



Can Pasadena increase affordable housing without losing identity, self-determination?

WPRA sets date, theme for 59th annual meeting

The West Pasadena Residents' Association cordially invites you to attend its 2021 annual meeting on **Thursday, May 27, 6:30 - 8:30 p.m.** The meeting will again be staged online, as a Zoom webinar.

Main program: affordable housing

The main program will consider how Pasadena can expand its inventory of affordable housing without losing its unique identity, cultural sense of place and self-determination.

The shortage of affordable housing is a serious problem not only in Pasadena, but also throughout our state and in many of our nation's urban centers. To address this shortage, Sacramento lawmakers over the past four years have passed 64 state-wide housing laws. Some were constructive. Some were not. Many overruled local zoning and housing regulations. However, the state's most recent housing fiats and proposals are more extreme, especially for Pasadena. The new laws threaten our community vision for smart and deliberate growth – the very social fabric of our city. Some might characterize this threat as existential.

These destructive bills assume that a single collective legislative "cure" could and should suit all California cities – a fatal flaw. That is, our state legislature believes that we can build our way out of this dilemma, a premise that astute developers know to be unrealistic. Freeing up more land within its neighborhoods for development does not necessarily reduce the cost of land. And building more units does not necessarily bring down the cost to build those units.

In fact, creating more affordable housing – without shattering our community vision – is a conundrum wrapped up in an enigma. It's also true that although Pasadena has a well-deserved reputation for developing zoning regulations and related processes that strive to ease the local housing shortage, most would agree that we still have ground to cover.

For this year's annual meeting, the WPRA is bringing together four experts who make their living by thinking about this very problem. Their goals? To educate us about the issue and share options that, in their opinion, could result in feasible planning solutions. This panel comprises:

- **Anthony Portantino**, state senator (D-25)
- **David Reyes**, director, Pasadena's Planning and Community Development
- **Charles Loveman Jr.**, executive director, Heritage Housing Partners
- **Robin Hughes**, president and CEO, Abode Communities

We can learn much from what promises to be a lively and insightful discussion. Moreover, the WPRA hopes it will motivate residents to become better informed and join this important community campaign.

Save the date

What:

WPRA 2021 annual meeting

When:

Thursday, May 27, 2021
6:30-8:30 p.m.

Where:

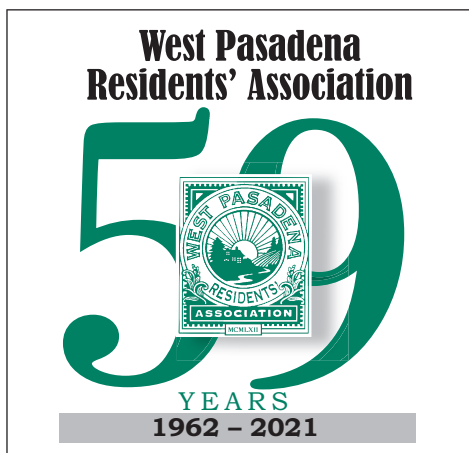
Online. Virtual Zoom conference
Subsequent mailings and our website will provide instructions about how to join the meeting.

Also joining us both to introduce the topic and wish us well include the following local, elected luminaries:

- **Victor Gordo**, Pasadena Mayor
- **Steve Madison**, Pasadena District 6 Councilmember
- **Kathryn Barger**, LA County District 5 Supervisor
- **Chris Holden**, State Assemblymember (D-41)

And finally, the WPRA will formally recognize an individual whose activities have materially improved the quality of life in west Pasadena, and WPRA members will elect WPRA officers and directors for the 2021-2022 fiscal year.

WPRA Vice President/Communications Avram Gold will serve as master of ceremonies and panel discussion moderator. Behind the scenes, WPRA Treasurer Blaine Cavena will serve as technical advisor and screen traffic manager.



From a developer's POV, see Q&A on pages 4-5.

The worst laid plans ...

BY DAN BEAL
PRESIDENT, WPRA

I know, community planning and zoning are likely arcane subjects that the average resident doesn't – and shouldn't really have to – understand in depth. That is, until you find out how critical they are to your assets and your way of life, and how thoroughly the state legislature already has – and continues to – muck them up.

I've written before about the state's arbitrary and complex allocation of – supposedly – "fair share" new housing units for which cities are supposed to plan and zone. It's called the Regional Housing Needs Assessment. Pasadena's "fair share" was somehow calculated as 9,409 new units by the year 2029. Pasadena lost its appeal of this unrealistic goal and will, as a result, have to figure out how it will zone for those new housing units in the next iteration of its General Plan Housing Element, which is due this October. But at least Pasadena will have some say in those decisions.

Not so with proposed state legislation that would essentially end single-family

neighborhoods as we know them. Described in more detail on pages 4-5 and the subject of our May 27 annual meeting, some legislators have decided that cities are deliberately ignoring their housing needs or are incapable of handling their own land-use decisions. At the extremes of the current proposals, a block of 10 single-family homes, as one example, could turn into 80 or more units, some as high as four stories, squeezed tightly together with too little parking, too few trees, too little privacy and inadequate infrastructure. Oddly, the proposals, at this date, do not require the units be made available for low- or moderate-income buyers or renters either.

