



July 15, 2018

Honorable Mayor Terry Tornek
Honorable Council Members
City of Pasadena
100 North Garfield Ave.
Pasadena, CA 91101

Dear Mayor Tornek and Council Members:

RE: Art Center College of Design Master Plan, and Exterior programmable digital video sign

The West Pasadena Residents' Association appreciates the opportunity to comment on the Art Center College of Design Master Plan, and particularly about the digital video sign to be located at the corner of East Glenarm Street and Arroyo Parkway. We regret that our comments were not submitted before the regular distribution deadline due to an apparent website malfunction.

WPRA has reviewed and accepts the Master Plan and the certification of the EIR, with the exception of the proposed digital sign intended for placement on the 1111 S. Arroyo Parkway building. We believe that the sign will adversely affect public safety, is aesthetically and practically 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 current sign ordinance. Further, WPRA categorically opposes any zoning code amendment that allows or facilitates the construction of any digital video sign—at this time or in the future. Such a sign is completely incongruent with Pasadena's aesthetic and civic sensibilities, as well as a safety hazard.

Vehicle operators proceeding either east or west on Glenarm Street and north or south on Arroyo Parkway would be distracted by the size, bright illumination, 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 Arroyo Seco Parkway or proceed across the Gold Line grade-level crossing on East Glenarm.

While the creative projects of the Art Center's students may deserve public expression, there are certainly alternatives for that exposure that do not require a 40 foot by 120 foot

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video sign facing Pasadena streets. Such alternatives were not, but should have been, explored in the EIR.

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

Lastly, Pasadena's sign ordinance provisions [Section 17.48.130 items (3), (7), and (8)] prohibit this type of sign, unless specifically excepted after submittal and approval of a 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 be clearly outside of acceptable norms. Such video signs are in fact common in other areas in the Los Angeles metropolitan area, and have significantly altered or degraded the nature of urban view corridors wherever they appear.

The WPRA flatly opposes the approval of this digital video sign. We believe that this—or any other video sign anywhere within our city—should be unconditionally prohibited, not only in this instance, but going forward.

Thank you for the opportunity to comment. With the exception of the sign, we support the Art Center College of Design Master Plan and the certification of the EIR.

Respectfully yours,



Dan Beal
President

cc: Steve Mermell, City Manager
Takako Suzuki, Field Representative, District 6
David Reyes, Director, Planning and Community Development
David Sinclair, Senior Planner

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.

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