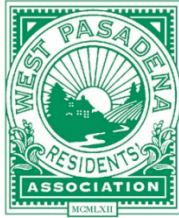


**WEST PASADENA RESIDENTS' ASSOCIATION**  
**POST OFFICE BOX 50252 • PASADENA, CA 91115**  
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September 14, 2009

Via E-Mail

Mayor Bill Bogaard  
Members of the City Council  
City of Pasadena  
100 North Garfield Avenue  
Pasadena, California 91109

Re: Agenda Item 4.B – 16 East California Boulevard, Pasadena

Dear Mayor Bogaard and Members of the City Council:

On September 14, 2009, the Pasadena City Council will consider a call for review of a Hearing Officer decision regarding Minor CUP #5078 for the proposed office building project at 16 East California Boulevard, California. The purpose of this letter is to request that the City of Pasadena develop and implement a comprehensive traffic management plan for the South Fair Oaks Specific Plan corridor.

The West Pasadena Residents' Association recognizes that the proposed project is largely consistent with the requirements of the South Fair Oaks Specific Plan. The project also has some laudable characteristics, including proposed open space at the corner of Fair Oaks and California. However, the WPRA cannot overlook the fact that the Specific Plan laid the groundwork for increased density and traffic congestion in the Fair Oaks corridor. Several high density projects built in recent years, together with the at-grade Gold Line crossings, have resulted in increased traffic congestion that will only get worse as new projects are built in the area.

It is undisputed that the proposed project will increase traffic congestion in the Specific Plan corridor. On a policy level, we hope the upcoming update of the General Plan Mobility Element will result in new City guidelines yielding more transparent and effective traffic studies for future EIRs. Rightly or wrongly, many residents who closely follow Pasadena planning and development issues lack confidence in the City's current

traffic studies. Questionable methods too often have been used resulting in EIRS that preclude reviewers and citizens from understanding significant impacts of projects. The WPRA is committed to working with the City during the General Plan update to improve Pasadena's traffic study guidelines.

In the meantime, as we work through the General Plan update, the WPRA believes the City should take steps now to mitigate and reduce traffic congestion in the Specific Plan area. Toward that end, the WPRA recommends that the City Council immediately direct City staff to develop and implement a comprehensive traffic management plan for the Specific Plan corridor.

This is not a new idea. The Planning Commission and the Transportation Advisory Commission made similar recommendations when they reviewed the Huntington Outpatient Pavilion project and the Huntington Hospital emergency room project. The Planning and Transportation Commissions understand that traffic gridlock in the Specific Plan area is an issue of Citywide significance. Residential neighborhoods in West Pasadena and Madison Heights are negatively impacted by traffic congestion in this area. Moreover, commuters and visitors traveling east and west are greatly inconvenienced by congestion and gridlock at the Gold Line crossings.

In the context of the discussion of 16 East California Boulevard, the WPRA hopes the City Council will take the opportunity on Monday night to clearly direct staff to develop and implement a comprehensive traffic management plan for the Specific Plan corridor. With clear direction from the Council, the WPRA is confident City staff will quickly move forward with a plan to improve traffic in this area.

Very truly yours,

Audrey O'Kelley  
President

Mic Hansen  
Vice-President