



# NEWS

West Pasadena Residents' Association

PASADENA, CALIFORNIA

ESTABLISHED 1962

SUMMER 2010

## Pasadena Heritage: Alarmed upstart to formidable institution

*Thinking back 33 years to the founding days of Pasadena Heritage is part nostalgic fun and part utter amazement. How far we've come, and how much we've accomplished. So many things have changed, yet, in many ways, remain the same. What follows can only be a somewhat fuzzy snapshot, the full picture requiring mention of so many more people, issues and events. Nonetheless, we hope this fractional portrait fairly represents the larger, untold story.* — **Claire Bogaard, former executive director, and Sue Mossman, current executive director, Pasadena Heritage**

### A city worth preserving: Pasadena's first 100 years

It was an important early step for the founders of what is now Pasadena Heritage to gather information about the city's past and its unique heritage. After all, understanding must precede preservation.

**1870–1900** — A group from the Midwest settled here in the 1870s, establishing a modest agricultural community near the Arroyo Seco and present-day Orange Grove Boulevard. Colorado Boulevard was the main street, and our first downtown is what we know today as Old Pasadena. By the turn of the last century, Pasadena had become an important tourist destination — especially during the winter. Early buildings were built in the Victorian style and the community grew quickly.

**1900–1920** — In the early 1900s, Pasadenans embraced the American Arts & Crafts Movement, which glorified the return to handcrafted items. The “bungalow” was the residential style of the day. On the West Coast, Charles and Henry Greene were the foremost architects of this new style, and many



*On the left is the elegant building that once housed the Pasadena Athletic Club. Designed by Marston & Van Pelt, architects of many notable Pasadena buildings, the Athletic Club building was among dozens of Pasadena buildings destroyed in the '60s to make room for Plaza Pasadena, predecessor to Paseo Colorado.*



writers, painters, as well as noted tile maker Ernest Batchelder lived here, making Pasadena a center of the “Movement in the West.”

**1920–1945** — By the 1920s, Pasadena was a prosperous place, and its many wealthy residents hired the best architects of the day to design their new homes. With the Arts and Crafts style on the wane, revival and Mediterranean styles rose to replace it. And famous astronomer George Ellery Hale led the effort to plan for our great civic center, which includes the central library, city hall and the civic auditorium

**1945–1960** — Following World War II, as the population shifted from older urban centers to the newly invented suburbs, California ranch-style houses, tract housing and shopping centers took center stage. East Pasadena still shows these influences.

**1960–1970** — By the 1960s, Pasadena city leaders, frustrated by declining revenues and stalled growth, sought new vibrancy for the

city through urban “renewal,” which often resulted in wholesale land clearance for new buildings. There was little community input sought, nor regard for what was being lost. As redevelopment plans became public, it was clear that the historic civic center, established neighborhoods and Old Pasadena were at risk. Among considerations of the day were:

- Demolition of the YMCA and other buildings on Holly Street to be replaced by two 10-story buildings
- Leveling Old Pasadena for new, large office complexes
- Destruction of the rare and wonderful Castle Green, the Moorish-style former hotel at Green and Raymond
- Demolition or erosion by zoning of the Colorado Bridge and older neighborhoods surrounding the downtown to encourage growth of condos and apartments.

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## Motion Makers

**Mission:** Founded in 1962, the West Pasadena Residents' Association is dedicated to maintaining the character of our community and enhancing the quality of life in West Pasadena. The WPRA fulfills this mission by keeping you informed of current issues, representing your interests, and supporting the activities of others with whom we share interests.

**Area:** The WPRA focuses on the area bounded by Colorado Boulevard on the north, Fair Oaks Avenue on the east, and the city limits on the south and west.

**Funding:** All WPRA activities are funded through membership dues and contributions. The WPRA receives no public funding and has no paid employees. Since the WPRA is a 501(c)(3) non-profit public benefit corporation, membership contributions and donations are fully deductible to the extent permitted by law.

### Board of Directors 2010 - 2011

#### Officers

• President:	Michael Udell (udell@wpra.net)
• Vice President:	Bill Urban (urban@wpra.net)
• Treasurer:	Blaine Cavena (cavena@wpra.net)
• Secretary:	Robert Holmes (holmes@wpra.net)
• Communications co-director:	Judy Klump (klump@wpra.net)
• Communications co-director:	Chuck Hudson (Hudson@wpra.net)
• Land Use:	Mic Hansen (hansen@wpra.net)
• Education:	Marilyn Randolph (randolph@wpra.net)
• Membership:	Linda Zinn (zinn@wpra.net)

#### Directors

Geoffrey Baum	Laura Kaufman	Priscilla Taylor
James B. Boyle Jr.	Dorothy Lindsey	John Van de Kamp
Vince Farhat	Audrey O'Kelley	Fred Zepeda
Joan Hearst	Gerry Silver	

**WPRA website:** [www.wpra.net](http://www.wpra.net)

## Seeking *Neighborhood Update* co-editor

Are you interested in Pasadena? Are you a competent (or better) writer who enjoys writing and editing? Would you like to find a way to satisfy both interests? Then we just may have the prescription for that.

The WPRA is looking for editors for its weekly email, *Neighborhood Update*. If you can devote a few hours

a week to this project, the current editors will train you to assist them. The *Neighborhood Update* is a vital tool for West Pasadena. It reaches almost 1,000 households each week, informing residents of important meetings that affect our quality of life, as well as arts and entertainment around the city. If this interests you, contact Judy Klump at [klump@wpra.net](mailto:klump@wpra.net).

## Motions carried

### In 2010, the WPRA board has:

- Supported Rose Bowl renovation
- Recommended policy enhancements after reviewing the General Plan *Update Draft Outreach Summary Report*
- Supported consideration of Regency Park Senior Living plans to expand, without taking a position on the merits
- Requested that the city apply for federal "T funds" to correct the unhealthy and unsafe situation along the Pasadena Avenue/St. John Avenue corridor
- Expressed general support for Waverly School's plan to extend its middle school campus
- Supported the city Planning Department staff's recommendations to approve modifications requested by Maranatha High School
- Requested the city to develop and implement a comprehensive traffic management plan for the South Fair Oaks-specific plan corridor
- Supported the city planning staff's denial of certain variances and recommendations of certain "conditions of approval" regarding the Mayfair Manor property (Ambassador West)

### Also, the WPRA provided financial support to:

- Pasadenans for a Livable City (PLC) for its efforts to overturn approval of the proposed IDS Playhouse project
- San Rafael Elementary School for student enrichment
- Rose Bowl Foundation for its July 4th celebration
- Pasadena Heritage for the Summer Bridge Party
- The San Rafael Library for cooking classes

# Together we can!

By Michael Udell  
President, WPRA

In this, my first column as president, I'd like to invite West Pasadena residents to become actively involved with the West Pasadena Residents' Association.