The theory is that a greatly increased supply will lower housing costs. If that were true, Manhattan would be a very cheap place in which to live.

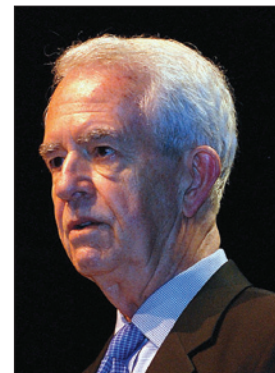
Thanks again, Pasadena!

You've heard me express gratitude before when warranted, and it sure is now. If you've ever wondered why Pasadena, almost uniquely in the state, maintains its own Public Health Department, our experience with COVID-19 should ... um ... trump any arguments against it for a long time. PPHD

was much better than most similar departments. Our department, under Ying-Ying Goh, MD, MSHS, was and continues to be well-prepared and equal to the tasks of inspection, education and, when available, distribution of vaccine.

My wife and I can't speak for everyone, but we (and a number of friends) went through PPHD's sign-up portal by completing a fairly simple form. We qualified for and received an appointment opportunity shortly thereafter, made our appointments, were reminded of them, and spent no more than half an hour getting the injections.

As I write this, hundreds of non-residents have cut the line and caused sessions to be cancelled, but PPHD is fixing that.



Dan Beal

About us

2020 – 2021 officers

President: Dan Beal
president@wpra.net

Vice President/Administration: Evan Davis
adminvp@wpra.net

Vice President/Communications: Avram Gold
commvp@wpra.net

Treasurer: Blaine Cavena
treasurer@wpra.net

Secretary: Kenyon Harbison
secretary@wpra.net

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.

Service area: The WPRA service area is bounded on the north by Colorado Boulevard, on the east by Fair Oaks Avenue and on the south and west by the city limits.

2020 – 2021 board of directors

- Geoffrey Baum, *Rose Bowl & Central Arroyo Seco*
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- Mic Hansen
- Joan Hearst
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- Nancy Walker, *Public safety & traffic*
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Membership, Open Space & Conservation

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- Tom Seifert
- Catherine Stringer
- Fred Zepeda



The News is mailed each quarter to nearly 8,000 homes and businesses in the 91105 and 91103 ZIP codes and beyond.

Editor: Chuck Hudson
editor@wpra.net

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

New fire chief on board

Pasadena has a new fire chief: Chad Augustin. He succeeds Interim Chief Bryan Frieders, who retired early this year. Most recently, Augustin served as deputy fire chief of the Sacramento Fire Department, where he rose through the ranks since joining the department in 1999. He has also served for over 20 years as a paramedic on a rescue helicopter. While serving in Sacramento, Augustin helped fine-tune the department, which became one of just three fire agencies in the state to earn a “Gold Plus” rating from the American Heart Association. Augustin was recognized for heroism in April 2014.



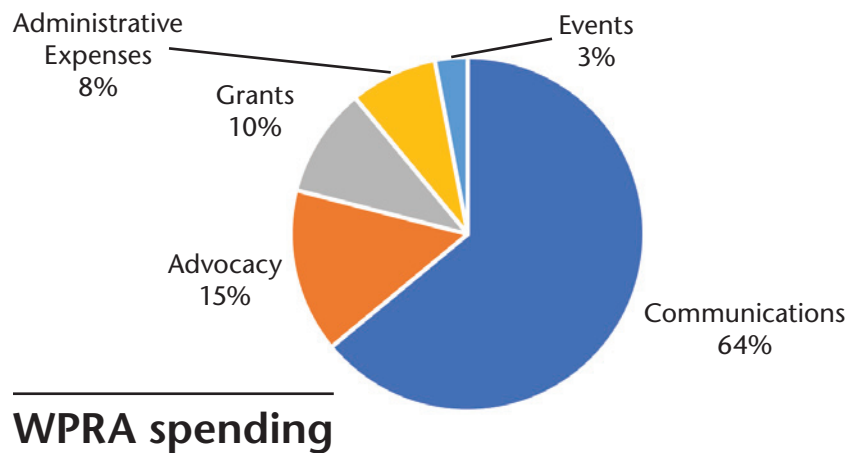
Fire Chief
Chad Augustin

Former Pasadena PD chief goes to work for Santa Barbara

Former Pasadena Police Chief Bernard “Barney” Melekian has begun serving in a new role as interim police chief for the Santa Barbara Police Department. Since retiring in 2009, after a 15-year stint as Pasadena’s police chief, Melekian went on to serve as director of the Office Community-Oriented Police Services in the U.S. Department of Justice, undersheriff in Santa Barbara County Sheriff’s Office, and assistant county executive officer for Santa Barbara County. *Source: Pasadena Now*

It’s your turn. Serve on a city commission

Recent events have demonstrated that a wide range of Pasadena residents feel strongly about the direction of government policies. In addition to joining the WPRM, another way of making an impact is by volunteering to serve on a city commission. Pasadena has a commission for virtually every topic; so please step up and volunteer. A list of current vacancies can be found at: <https://tinyurl.com/tdzw2jjw>



What do we spend your membership/donations on?

