



April 4, 2018

Mr. David Sinclair
Planning Department, City of Pasadena
175 North Garfield Ave.
Pasadena, CA 91101

Dear Mr. Sinclair:

RE: Proposed ArtCenter Master Plan exterior programmable video sign

The West Pasadena Residents' Association appreciates the opportunity to comment on the video sign proposed by the ArtCenter College of Design, to be located at the corner of East Glenarm Street and Arroyo Parkway. We submit the following views for your consideration and action.

WPRA has reviewed the Draft Environmental Impact Report (DEIR) for the ArtCenter's long range Master Plan, including the several appendices to the DEIR that describe in some detail the proposed location, size and function of the sign. We believe that the sign, as proposed, would adversely affect public safety, is aesthetically not appropriate for our community, and would not meet the requirements for a waiver from clear prohibitions on signs of this nature in the City's sign ordinance.

Vehicle operators proceeding either east or west on Glenarm Street and north or south on Arroyo Parkway would be distracted by the size, lighting and movement of the sign's content and risk causing accidents at one of Pasadena's busiest intersections. The lighted sign would be almost impossible for drivers to ignore as they exit or enter the 110 Freeway or proceed across the Gold Line grade level crossing on East Glenarm.

While the creative projects of the ArtCenter's students deserve public expression, there are certainly alternatives for that exposure that do not require a 40 foot by 120 foot video sign, alternatives that were not, but should have been, explored in the DEIR.

Perhaps more importantly, the proposed sign would serve as a precedent to change the carefully regulated signage character of our city. The aesthetics of large video signs would be a new element for our city, significantly out of character with our historic traditions.

WEST PASADENA RESIDENTS' ASSOCIATION
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Lastly, Pasadena's sign ordinance provisions [Section 17.48.130 (C), (G), and (H)] would flatly prohibit this type of sign, unless a variance is warranted after submittal and approval of a Master Sign Plan (Section 17.48.060) and justified as a "creative" sign under Section 17.48.070 as part of the Master Sign Plan. In our view, the proposed video sign, a wide departure from both the kinds, sizes and functionality of signs that our community has previously hosted, would not meet the requirements of the sign variance section. While the student work embodies creativity, the sign does not. Such video signs are in fact very common in other areas in the Los Angeles metropolitan area, and have significantly altered the nature of urban viewshed wherever they appear.

The WPRA flatly opposes the approval of this video sign. We believe that this, or any other video sign for our streets, should be prohibited.

Thank you for the opportunity to comment. We look forward to your consideration of the ArtCenter's proposal for this sign in future public meetings.

Respectfully yours,



Kenyon Harbison
President
West Pasadena Residents Association

CC: Steve Madison, Councilmember, District 6
Takako Suzuki, Field Representative, District 6
Steve Mermell, City Manager
David Reyes, Director, Department of Planning
Nina Chomsky, President, LVAA
John Latta, President, MHNA
Erika Foy, Vice President, MHNA

The WPRA is an all-volunteer organization dedicated to maintaining and enhancing the quality of life in southwest Pasadena. We represent 7,000 households, including 1,000

paid members.