My wife, Melissa (Main), and I moved to West Pasadena in 2004, and we immediately fell in love with the area. Our home's proximity to Old Pasadena, Eagle Rock and my office is great, but what we appreciate most are the mature trees, the character of the homes, the bridges over the Arroyo and the people — especially our wonderful neighbors.

After reading several issues of the *WPRA News*, I inquired about getting involved. In 2008, I joined the WPRA board as Education chair. Education Committee member Marilyn Randolph and I worked closely with San Rafael Elementary School principal Alyson Beecher to create the "Student Enrichment Program." Our

objective was to create mind-expanding, educationally enriching experiences for San Rafael students by tapping into the vast human resources in and around the WPRA service area. What happened next was truly inspiring to Marilyn and me.

Without exception, every single person we asked to volunteer said "yes." The list of participants includes:

- former California Attorney General John Van de Kamp, who shared his thoughts on conflict resolution
- Joseph Stoddard, who supervised a watercolor painting class
- Mayor Bill Bogaard, who talked about what he knows best — Pasadena
- California Assemblyman Anthony Portantino, who discussed the California state legislature
- Jet Propulsion Laboratory scientist Allen Hoffman, who discussed the Mars Rover

If you're thinking about becoming more involved in our community, my best advice is consider the WPRA. Our board is

composed of thoughtful, extremely capable and experienced individuals who are dedicated to preserving what's best about Pasadena and enhancing the quality of life in West Pasadena.

I can't think of a better way to get involved then by joining one of the WPRA committees, which include land use, membership, neighborhood safety, open space and conservation, telecommunications, survey and polling, communications and education.

As this publication goes to press, the key issues the WPRA is monitoring include the city's General Plan Update, the IDS litigation, Ambassador West development, Rose Bowl renovation, and open-space concerns at the Hahamongna Watershed Park.

I invite you to work with the WPRA by volunteering your time, expertise and energy to help us make West Pasadena a better place to live. Together we can help preserve the quality of this wonderful place that we're privileged to call home.

## James Hawkes — in memoriam

The WPRA mourns the recent passing of former WPRA board member James Hawkes. James is survived by his wife of 16 years, Elaine Hawkes, of West Pasadena and many family and friends.

James was born on June 22, 1966. He was raised in Santa Barbara, graduating from Harding Elementary School and Santa Barbara High School. He attended UCLA, graduating in 1989 with a bachelor's degree in sociology. Early in his career, he worked in commercial real estate and as a paralegal, later transitioning to increasingly senior positions at planning, architecture, and engineering firms. James was a vice president for Stratus, and most recently held a management position at Harley Ellis Devreux and earned LEED AP green-building professional credentials.

He lived his professional and personal life with passion. James had a love for family, friends, golf and singing. He was active in the community, serving in volunteer board capacities. He served the citizens of West Pasadena, through the WPRA, in a number of key positions, including vice president, editor of the *WPRA News* and chair of the annual meeting committee. A celebration of his life was held on June 19 at Church of the Incarnation in Glendale.

In lieu of flowers, the family has requested donations be made to the Hawkes Memorial Scholarship at the Scholarship Foundation of Santa Barbara <[www.sbscholarship.org](http://www.sbscholarship.org)>.

## Subscribe (for free) to *Neighborhood Update*

The WPRA's weekly *Neighborhood Update* provides timely announcements of Pasadena City Council and commission meetings, headlines and web links to articles from newspapers and periodicals, and announcements of local activities. The *Update* is distributed by e-mail each Saturday morning (except in August and December, when the editors take well-deserved break). Unless declined, we provide the *Update* to all WPRA donors and members for whom the WPRA has an e-mail address, and to all others who request it.

To subscribe, send an e-mail to [subscribe@wpra.net](mailto:subscribe@wpra.net)

# City Hall Update

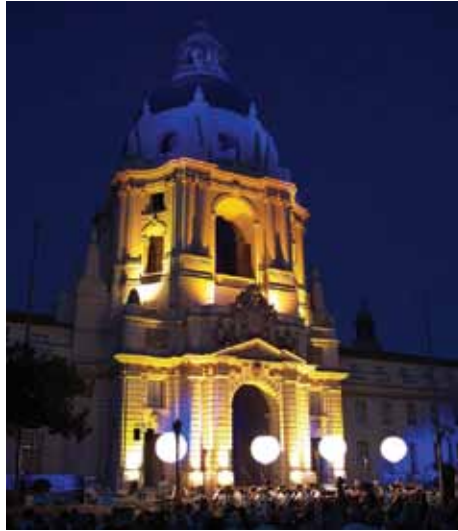
By Vince Farhat  
Director, WPRA

## Phil Sanchez is Pasadena's new police chief

Pasadena has selected Phillip L. Sanchez to serve as Pasadena's new police chief. He replaces former Police Chief Bernard Melekian, who retired from the city late last year, when he was appointed director of the Office of Community Oriented Policing Services (COPS) for the Department of Justice. Sanchez, 53, has served for 30 years with the Santa Monica Police Department, where he is currently the deputy chief of police. He is among the founders of Santa Monica's Chronic Homeless Project and helped develop Santa Monica's Serial Inebriate Outreach Program, which provides an alternative to incarceration and counseling services for homeless persons who have alcohol and drug dependency issues. He was instrumental in developing the Community Forum on Gang Violence, a series of workshops in Santa Monica that provided an opportunity for residents and other stakeholders to work collaboratively to reduce youth violence. Sanchez has received the Santa Monica Police Department's Medal of Courage twice for heroic actions during tactical operations, and the department's Medal of Merit for development of Special Weapons and Tactics (SWAT). He earned his bachelor's degree in management from the University of Redlands and his master's degree in security studies from the U.S. Naval Postgraduate School in Monterey.

## City budget woes continue

The city anticipates running a \$5.7 million deficit for the next fiscal year, which would make it the second year it will run a significant deficit. City Council is expected to approve the budget in June. Almost 200 jobs are being left unfilled until the city's financial position improves. According to news reports, city officials also plan to freeze all salaries next year. Pasadena's principal sources of revenue — sales and property taxes — are projected to drop this year. The city does not expect the budget to be balanced until at least 2014. In addition to budget shortfalls caused by declining



revenues, the city also faces the prospect of serious unfunded liabilities for its employee pensions. Starting in 2014, Pasadena could be required to cover annual costs of \$10 million or more to pay off pension debts incurred from its Fire and Police Retirement System (FPRS) for employees hired in 1977 and earlier. Like many California municipalities, Pasadena is experiencing increased costs for employee contributions to CALPERS, the public state employee system most cities use. Unlike CALPERS, however, all the employees who get a pension under FPRS have retired, leaving no current employees to pay into it. According to news accounts, the most challenging period for Pasadena will be between 2014 and 2022, when the FPRS pension obligations will likely cost the city up to \$11 million annually. Last month, City Council got additional bad news on the budget front. Following a recent court ruling, which is on appeal, the city had to surrender \$10.8 million in redevelopment funds to help the state cover its own budget deficit. An association of California cities brought the suit to oppose the state's seizure of funds.