BY BLAINE CAVENA
TREASURER, WPRM

In a typical year, 64% of the West Pasadena Residents’ Association expenditures are for communications, which includes printing, postage, email and web. While much of our communications incorporates issue advocacy, additional forms of advocacy consume another 15%. Grants to local organizations (including charities and education) use 10%. Administrative expenses require 8%, and events such as mayoral forums and annual meetings take 3%.

But 2020 was anything but a typical year. With the uncertainty and stress of the pandemic the WPRM board decided that the usual spring membership renewal and fundraising campaign was inappropriate. At the same time, the board decided to re-direct substantial funds to local charities as direct support to those affected by the pandemic. By mid-2020 the results of these two actions were a 90% drop in donations to the WPRM, and a doubling of the WPRM’s direct grants to local charities.

In late 2020, when financial constraints were leading to reduced efforts and

advocacy by the WPRM, we initiated a modest fundraising effort. The response was greater than anticipated, eliminating much of the deficit for the year. For that the WPRM board is extremely grateful.

Donors of more than \$100 per year are acknowledged twice a year in our newsletter [see pages 8-9]. Those donations made in the prior calendar year appear in each spring issue. Those made in the 12 months ending June 30, are in the fall issue. Note: This schedule means a January donation won’t be acknowledged until the fall issue. This delay is the result of our manual donation processing and the lead-time required for publication.

The usual membership and fundraising campaign will return this spring, with the hope that the WPRM’s efforts and advocacy – to enhance the character of our community and improve its quality of life – will continue to deserve your support. The WPRM depends entirely on its members and donors: it depends on you. The WPRM receives no government, corporate or grant funding; has no paid employees; and provides no benefits of any sort to its directors and officers.

Q&A | with Ken McCormick

CEO, Mill Creek Development

Ken McCormick is a long-term Pasadena resident with an interest in civic affairs. After a career in finance and banking, he started Mill Creek Development in the Playhouse Village, focusing on infill housing and mixed-use projects. As a former member of the Pasadena Affordable Housing Task Force and Design Commission, he continues to be active with the Playhouse Village Association and the Playhouse itself. This past February Avram Gold met with Ken McCormick to discuss future risks to Pasadena's identity, cultural sense of place and self-determination.

BY AVRAM GOLD
COMMUNICATIONS VICE PRESIDENT, WPRA

Ken, let's start with our state's recent land-use legislation. Last year the state passed five aggressive housing bills that significantly affected Pasadena's General Plan and resulted in revisions to our Specific Plans. At least another 22 are in play this year, also designed to result in millions of new homes in California. Please share your opinions with us about these overriding changes.

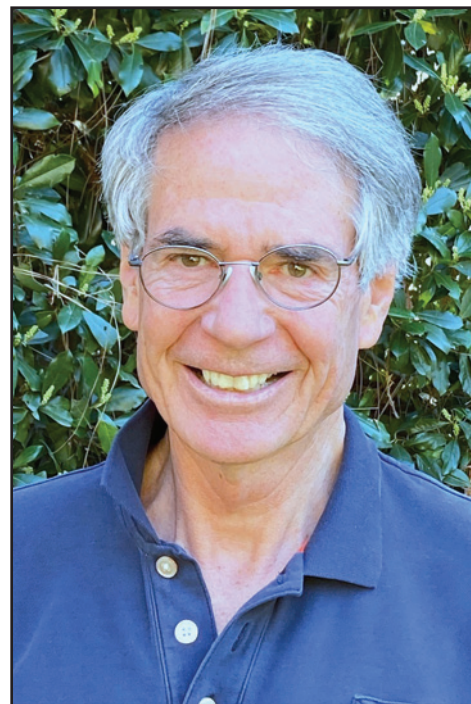
It's a very difficult subject for people to wrap their head around. Our biggest problem is the policy makers. They want to simplify our housing dynamic to one headline: "Not enough housing." Granted, we don't have enough places for people to sleep, but we just don't need more housing. We need more housing for the people who are experiencing a definitive shortage: the most disenfranchised in society and the workforce housing component.

A large consortium in Pasadena believes that providing housing-for-all is morally right even if new multi-unit buildings or home-owner added ADUs (Accessory Dwelling Units) encroach on single-family neighborhoods. Pasadena also has an equally passionate community wanting to maintain our small-town identity and opposing the state's forced density increases. Can we reconcile these two conflicting directions?

The discussion needs to focus on how we solve the problem. It's a cost challenge to create housing stock that's affordable to all people. Accordingly, Pasadena has been offering developers cost-saving incentives and promoting smarter growth for a long time by enabling density around transit hubs and inside a confined downtown area, while trying to preserve the single-family status in much of the town. But with those things going on at the state level that undermine the sanctity of home ownership, I just don't see how many of the Assembly and Senate zoning bills are going to succeed. My read is that some at the state level, motivated by developer contributions, are effectively making local municipalities scapegoats rather than coming up with practical incentives. The state has considerably deeper pockets than the cities, and it's the state that will suffer if we don't build units affordable for the right population.

You've advocated for the creation of various state subsidies to help California cities and developers build more affordable housing for the middle class and entry level workers. Do see any of that happening in the near future?

