:30 a	7:38 a	7:43 a	7:48 a	8:00 a
8:00 a	8:08 a	8:13 a	8:18 a	8:30 a
8:30 a	8:38 a	8:43 a	8:48 a	9:00 a
3:00 p	3:08 p	3:13 p	3:18 p	3:30 p
3:30 p	3:38 p	3:43 p	3:48 p	4:00 p
4:00 p	4:08 p	4:13 p	4:18 p	4:30 p
4:30 p	4:38 p	4:43 p	4:48 p	5:10 p*
5:10 p	5:18 p	5:23 p	5:28 p	5:40 p
5:40 p	5:48 p	5:53 p	5:58 p	6:10 p
6:10 p	6:18 p	6:23 p	6:28 p	6:40 p
6:40 p	6:48 p	6:53 p	6:58 p	7:10 p
7:10 p	7:18 p	7:23 p	7:28 p	7:40 p
7:40 p	7:48 p	7:53 p	7:58 p	8:10 p

* The bus will layover for 10 minutes at this location and leave at 5:10 p.m.

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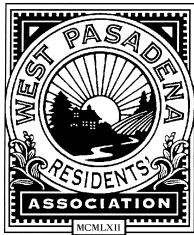
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SAVE THE DATE
May 4, 2005
WPRA Annual Meeting
at Maranatha High School

Board of Directors 2004 - 2005



Seated: Mike Vogler, David Romney, Leslie Clarke Gray. Middle row: Cheryl Auger, Vince Farhat, Marilyn Randolph, Geoff Baum. Back row: Mary Dee Romney, John Martin, Richard Davis, Priscilla Taylor, Joan Hearst, John Van de Kamp, Charles McKenney, James Hawkes. Not Pictured: Blaine Cavena, Judith Klump, Dorothy Lindsey, Audrey O'Kelley, Pat Shanks, Fred Zepeda.

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

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Immediate Past President	Vince Farhat	626-441-1388

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