## City Council approves Rose Bowl renovation plan

City Council on May 24 approved a \$170 million Rose Bowl renovation plan, which calls for building wider luxury boxes to accommodate extra seating. According to local reports, the plan will expand the number of those seats to 3,000, resulting in \$5 million of additional annual revenue.

The plan will also address the problems of overcrowding and long lines to enter the stadium. The council in 2008 gave preliminary approval to an earlier version of the project, which called for widening the tunnels and also involved a larger digital video scoreboard. The scoreboard project, however, has been scaled back in the new plan. The city has already invested in the project, authorizing in March \$4.1 million for design work. The money came from a Rose Bowl reserve fund, which was mainly financed by revenues from the 2010 BCS Championship game. Next, the city must seek a bond issue to pay for the project. Renovation would begin in January, after the 2011 Rose Bowl game.

## IDS project goes back to Design Commission

On June 7, City Council considered a call for review of the controversial IDS Playhouse Plaza project, after the Design Commission failed in April to approve it. The proposed five-story, 159,000-square-foot retail-office project at Colorado and South El Molino has been criticized as too large, too high and likely to generate too much traffic. When the project was initially approved late last year, City Council waived size requirements, which the project exceeded. A group of residents, including former Councilmember Sid Tyler, filed a lawsuit in January to stop the project. Following extensive public comment, the council approved a motion on June 7 to have an ad hoc committee — comprising city staff, members of the Design Commission and the developer — consider ways to reduce the mass and scale to a level consistent with the direction given by the council last year regarding land use entitlements. The council expects the committee to return the matter — with one or more alternatives — within 45 days to the full Design Commission for concept approval.

## General Plan update

City Council approved the final Outreach Summary Report at its May 17 meeting. The report summarizes over 6,000 comments collected during nine months of community outreach. It will provide a framework for the update of the Land Use, Mobility, Open Space and Conservation elements.

*Continued on page 5*

# City Hall Update

Continued from page 4

View the report online at [cityofpasadena.net/generalplan](http://cityofpasadena.net/generalplan), and then click on "Outreach Summary Report".

## Linda Vista traffic plan

The city is developing a Neighborhood Traffic Management Program (NTMP) for the Linda Vista neighborhood. The NTMP is intended to address neighborhood concerns about speeding, sight distance and parking. Almost 20% of Linda Vista residents responded to the city's recent traffic survey. On May 19, city staff hosted a neighborhood kickoff meeting to solicit feedback about traffic and to educate residents about the NTMP process. The Linda Vista Annandale Association also is providing input to city staff regarding the scope

and objectives of the NTMP. The process is expected to take at least 18 months. *For more information, send an e-mail to [ntmp@cityofpasadena.net](mailto:ntmp@cityofpasadena.net).*

## 710 tunnel plan divides city officials

Caltrans released a study last year concluding that a tunnel extension of the 710 freeway is geologically feasible. In late May, the MTA board followed up by approving \$59 million for further environmental studies of that tunnel. The MTA's decision to fund environmental studies has sparked division among some members of the Pasadena City Council. Mayor Bill Bogaard joined tunnel opponents in urging the MTA board members to seek alternatives to the tunnel. From the other side, Councilmember Chris Holden expressed his support for the project and reminded the MTA board that Pasadena residents in 2001 had voted to support the freeway extension. City officials, however,

have expressed differing views as to whether the 2001 vote covers the tunnel option. The environmental review process will likely be contentious because South Pasadena and La Cañada-Flintridge oppose the project.

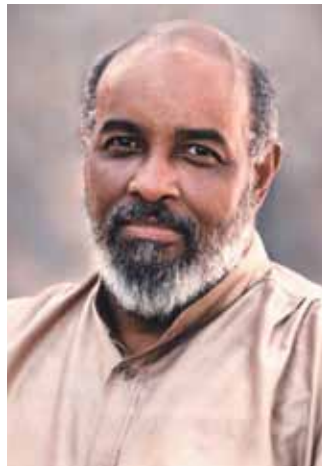
## New look for Fillmore Station

The Fillmore Gold Line Station Plaza, at Fillmore and South Raymond, now includes a radial decorative walkway, kiosk, concrete seat, walls with wood accents, energy-saving lighting and drought-tolerant landscaping, all designed to enhance commuters' experiences. The project cost approximately \$220,000 and was paid for with funds the city received before the Gold Line opened in 2003. It was designed and administered by the engineering division of the Pasadena Public Works. The project is part of the South Fair Oaks Specific Plan to improve access, safety and traffic circulation for pedestrian and vehicular traffic along the Metro Gold Line route and stations.

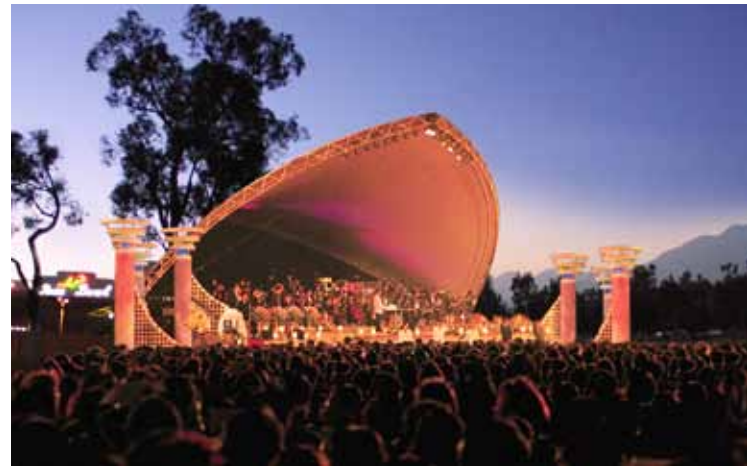
# PSA appoints advisor; Symphony, POPS on the move

Building on more than 80 years of artistic excellence, the Pasadena Symphony Association recently appointed one of America's finest conductors, Maestro James Depreist, as its artistic advisor.

Depreist will work with PSA "in finding the perfect artistic and philosophical fit for the orchestra, community and organization, as it engages a roster of conductors from the incredible depth and breadth of talent that is out there on the national and international scene," states Paul Jan Zdunek, chief executive officer.