The discussion has just started and I don't know how long it takes people to really embrace those kinds of market-stimulating approaches. But in the past, we've subsidized institutions and corporations through redevelopment agencies, assisting retail and office construction when that was a problem



Ken McCormick (photo by Avram Gold)

facing California. The subsidies really helped, and they increased the prosperity of a lot of communities.

You mentioned that things at the state level will undermine the sanctity of home ownership. I suggest that one of them would be Senate Bill 9. It's understandable that a home owner might want to expand his or her house by adding a "granny flat." But if SB 9 passes, as it's written now, can we assume that speculators would buy single-family houses for the sole purpose of tearing them down to build two to four units in a RS-4, single-house neighborhood?

Or six units, as I understand SB 9. Or up to eight on larger lots. At the end of the day, I don't think it's good planning or that it's going to solve the problem, and more people are becoming aware of that. We don't even have the resources in the building community to build more units without driving prices even higher.

And that's because of the limited labor pool and the rising cost of materials, property, permits and taxes?

Correct. And zoning costs. We don't need 3.5 million more units of luxury apartments in this state or even market-rate buildings that have a few additional affordable units required with density bonuses. Yet these state housing bills are strongly supported by the building industry and development community because they restrain local zoning, undermine CEQA (California Environmental Quality Act) and all the rules that fashion the kind of cities people want to live in. Allowing people to start building more intensely on single-family residence lots is going to spoil people's sense of place and well-being.

Given that so much is changing so fast, do you think it behooves Pasadena residents to become better informed about the state's new zoning bills and proposals?

I think we all should be really concerned because of the way lobbyists have capitalized on the emotional pull of lack-of-housing, especially the lack of affordable housing. All that has the potential of further undermining local control of zoning. People who care about communities need to understand these changes and get involved in a rational conversation where people of goodwill sit down and try to solve the problems and not stir up emotions to get rid of CEQA oversight or override local planning. Pasadena's Planning Department is stellar in terms of trying to find the right balance.

But will that balance continue? What kind of development is happening now?

As I mentioned, the building community hasn't been able to produce housing at a cost that the workforce population can afford in more urban areas. To compensate for that shortage, people with good jobs have been pressing further into neighborhoods that formerly had lower cost housing.



Ken overlooking construction at one of his firm's projects, The Catalonia, with 81 units at 111 N. Madison Ave., part of the Olivewood Village project in Pasadena's Playhouse Village. (photo by Avram Gold)

Some would say that's been a positive effect, but others would argue it's gentrifying those neighborhoods and pushing lower income people out.

And then where do those people go? Will we ever reach that place where we build enough, cheaply enough, to lower rents and mortgages?

It's complex. Mortgages and rental rates have been going up in different income brackets at different rates for varying reasons. Some sectors, like lower middle-income housing, particularly for-sale properties, may continue rising for a while. Simultaneously, luxury home prices may taper off. Like all the boom-and-bust cycles we've had in Pasadena since the 1890s, there's bound to be a correction, we just don't know when. That said, we're starting to see evidence that rental prices are softening and the increase in new renters and home buyers is starting to reverse as well. This will accelerate over the next decade. We know this because we're tracking the reduced number of school children throughout the state, which means there will be reduced demand when these young people grow up and start forming households. But for now, we need

significantly more workforce housing in the state to strengthen employment and keep the state growing. It's ridiculous that we can't house people who work in our community.

So again, we're facing an affordable housing shortage for those who need it most. What is your vision for some immediate solutions, if any?

Well ... workforce housing advocacy, unlike low-income housing advocacy, doesn't have its star leaders yet, but neither did redevelopment originally. It wouldn't take a lot of state resources to create a housing agency that provides subsidies to cities, which would in turn pass those cost-savings on to developers of small-scale, workforce housing projects. And it wouldn't take many units either, maybe 300,000 to 500,000 statewide to stop the upward price pressure in California. In Pasadena for instance, the subsidies would pay for themselves by sustained productivity and rising taxes coming from more people being able to live here. An active workforce, living within the community it serves, builds a stronger community for all.

Consultant confirms city's budget outlook

Fiscal Year 2021 property tax data was recently received from the city's consultant. That firm confirms the current budget outlook, reported Matt Hawkesworth, director of city Finances. The city's taxable value increased by 6%, with a total assessed value increase of approximately \$2 billion.

City wins tree awards again

For the 31st year, the city of Pasadena was named a 2020 Tree City USA designee by the Arbor Day Foundation. Additionally, for the 21st year, the city received a Tree City USA Growth Award for its continued improvements to the city's urban forestry program.

Tree City USA awards are given to communities that have implemented the following as part of their urban forestry program: an active tree board or department, a tree-care ordinance, an annual forestry budget of at least \$2 per capita, and an Arbor Day observance and proclamation.

City wins legal challenge to General Fund transfers

Pasadena has prevailed in a class-action lawsuit that challenged the annual transfer of about \$18 million from the city's Water & Power fund to the city's General Fund. On Feb. 24, a Los Angeles County Superior Court judge granted Pasadena's motion to have the case dismissed.

The lawsuit, which was originally filed in 2017, alleged the use of electric rates to fund the transfer to the General Fund violates the California Constitution. Pasadena voters had established and confirmed city's charter provisions allowing the General Fund transfer a total of seven times, dating back to 1934.



Rendering of repropoed Central Park Apartments at Castle Green complex

New design unveiled for mixed-use Castle Green project

Developer Goldrich Kest is moving forward through the city's review process with a new design for Central Park Apartments, a proposed mixed-use project at the corner of S. Fair Oaks Avenue and E. Dayton Street next to the Green Hotel Apartments and Castle Green.

According to project architects, Architectural Resources Group, the new design draws inspiration from Colonel G.G. Green's 1903 vision for an expansion of the Green Hotel complex. The project was redesigned following preliminary project review and preliminary consultation review by the city's Design Commission to reflect city and community feedback.

"This project evolved, based on community feedback, and will help meet Pasadena's need for mixed-rate housing while considering the project's location within a historic block and in the context of the Old Pasadena Historic District and Central Park," said Emily Taylor, a trained architect and director of

Development at Goldrich Kest. "We are very proud of how the project will transform a surface parking lot into a transit-oriented housing development that will become a new gateway to Old Pasadena."

The project will include 84 new apartment homes, including 16 affordable units, plus four work-live lofts along Dayton, across from the park, as well as street-level retail units along Fair Oaks. The project complies with all General Plan and zoning requirements and meets the city's height and floor-area limitations.

Goldrich Kest has also highlighted the project's environmental sustainability. Located within a half-mile of two Metro stations, the transit-oriented development will be Goldrich Kest's first project to receive LEED certification from the U.S. Green Building Council.

For more information visit 1903vision.com or cityofpasadena.net/planning/central-park-apartments/.

New ePermitting system coming

In June 2020, the city of Pasadena launched Phase 1 of a new permitting system. That new system, Energov, replaced the legacy Tidemark system, which had been used since 2001. Phase 1 maintained previous functionality and established the framework for a virtual permit center.

Phase 2, expected to launch this year, consists of expanding online services for customers and implementation of an internal ePlanCheck process with use of Bluebeam software. The primary objective is to create a more streamlined and transparent permitting process.

For access to the Energov Citizen Self-Service portal and instructional video tutorials, visit cityofpasadena.net/PermitCenterOnline.

ADUs on the rise

Since April 2018, the city has received 142 applications for accessory dwelling units (ADUs):

- 35 permits have been issued
- 74 applications are currently being reviewed
- 4 additional applications have been approved and can advance after the applicants complete the permit process
- 20 projects have been inspected and completed
- 9 permits have been canceled.

Number of homeless in 2020 fell by 50%

Although the pandemic forced skipping the annual homeless count in 2021, the 2020 homeless count in Pasadena clocked in at 527 individuals – a significant decline from the peak count in 2011, which identified 1,216. This nearly 50% reduction in Pasadena, according to the city, follows a systemwide implementation of Housing First best-practices and a strong focus on targeted strategies to increase the availability of permanent housing.



The 1905 Edmund Blinn House

Women’s City Club transfers Blinn House to Pasadena Heritage

BY SUE MOSSMAN
EXECUTIVE DIRECTOR



Long the home of the Women’s City Club of Pasadena, the Edmund Blinn House is listed on the National Register of Historic Places, both individually and as a contributor to the Ford Place Historic District. Last spring, the Women’s City Club of Pasadena made the decision to disband after 75 years and discontinue use of the Blinn House as a community meeting place. The organization chose Pasadena Heritage to become the owner of the property at 160 N. Oakland Ave. and serve as custodian of the historic home.

Pasadena Heritage is deeply honored to be the new owners of the Blinn House and plans to make the 1905 building, designed by Chicago architect George Maher, its headquarters after doing some projects and system upgrades, which will take several months. The organization sees a host of possibilities for its future in this new, larger and exquisitely designed home and looks forward to being able to host its own programs and open the house to the public later this year.

Pasadena Avenue nomination headed to state commission

Pasadena Heritage’s nomination of the Pasadena Avenue Historic District to the National Register of Historic Places has

received approval from the State Office of Historic Preservation and will be heard at the State Historical Resources Commission meeting on April 30. After previous determinations of eligibility at various times during the long 710 Freeway fight, actual listing on the National Register will be all but assured if the Commission accepts it. It will then be forwarded to the Keeper of the National Register in Washington for final approval and official listing

Pasadena Heritage has long been concerned that historic properties in the former freeway corridor, many owned by Caltrans, would not be protected under the city’s ordinances. Recent changes in Pasadena’s Historic Preservation Ordinance will provide more protection, but the nomination will still provide recognition for these long endangered resources as they begin to be sold off by Caltrans. Owners of the properties within the district boundaries have been notified of the pending nomination. The Markham Place Historic District, which runs from California Blvd. south to Bellefontaine St. along both Pasadena Avenue and St. John, has already been listed on the National Register, nominated by Pasadena Heritage some years ago.

A thank-you to our members and a reminder!