James Depreist



An artist's rendering of the shell that has been erected near the Rose Bowl for the summer POPS concerts.

Depreist will lead the symphony in its opening night concerts on Saturday, Oct. 23.

**Note:** Due to popular demand, 2 p.m. concerts have been added to the Symphony schedule! 2 p.m. and 8 p.m. concerts will now be available on each concert date.

The extraordinary musical moments continue as the Pasadena Symphony and POPS inaugurates two world-renowned venues in its 2010/11 Season.

- First, the Pasadena POPS has returned to the heart of Pasadena, moving (from Descanso Gardens) to the lawn adjacent to the Rose Bowl and within a concert shell (see artist's rendering above).
- Second, often referred to as the "Carnegie Hall of the West," the acoustically exquisite Ambassador Auditorium will be the new resident home of the Pasadena Symphony.

For more information, visit <http://www.pasadenasympphony-pops.org/>.

# Meeting & greeting: WPRA style, 2010

Article by Judy Klump

Photos by Chuck Hudson

*Co-directors of Communications, WPRA*

Throng of West Pasadena residents on May 4 mingled among the Italianate gardens, toured a mansion at the Mayfield Senior School, feasted on hors d'oeuvres provided by Pasadena's institutional eatery, Burger Continental, and wandered among exhibitors' tables — all part of the 2010 annual WPRA's annual meeting.

And yes, there was a business meeting, too. The membership approved new officers and a board of directors, and the following area residents were singled out for their outstanding contribution to the community: Alix Reeves, Kathleen Hamilton and Marilyn Randolph. Audrey O'Kelley, outgoing WPRA President, was presented with a special award for her accomplishments over the past two years.

After Councilmember Steve Madison gave his City Hall update, the audience was shown slides of the Rose Bowl renovation plans (by Darryl Dunn, Rose Bowl general manager) and Ambassador West plans (by Ben Besley of City Ventures, developer of Ambassador West). Carolyn Naber, of the General Plan Advisory Commission, and Jason Mikaelian, of Planning & Development, gave an update of Pasadena's General Plan. They conclude that Pasadena's General Plan is sound, but enforcement of those plans is inconsistent. To cap off the evening, all the above speakers formed a panel and fielded lively questions from the audience.



**Top left:** WPRA director Fred Zepeda presents Alix Reeves with an award for creating an e-mail chain in support of Neighborhood Watch. **Top right:** WPRA president Michael Udell presents Marilyn Randolph with an award for her outstanding efforts in raising money and supporting the curriculum for the San Rafael Elementary School. **Above:** District 6 councilmember Steve Madison presents Audrey O'Kelley with a certificate acknowledging her tireless leadership as WPRA's president over the past two years. **Left:** Fred Zepeda presents Kathleen Hamilton with an award for her accomplishments on the behalf of the San Rafael Library Associates.

# Meeting & greeting: WPRC style, 2010

(continued from page 6)



**Above:** The panel (from left to right): Ben Besley, City Ventures; Darryl Dunn, the Rose Bowl; Councilmember Steve Madison; Carolyn Naber; and Jason Mikaelian. **Other photos:** Before the meeting, residents wandered among the exhibitors' booths and discussed vital city issues. Exhibitors included the Pasadena Police Department, Pasadena General Plan & Planning Department, City Ventures/Ambassador West, Pasadena Beautiful, Mayfield Senior School, Pasadenans for a Livable City, the Rose Bowl Operating Committee, and the Pasadena Community Garden Project



# The IDS project: Where in the world are we?

By Sidney F. Tyler  
Former City Councilman

During the recent General Plan update process, the public expressed concern about the loss of Pasadena's special character and its special sense of place, the density and design of new development, and the traffic impacts of development.

Yet, City Council approved the IDS Real Estate Group's Playhouse Plaza project at the corner of Colorado and El Molino, book-ended by the historic Pasadena Playhouse Theatre and Playhouse District on one side, and the historic Arcade building on the other side.

Is this an appropriate project for Pasadena? Does it enhance and blend in with its historic surroundings? What about the six levels of underground parking with only one entrance/exit located across from the Playhouse on El Molino, a street that is already designated as "de-emphasized" in the General Plan and which, therefore, cannot legally accept more traffic?

After the City Council approved this project with numerous variances and waivers of our own development standards and rules (even though the Planning Commission unanimously recommended denial), a group of us came together and said: "We can't take it anymore."

We formed Pasadenans For A Livable City (PLC), a coalition of residents, business people, neighborhood activists, members of the Planning Commission and others. Together, with our co-petitioner, Pasadena Heritage, we filed a lawsuit challenging the project, including certification of the Final Environmental Impact Report.

There are clear and specific city rules in the General Plan and the Central District Specific Plan that govern the mass, density, height and contextual design of new development. We believe they should be followed strictly, with no exceptions granted unless required findings can be made, which in our view, is not the case for the IDS project.

Based on the input we've received, our lawsuit has broad support throughout the



*The architect's rendering above shows the parking access and design, plus the dwarfed Arcade building on the other side of the IDS project. Below, the rendering shows the project scale, in relation to the Playhouse Theatre.*



city. We appreciate the invaluable support we have received from WPRA, as an organization, and from numerous others in the WPRA area, especially those who've appeared at public hearings to help us deliver the message.

The lawsuit is on schedule. Meanwhile, IDS has the right to continue to seek entitlements, such as concept design approval. Over a number of weeks, the Design Commission held three concept design review hearings and put a great deal of effort into trying to mitigate the aesthetic impacts of this project, as required by the Final Environmental Impact Report and council approvals.

Ultimately, the Design Commission denied concept design approval through inaction, unable to mitigate sufficiently the size, mass and scale of the project. On June 7, the City Council considered granting

concept design approval on appeal from the Design Commission. After a long and arduous hearing attended by many of you, the council sent the matter back to the Design Commission to try again, over the next 30-45 days, to "make it work" through effort by a subcommittee of the commission, in a non-public setting, along with staff and the developer.

The ultimate outcome of this effort is uncertain. If the full Design Commission cannot grant concept design approval, after the subcommittee completes its work and a public hearing is held by the commission, the matter, no doubt, will return to the City Council. We will be following the process and keeping you informed. Stay tuned.

*For more information about PLC, call 626/792-6463.*

# A mind-boggling spring for San Rafael

By Alyson Beecher  
Principal, San Rafael Elementary

Someone recently asked me if I thought that the *end* of the school year was a busier time than the *start* of the school year. Without missing a beat, I answered a resounding “Yes.”

In fact, when I look back at all of our activities since spring break, it’s nothing short of mind-boggling! And by writing this article, I get a chance to re-live some of these events. Here’s just a few of our spring events:

- As we kicked off two weeks of state testing, our PTA hosted a lunch for all the teachers and staff in honor of Teacher Appreciation Week. The event was held at Mijares, and in addition to the great food, there were wonderful gifts, raffle prizes and beautifully decorated (and tasty) cupcakes. The staff was really touched by the effort and the event. We are most grateful.
- Our Volunteer Appreciation Brunch theme was “Out of this World” — stressing how wonderful are our many volunteers. We invited more than 60 volunteers, who feasted on a yummy breakfast, were treated to a sneak peak of the spring musical (*see photo above*), and received certificates and a piece of student artwork. Among the honorees was WPRA’s Marilyn Randolph, who has gone above and beyond, as they say, to support the students and staff at the school. Also honored was Robin Salzer (owner of Robin’s BBQ) for partnering with the school.
- At our Open House on June 2, current and incoming families and community members walked through classrooms to see the wonderful things that students have learned over the year. Teachers did



*San Rafael Elementary students go tropical in their Spring musical, “Once on this island.”*

a phenomenal job in displaying the work of their students. Additionally, there was folklorico dancing, a book fair and some great popcorn — thanks to Robin Salzer’s gift of a popcorn machine to the school.

- Three days later we hosted our annual pancake breakfast and festival. This was our most successful year. We served nearly 450 hungry eaters. We also had face painting, a petting zoo, a dunk tank, a rummage sale and many, many more activities.
- Thanks to a wonderful parent (Nickella Schlanger) and a fantastic teacher (Christopher Reagan), we held our first real musical in several years. On June 11 and 12, students performed “Once on This Island, Jr.” for three enthusiastic audiences. It was evident how hard everyone worked by how well the students performed.

- And though we had a wonderful year of partnering with the WPRA and in developing the new Dual Language Immersion Program, I must admit a tinge of sadness behind it all. With Measure CC not passing, San Rafael will be losing approximately seven teaching positions for the 2010-2011 school year. This is a significant number for a small school, and we are extremely saddened by the loss of staff and the likely increase in class sizes. Clearly, we will need volunteer support even more than ever to continue making progress. We hope our connection with the WPRA will help us continue to support student learning through such wonderful programs during this difficult time.

On behalf of all the staff, parents and students at San Rafael School, I thank the WPRA and the San Rafael community for their continued support.

Hope everyone has a wonderful summer, and we’ll see you in the fall!

## SRLA, WPRA simmer up FREE classes for simple summer salad suppers

On Saturday, June 19 and July 31, at 11 a.m., the Old Town Cooking School will present “Simple Summer Salad Suppers” at San Rafael Library, 1240 Nithsdale Rd. Learn how to make a wonderful one-dish summer supper using California-grown fresh ingredients.

Chef extraordinaire Deb Swartz will share recipes (and her secrets) to make simple summer salad suppers. The classes, co-sponsored by the WPRA and the San Rafael Library Associates, are FREE! For more information, contact Christine Reeder at the San Rafael Library, 626/744-7270 or visit <<http://www.oldtowncookingschool.com/>>.

# The Stars Come Out at San Rafael

By Marilyn Randolph  
Education chair, WPRA

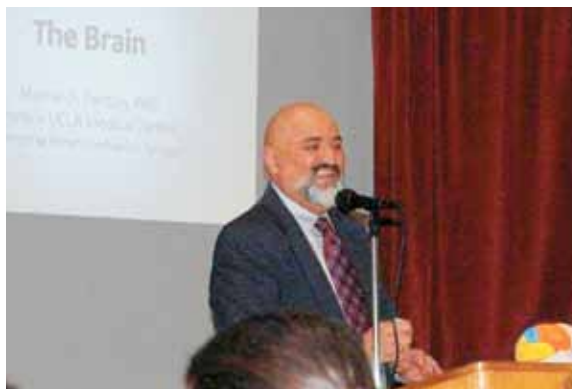
The WPRA student-enrichment program at San Rafael Elementary School continues to provide students with access to stars of city and state, law, medicine, science, business, culinary arts and athletics. The contributions of so many have given students an expanded view of the world, as these photos attest. In addition to the fine work of those pictured here:

- Chefs from the Panda Inn demonstrated their skills and then invited the students to enjoy the meal. Students were especially appreciative since the school's mascot is the panda.
- CalTech, a star in the field of technical study, hosted the students for a tour of the seismology laboratory — certainly a timely topic to learn about with the global shaking of the earth.

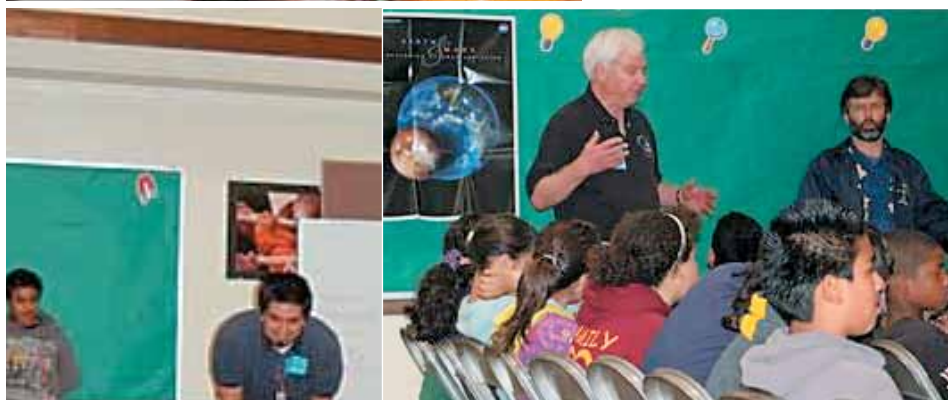
## More stars

- Student stars on the San Rafael team at Math Field Day took eight medals, two more than last year.
- San Rafael parents and the WPRA teamed up for the Friends and Neighbors Supporting Schools, which offered each PUSD school the opportunity to win a grant of up to \$10,000 for technology. San Rafael raised the bar, of course, by collecting more than \$15,800. With the additional funds, San Rafael now has more than \$30,000 for new computers for the students.
- Also, during the semester, San Rafael parents and guests put in more volunteer hours — 2,500 — than any other PUSD school.

**Right:** Athletes from St. Francis High School, Dietrich Riley, named to the Los Angeles Times all-state football team, and Justin Posthuma, named as top quarterback in the Western CIF Conference, showed the students some football tips



*Neuropsychologist Dr. Marcel Ponton, left, explained how all the brain's parts work together, leaving the audience more aware than ever of how the brain is truly the star of the rest of the body*



*Three Jet Propulsion Lab stars also illuminated the students. A JPL team, upper left, discussed the Mars Rover and rolled the Rover's wheels over the students just as it would when, in 2011, its twin rolls over the surface of Mars. Alan Hoffman, upper right, gave the students some insights into our solar system and the universe. Above: Scientist Bruce Krohn launched rockets (on the campus) made from home supplies, showing the students how to build their own space shuttle.*

# Welcome to The Rose Bowl, Pasadenans!

Article by Audrey O'Kelley, director, WPRA

Photos by Chuck Hudson, co-director of Communications, WPRA

The Rose Bowl Operating Company invited the Pasadena community into the Rose Bowl on May 16 to learn first-hand about the proposed Rose Bowl renovations, tour the stadium and play! More than 3,500 area residents passed through the turnstile and had a great time!