The WPRA appreciates the financial support we receive from our members. Since it is our only source of funding, we depend on it to achieve our organizational objectives. The member-donors listed below have contributed \$100 or more between **Jan. 1, 2020** and **Dec. 31 2020**. If your name is not listed or is incorrectly listed, please contact me. As always, we thank you for your generous support.

- Linda Zinn, Membership chair, membership@wpra.net

To make it easier for you to help fund WPRA services and initiatives, we have enclosed an envelope within this issue. Just insert (1) the completed form on the envelope flap and (2) a check (made out to WPRA) into the pre-addressed envelope, add a stamp and mail it. You may also donate securely using your credit card by visiting wpra.net and clicking on "Donate" at the top of our home page.

Platinum [\$500+]

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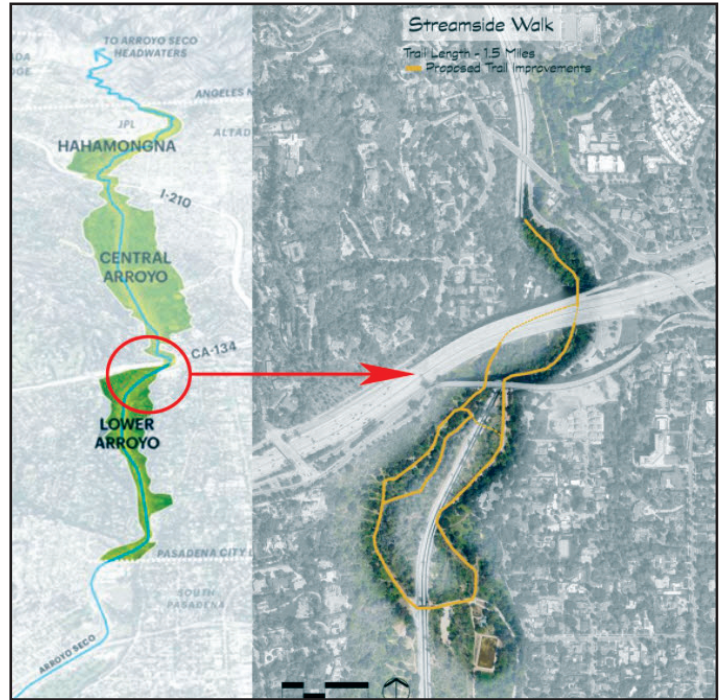
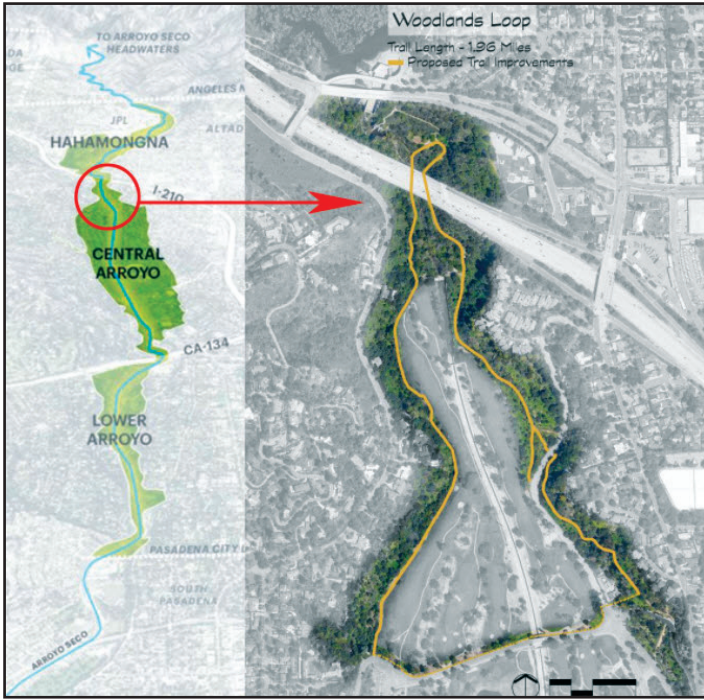
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Don and Jackie Feinstein	Bill and Alison Kuehn	David and Bonnie Reed	Pete and Joan Ulyatt
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Don Fife	James and Laura LaBarge	Rufus and Gretchen Rhoades	Paul and Charlene Vert
Michael and Barbara	Daivd Farah and	Paul Rogers and	Nancy and Les Waite
Finkenbinder	Stuart Landau	Jill Von Hartmann	Nancy T. Walker
John and Ruth Fleck	James and Grace Lee	Marsha V. Rood	Tim and Janet Walker
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Curt and Christine Hessler	Steve and Robin Newquist		
Sue Holliday	Mei-Lee Ney		
Barbara and John House	Don and Judy Nollar		

Don't see your name in this issue's listing?

If you've renewed or started a new WPRA membership but don't see your name in the above listing, don't worry. Since we are a volunteer-only organization, we allow additional time for receipt and processing of donations. In this, the spring issue, we only show those who've donated in the prior calendar year. In the fall issue, we show those who've contributed between July 1 of the prior year and June 30 of the current year.



The Woodlands Loop Trail is the northern portion of the One Arroyo trail demonstration project. Stretching approximately 2 miles, the trail runs along several natural and man-made features.

The Streamside Walk Loop Trail is the southern portion of the demonstration project. Stretching out approximately one and a half miles, the trail runs along some of the most unique landscapes.

Foundation seeks public input One Arroyo launches trail demonstration projects

BY BILL BOGAARD
BOARD MEMBER, ONE ARROYO FOUNDATION
FORMER PASADENA MAYOR AND WPRA
PRESIDENT

With the arrival of the new year, field work began on the Arroyo Seco trail demonstration projects sponsored by One Arroyo Foundation (“One Arroyo”), under the direction of RJM Design Group. RJM was retained to develop plans for the first elements of One Arroyo’s commitment to restore, connect and preserve the approximately 20 miles of trails on the banks of Pasadena’s Arroyo Seco.

Founded in 1987, RJM is a multi-disciplinary planning and landscape design firm with an impressive body of work, including open space projects at Yosemite Falls in Yosemite National Park, the San Joaquin Wildlife Sanctuary in Irvine, Crystal Cove at Newport Beach, and Desert Woodland Preserve in Lancaster.

Following the field work, a new website monitors the design work and invites public comment on an ongoing basis on the trail concepts being considered. The project website enables the community

members to see the project as it evolves and be part of the planning process by providing feedback in the Community Voice section. The website will be active throughout the design effort.

On March 18, One Arroyo posted maps of the two demonstration projects which locate and describe proposed trail improvements, inviting public comment on the changes under consideration. This solicitation for comment, which extends to April 12, offers a critically important opportunity for public comment. All are invited to study these proposals and provide input.

One Arroyo encourages this public exchange to ensure maximum opportunity for the community to be involved, as the process unfolds, in the development of the trail design plans. The public has already weighed in with various questions and concerns and certain responses have already been posted.

Many ask what improvements will look like. Preservation of the natural environment is a chief concern of the design team. Improvements to the trail will be developed through sound design that reflect naturalness and a sense of quality. They

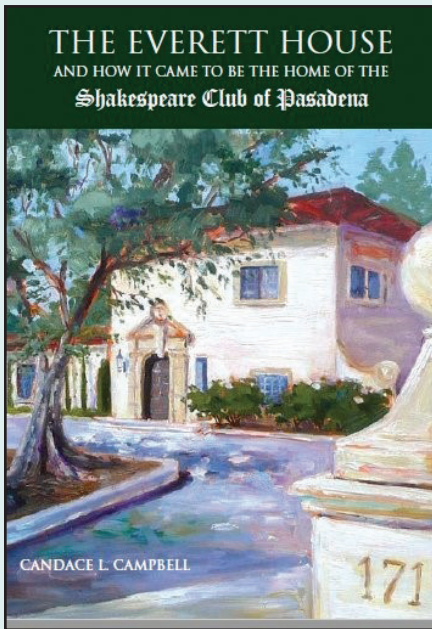
will be consistent with the character of the area and the city’s previous planning efforts, including the master plans adopted for the arroyo in the early 2000s. And the final design elements will meet city codes, current planning guidelines and county trail standards.

Trail signage — so-called “wayfinding” — is an important element of the One Arroyo’s trail project, but developing a signage design standard is not part of the current project. The work being done will explore the location and placement of key trail markers that could be adopted in future signage guidelines.

The design work is expected to be completed this summer, at which time the One Arroyo Foundation will present the project to City Hall for review, public outreach and city approval. Construction will get underway following city approval.

For more information about the One Arroyo Foundation and, more specifically, the One Arroyo Trail Demonstration Project, including the trail improvements being considered, visit onearroyo.org/.

Local author publishes historical book on Everett House



Candace Campbell, historian of The Shakespeare Club of Pasadena, has just released a self-published book: “The Everett House, and How It Came To Be the Home of the Shakespeare Club of Pasadena.”

Campbell has conducted several presentations on the history of the Shakespeare Club, the Ground Observer Corps, and the Women’s Suffrage Movement. To obtain a copy of the book, please send your request to campbeCL@earthlink.net.

About The Shakespeare Club

Founded in 1888 as a woman’s reading group, The Shakespeare Club quickly became involved in Pasadena’s community affairs.

Today, club membership continues to support the community through philanthropic and community service projects designed to expand awareness of cultural activities. To learn more, visit shakespeareclub.org.



A figurative rendering of the Everett House, by Pasadena artist Joseph Stoddard.

How Everett House came to be home for The Shakespeare Club

BY CANDACE L. CAMPBELL
AUTHOR AND HISTORIAN

As historian for the Shakespeare Club of Pasadena, I have long wanted to write a history of the Everett House, which has been the home of the Shakespeare Club for the past 49 years. Once undertaken, I soon discovered that there were some truly historical treasures to be uncovered, including stories about the families that occupied the property, prior to, during, and following the construction of the Everett House. For example:

- **The Erskine family**, who were the first to build a home here in the 1880s, were originally from Racine, Wisconsin. The father, Charles, was the successful co-owner of J. I. Case Threshing Machine Company in Racine. The mother, Payne, was a well-known author of the day mostly writing stories that featured strong heroines.
- **Margaret Slusher**, resident of Santa Fe Springs, who sold the 12 oil wells on her property, known as “Slusher’s Gushers” to the Shell Oil Company, and was known to routinely hand out diamond pins to her employees. Margaret and her husband, Silas, in 1942 purchased the Everett House after the death of Josephine Everett, the original owner of the house. The Slushers never lived in it, but leased it to an Army

doctor who was commander of the McCornack Army Hospital located next door (formerly the Vista del Arroyo Hotel and currently the US Court of Appeals for the Ninth Circuit). Soon after the closing of the hospital, the US Air Force put the Everett House to use in the 1950s as its Ground Observer Corps’ (GOC) Air Defense Filter Station, a part of the nation’s Operation Skywatch program, during the Korean War.