Citizens of all ages and from throughout the city were greeted by master of ceremonies, comedic magician Robert Baxt. When Baxt wasn't coaxing a smile or waxing poetic, coach Harvey Hyde was interviewing UCLA and Olympic athletes, representatives from the Tournament of Roses and Pasadena City Council, and Congressman Adam Schiff.

## Where it all began: Court of Champions

The fun began in the Court of Champions, where visitors encountered the Basketball Challenge and Bungee Basketball, overseen by the LA Sparks; refueled themselves on hotdogs, a soft drink and chips for \$1; and visited with the Pasadena Humane Society and their adoptable pets. Also, the Court of Champions was the starting point for the stadium tours conducted by Pasadena Heritage and ably dispensing fascinating facts and history on their way to the final stop up in the Press Box.



*Putting on her "game face".*

## Fun on the field

Inside the stadium, Turkey Tussle teams (from Pasadena and John Muir high schools) oversaw football place-kicking, the LA Galaxy Street team, connected to the Major League Soccer team supervised the soccer penalty kick challenge. Other activities included a baseball speed-pitch, bean-bag toss, Aquatic Center-led obstacle course, face painting and bounce houses.



*Mayor Bill Bogard and Rose Bowl general manager Darrell Dunn enjoy a moment during the festivities.*

The home-team's locker room served as the home for foosball and video gamers, while the visiting-team's locker room served as home to presentations about the proposed renovations planned for the iconic American stadium. One attendee remarked, "The walk-through of the planned renovations was very interesting and informative. I was very surprised to see how run down the stadium appears when empty and how much needed are these improvements."

The games closed with a brief program featuring Mayor Bill Bogaard and members of the City Council, as well as a Rose Bowl "history and highlights" video and drawings of the final prizes: Dodgers tickets, an LCD flat panel TV and a ride in Pasadena Police Helicopter.

## Savoring the feel of the stadium

Kathleen, a District 1 neighbor: "We've lived in Pasadena for 14 years now, about two miles from the Rose Bowl. The Rose Bowl always seemed out of our reach, inaccessible, as we were not up to paying to attend any events there. What a pleasant surprise to find simple low-tech family fun and nothing to get in the way of savoring the stadium."

To see the Stadium Games fun and learn how you can become a part of the next important phase in the life of our stadium, go to: [rosebowlstadium.com/games](http://rosebowlstadium.com/games).



*A hop, skip and jump.*

# Editorial

## A strong, stable future for America's Stadium

By Darryl Dunn,  
General Manager, The Rose Bowl

The Rose Bowl is a National Historic Landmark, one of the oldest football stadiums in the country. Past generations of Pasadenans built it and gave it to the city. Now it's this generation's turn to preserve it.

The proposed renovation project will enhance the historic appeal, fan experience and operational capacity of the Rose Bowl, extending its useful life well into the future. To keep the Rose Bowl "in the game" for future generations, we need your support.

We are committed to keeping you informed of plans to renovate the Rose Bowl through every step of the process. The Rose Bowl is an important economic engine for the city of Pasadena and it is vital that we take steps to ensure it remains competitive with other venues in the region.

Go to [www.rosebowlstadium.com/games](http://www.rosebowlstadium.com/games) and sign up to become a member of the Rose Bowl family, and tell us your favorite memory at the Rose Bowl.

## Update: Red Flag day restrictions

By Bill Urban  
Vice President, WPRA

As we've reported previously, Pasadena is implementing a program to improve fire engine mobility. Whenever fire hazard is high — on a "Red Flag" day — residents are prohibited from parking their cars on certain narrow streets. Fire officials anticipate there will be 10 to 15 Red Flag days each year in Pasadena.

### What is a Red Flag day?

The U.S. National Weather Service (Los Angeles-Oxnard office) declares a Red Flag day for Pasadena when one or more of the following conditions exist or are expected to exist for the San Gabriel Valley:

- Relative humidity of 15% or less, with sustained winds of 25 mph or greater or frequent gusts of 35 mph or greater for 6 hours or more
- Relative humidity of 10% or less for 10 hours or more
- Widespread and/or significant dry lightning

### How will you know when it's a Red Flag day?

The Pasadena Fire Department, which may also declare a Red Flag day for Pasadena, will use a wide range of methods to communicate Red Flag status. These include:

- Signs on major streets entering Red Flag areas. The signs are normally folded in half, so you just see the silver back of half the sign. On a Red Flag day, the signs will be opened to display the warning.

- On the fire department's page on the city of Pasadena's website [cityof-pasadena.net/fire](http://cityof-pasadena.net/fire)
- Pasadena Local Emergency Alert System (PLEAS). To register for PLEAS notification, visit [cityof-pasadena.net/fire/PLEAS](http://cityof-pasadena.net/fire/PLEAS)
- The local media

Note: Overnight parking permits are not valid for parking in Red Flag areas on Red Flag days, however, the Department of Transportation says that overnight parking permits are not restricted to parking only in front of one address; they are valid for parking in any nearby, unrestricted, legal parking space.

For more information call Pasadena Fire Department at 626/744-4655, or visit the Pasadena Fire Department website at [www.cityofpasadena.net/fire](http://www.cityofpasadena.net/fire).

**RED FLAG  
DAY**

**PARKING  
RESTRICTIONS  
APPLY**

# Neighborhood safety update

By Bob Holmes

Neighborhood Safety chair, WPRa

As you might imagine, the WPRa is very interested in helping to keep our neighborhoods as crime free as possible. We believe that informing our members of crimes and suspicious activities is our first line of defense. This enables us to take the precautions necessary and help spot potential crimes.

- If you believe you are witnessing a crime in process, call 911.
- If you are only reporting suspicious activities, call police at 626/744-4241.

## Get on Alix's "list"

The first way to be informed of suspicious or criminal activities is to join Alix Reeves' e-mail list. Alix, who was honored at the WPRa annual meeting with an Outstanding Citizen's award, maintains a list of people who wish to be notified of unusual activities.

Those who see an incident can send Alex an e-mail, and she will forward that message to those on the list. Also, when you sign up with Alix, she sends you a copy of her list so you can notify those on the list yourself. To become a member of the list send an e-mail to [alixreeves@earthlink.net](mailto:alixreeves@earthlink.net).

WPRa maintains a history of these reports on the WPRa web site. Go to [www.wpra.net](http://www.wpra.net), and click on the Issues tab at the top of the page. Click on **Neighborhood Safety** and then click on **Recently Reported Incidents**.

## Crime stats online

Every quarter the Pasadena Police Department releases statistics on crimes in our area. WPRa publishes these statistics on the web. To see the statistics for this year and last, click on the **Issues** tab, then **Neighborhood Safety**, and then on **Local Area Crime Statistics**. The first quarter of 2010 showed an increase in Vehicle burglaries over 2009. Items such as cell phones and computers left in plain sight inside your car are an invitation to thieves.



A view of the WPRa general area on [cimemapping.com](http://cimemapping.com).

## Nixle

Nixle is a community information service that enables local police departments, city and municipal governments and their local agencies, as well as community groups, to quickly deliver geographically specific information to residents and community visitors, through text messages (SMS), Web and e-mail.

When you sign up for Nixle, you can choose how you'd like to be notified — by email and/or cell phone. You can also choose among several types of information. Visit [nixle.com](http://nixle.com) to sign up.

## PLEAS

The Pasadena Local Emergency Alert System (PLEAS) is a service administered by the Pasadena Fire Department. PLEAS uses both text and voice messages to keep residents and community members in Pasadena informed of emergencies in the areas in which they live or work. In the event of an emergency, residents and community members will receive a message with the latest information and safety instructions. Visit [cityofpasadena.net/Fire/PLEAS/](http://cityofpasadena.net/Fire/PLEAS/) to find out more, and sign up for the service.

## Neighborhood Watch

Neighborhood Watch is a service provided by the Pasadena Police Department and involves neighbors keeping each other up to date on happenings in their neighborhood. To find out if a group exists in your area or to start a group, contact Laura Morris of the Pasadena Police Department at 626/744-7657.

## Crime mapping

Police departments throughout the U.S. are cooperating to provide a service over the Internet that shows exactly where crimes have been committed. The Pasadena Police Department participates in this service.

Visit [crimemapping.com](http://crimemapping.com) to see where crimes have been committed and to sign up to receive e-mail crime alerts when crimes have been committed in your neighborhood.

## CHP's database

The California Highway Patrol maintains an extensive database of fatal or injury vehicle traffic collisions. This database can be accessed in many ways, but one path is [chp.ca.gov/switrs/index.html](http://chp.ca.gov/switrs/index.html).

# Alarmed upstart...

*Continued from front page*

Concerns mounted, and residents began calling for a public dialogue about the direction of the city. Unfortunately, not many public officials were listening. Some citizens refer to this period as “The Era of the Scorched-Earth Policies”. After a year of heated debate, the city approved the demolition of three downtown blocks for the ill-designed shopping mall, the Plaza Pasadena. This very issue sparked the founding of — and proved the need for — Pasadena Heritage.

## **Pasadena Heritage is born**

A diverse group of Pasadena citizens, many active in their neighborhood associations, were alarmed and angered by the lack of respect shown our exceptional collection of historic buildings. These activists gathered in the summer of 1976 to take action. Pasadena Heritage was formally incorporated in 1977 as a 501(c)(3) non-profit organization. That first board of directors, which, fortunately, included accountants, lawyers, graphic designers, historians and architects — all key skills for a new organization — drafted Pasadena Heritage’s mission statement:

### **Preserve Pasadena’s historic architectural and cultural resources.**

In those first few years, Pasadena Heritage members:

- Developed lectures, bus tours, neighborhood walking tours and classes in the proper techniques of restoration
- Researched buildings and sites, and nominated them as local landmarks and to the National Register of Historic Places.
- Started a newsletter, raised funds, spoke more publicly on planning and zoning issues, and served, whenever possible, on city commissions.

Board meetings were held in members’ houses, often followed by late-night visits to the Espresso Bar, but these informal meetings had profound results.

Recognizing the need for a revolving fund, the board created the Preservation Fund to save “endangered buildings.” A façade easement program was initiated to provide permanent protections (plus tax incentives) for building owners. In hindsight, both these programs were “cutting edge,” but at the time, the group was focused on meeting

urgent, local needs and unaware it was blazing preservation trails.

Pasadena Heritage established its first office in Old Pasadena, and its early leaders joined with merchants and building owners to preserve that area. At that time the old downtown comprised shabby commercial buildings, marginal commercial activity, and many more transients than shoppers. The vision of revitalization through rehabilitating historic buildings was viewed with skepticism, and it took years of determined advocacy to overcome opposition.

Gradually, historic preservation began to take hold as a significant community value, shared by an ever-increasing number of residents. Proof that Pasadena Heritage had tapped into a meaningful vein was that its membership grew from 250 to more than 1,000 households within 10 years. But, in many sectors, historic preservation was still viewed as an “obstacle” to progress.

## Then vs. now

Some comparisons highlight how much things have changed at Pasadena Heritage since its founding:

- ❖ **THEN:** Anyone who could speak lucidly about old buildings was conscripted to conduct tours.
- ❖ **NOW:** A cadre of well-trained docents benefit from detailed written scripts and thorough rehearsals.
- ❖ **THEN:** The first Colorado “Bridge Party” was held to call attention to the aging bridge’s need for repairs and offered 250 guests a few antique cars, homemade desserts and out-of-date, donated champagne.
- ❖ **NOW:** The event celebrates preservation successes with 4,000 guests who come for the music, dancing, food and beverages and children’s zone, all planned over six months and staffed by 300 volunteers.
- ❖ **THEN:** Craftsman Weekend was a simple house tour with a few craftsmen discussing restoration at the open homes or showing their handmade furnishings.
- ❖ **NOW:** It’s a three-day event, which is nationally known and attended by more than 2,500 devotees of the Craftsman style from across the country.

## **Growth and change: still protecting Pasadena’s heritage**

The early years of Pasadena Heritage were certainly challenging, but its many leaders and active members were determined, passionate, creative and generous, and the small staff (now five) has been consistently hard-working, knowledgeable and dedicated.

As the organization matured, it accomplished many encouraging achievements:

- The idea that neighborhoods could, on their own behalf, apply for historic designation led to the creation of the Landmark District ordinance, which Pasadena Heritage helped craft. Bungalow Heaven became the first Landmark District and today, there are 17 districts.
- When Gartz Court was slated for demolition, Pasadena Heritage stepped in with the Cultural Heritage Commission and used its Preservation Fund to relocate the six-unit bungalow court. The court was restored, and its six units were sold to first-time homeowners with low and moderate incomes.

*Continued on page 15*

# Alarmed upstart...

*Continued from page 14*

- Pasadena Heritage worked to assure that the beloved Pasadena Playhouse was protected and restored.
- Advocates lobbied the federal government to protect the Vista del Arroyo Hotel, now the United States Court of Appeals, Ninth Circuit, and the many bungalows on that site.
- To stop demolition plans for the Colorado Street Bridge, a decade was spent working with Caltrans, the city, federal highway department, and the Office of Historic Preservation in Sacramento. After a seismic upgrade and overall rehabilitation, the bridge reopened amid great fanfare in 1993, its distinctive design features intact.
- A state grant of \$693,000 was awarded to the organization in the '80s to begin exterior restoration of the 100-year-old Castle Green.
- Pasadena Heritage persisted in opposing the 710 Freeway extension through historic neighborhoods in southwest Pasadena, and initiated state legislation to create a maintenance fund for Caltrans-owned houses that remain in limbo.
- In collaboration with the city, the Charlotte Perkins Gilman House — the last residence of the noted early feminist — was moved, restored and sold affordably.
- A grant program for historic homes in the Lincoln Triangle neighborhood, near the intersection of Orange Grove and Lincoln, was successfully undertaken.

**It wasn't all roses.** Pasadena Heritage suffered some heartbreaking losses, too. The most well publicized was the removal of 65 historic light fixtures from the world-famous Blacker House, an architectural gem (in the Oak Knoll area) designed by Charles and Henry Greene. The valuable light fixtures, designed as part of the house, were shipped to New York and Texas, but that loss set off a national debate about the need for stronger protections for our nation's architectural gems. The demolition of the original, gracious Huntington Hotel for a replica hotel was another battle lost at the polls, against tough, well-funded opponents.

In recent years, however, Pasadena Heritage has:

- Expanded its cultural history programming by adopting part of the former Pasadena Oral History Project. It began recording oral histories of long-time Pasadenans and broadened the program's scope with more minority interviews, more women, and more controversy, including a collection of interviews about the desegregation of Pasadena's public schools.
- Created an affiliate, Heritage Housing Partners (HHP), to purchase and rehabilitate older homes to be sold in the affordable range. HHP is now a separate non-profit, having achieved great results, including the recent award-winning project at Fair Oaks and Peoria that includes both historic homes and new housing units.
- Fought successfully for Bullock's Pasadena (1947), now Macy's on South Lake, and the Stuart Pharmaceutical Company (1957) on East Foothill. Both these battles for newer landmarks involved powerful opponents (Federated Department Stores, Johnson & Johnson, the MTA, and others).
- Helped lead the community's resistance to the NFL's attempt to take over the Rose Bowl and then supported the

adoption of a new plan that respects the stadium's unique history — a victory for this National Historic Landmark and all of Pasadena.

- Championed the preservation-sensitive solution for the seismic upgrade of city hall and served on the project's oversight committee.
- Joined with many neighbors to advocate for the rehabilitation of the La Loma Bridge, which was threatened with an unacceptable replacement project.
- Rescued the Herkimer Arms, the only apartment building designed by Greene & Greene, with the help of HHP. Loans from the Preservation Fund helped support this and other projects.

**True to its principles.** While the organization has grown and changed, it still concerns itself with some of the same issues that inspired its founding — protecting Old Pasadena and the Civic Center and historic structures and neighborhoods across the city as it has for more than three decades.

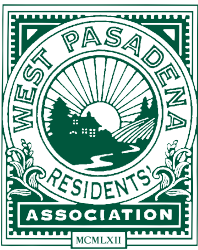
## The Bridge Party returns!

Pasadena Heritage  
cordially invites all to the  
Celebration on the Colorado Street Bridge

**Saturday, July 10, 2010  
from 6 to 11 p.m.**

Live music on three stages, children's activities,  
vintage cars, festive foods and beverages (no host)  
and spectacular views from the historic span

Advance discounted tickets now on sale:  
visit: [pasadenaheritage.org](http://pasadenaheritage.org)  
or call 626/441-6333 today to receive an invitation!



**WEST PASADENA  
RESIDENTS' ASSOCIATION**  
Post Office Box 50252  
Pasadena, CA 91115-0252

Visit our website @ [www.wpra.net](http://www.wpra.net)



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## Make your own motion!

There is much going on in our city — open space and conservation policies being set, General Plans being updated — these and other ongoing work will affect our quality of life. Our representatives need to hear from you. Take a few minutes to make your voice heard and your own motion.

**Mayor Bill Bogaard**  
bbogaard@cityofpasadena.net

**Steve Haderlein, District 4**  
shaderlein@cityofpasadena.net

**City Manager Michael J. Beck**  
mbeck@cityofpasadena.net

**Victor Gordo, District 5  
(vice mayor)**  
vgordo@cityofpasadena.net

**Councilmembers**  
**Jacque Robinson, District 1**  
jacquerobinson@cityofpasadena.net

**Steve Madison, District 6**  
smadison@cityofpasadena.net

**Margaret McAustin, District 2**  
mmcaustin@cityofpasadena.net

**Terry Tornek, District 7**  
ttornek@cityofpasadena.net

**Chris Holden, District 3**  
cholden@cityofpasadena.net

MAILER SECTION - AREA MUST  
REMAIN BLANK

## Pasadena: city on call

### Police Department

Emergency ..... 9-1-1  
Non-Emergency ..... 626/744-4501

### Services

Bulky items ..... 626/744-4158  
Missed trash pickup ..... 626/744-4087  
Missed residential recycling p/up ..... 626/744-4087  
New trash container ..... 626/744-4087  
New street light ..... 626/744-4191  
Pothole ..... 626/744-4158  
Recycling ..... 626/744-4087  
Sewer problem ..... 626/744-4158  
Street light not working ..... 626/744-4158  
Storm drain blockage ..... 626/744-4158  
Traffic signal malfunction ..... 626/744-4158  
Traffic signal timing problems ..... 626/744-4191

### Frequently called numbers

City information operator ..... 626/744-4000  
Abandoned vehicles ..... 626/744-7627  
Alarm permits ..... 626/744-4166  
Animal control ..... 626/792-7151  
ARTS bus ..... 626/744-4055  
Code enforcement ..... 626/744-4633  
Dog licenses ..... 626/744-4501  
Graffiti ..... 626/744-7622  
Historic preservation ..... 626/744-4009  
Neighborhood Watch ..... 626/744-4550  
Park/picnic reservations ..... 626/744-7275  
Parking permits/exemptions ..... 626/744-6440  
Parking tickets ..... 626/744-4360  
Street tree maintenance ..... 626/744-4321  
Trash pick-up ..... 626/744-4087  
Water/power billing inquiries ..... 626/744-4005  
Yard sale permits ..... 626/744-4200