The Everett House has an illustrious history of its own. It was built in 1928 as the winter home and music conservatory of the late Mrs. Josephine P. Everett, noted art collector, important early patron of California impressionist artists, and collector of books concerning women and women’s history.

In 1966, Mrs. Lily Crain, widow of Hal D. Crain, noted musician and director of the Hollywood Boys Choir, purchased the property to use as a home and music conservatory. The Shakespeare Club acquired the property from Mrs. Crain in March 1972.

On October 29, 2018, the Pasadena City Council approved the designation of the Shakespeare Club Villa as a Landmark.

Background: bridge suicide mitigation

Within a few years of its completion in 1913, the Colorado Street Bridge had become a destination for those wanting to take their lives by leaping into the gorge below.

In fact, since 1919, more than 150 individuals have committed suicide from the bridge. Of the 72 suicides recorded in Pasadena between 2006 and 2012, about 17% (12) were committed at the bridge.

To deter these tragic initiatives, over the years the city made changes to the bridge by removing the original balustrade and adding chain-link fencing barriers, and then later, curved spikes that were eventually removed.

The current balustrade, with urn-shaped supports and a four-foot stake fence, was installed in 1994. In 2017 a temporary 10-foot fencing was erected along the bridge and around benched alcoves.

In 2020, there were no suicides from the bridge, and only three individuals contemplated suicide from the bridge. Fortunately, they were successfully talked down by police.

As City Manager Steve Mermell puts it, “The temporary fencing works, but isn’t attractive. Hence, the city is considering options to make it more aesthetically pleasing and at a multimillion-dollar cost.”

In October of last year, the city requested proposals to permanently address the bridge risk.

The bridge is listed on the National Register of Historic Places and has been designated a National Historic Civil Engineering Landmark by the American Society of Civil Engineers. – *Avram Gold and Chuck Hudson*



The recent scene on the Colorado Street Bridge to install mockups of the design concepts intended to discourage suicides from the bridge. (Photo by Avram Gold)

Colorado Street Bridge mockups now installed for public viewing

BY DAVE BISE
DIRECTOR, WPRO

The Colorado Street Bridge suicide mitigation project has finally moved forward to the next phase with three final design concepts ready for public viewing. On February 22, Custom Design Iron Works began installing several full-scale mockup panels at two separate locations along the bridge to provide different vantage points for viewing the mockups from both on and off the bridge.

- **Option A:** A curved stainless-steel mesh barrier at every lamp post and alcove and a straight barrier along the remaining length of bridge (east end of the bridge).
- **Option B:** A curved barrier over the entire length of bridge and similar treatment of the lamp posts and alcoves (east end of the bridge).
- **Option C:** A straight, vertical picket barrier spanning the entire length of the bridge, including every lamp post and alcove (west end of the bridge).

The objective of the suicide mitigation project is to deter individuals from using the bridge for suicide, while preserving the bridge’s historic Beaux Arts character-defining features such as the light pedestals and alcoves.

The city invites the public to view the design options, and Public Works encourages the public to share their thoughts and give feedback by participating in an online survey

at <https://cutt.ly/8zjDBBu>

Public Works will be hosting a virtual open house to present the mockups and obtain public input. After the open house, Public Works will go back to the Historic Preservation and Design commissions and the Public Safety Committee to share the public feedback and ultimately send the final design to city council for approval.

For additional information about the Colorado Street Bridge: <https://cutt.ly/BzjDOpW>

For a barrier mock-up map: <https://cutt.ly/5zjDWO4>

In our opinion

While barriers may be necessary to save lives, the WPRO also believes that maintaining the character of the bridge is essential. In the WPRO board’s view:

- The alcoves should remain completely open and accessible.
- No part of the barrier should impinge on any portion of the pedestrian space or alcove benches, and the lamps should remain clearly visible elements of the bridge.
- The barrier should be attached to the top surface of the existing balustrade (or railing) and the top of the lamp pedestals, with no part of the barrier appearing or extending below the tops of the balustrade or lamp pedestals.

81% of registered Pasadena voters cast ballots in November election

More than 81% of Pasadena's registered voters cast ballots in November's General Election, according to the Los Angeles County Registrar/County Clerk's Office. All told, 74,290 of 91,498 registered voters, or 81.18%, cast ballots.

Pasadena, and other cities, moved its elections to correspond with state elections in compliance with the California Voters Participation Act (CVPA) to increase voter turnout.

According to a report by California Common Cause, cities that made the move to align local elections with the state's election schedule tripled voter turnout. The high turnout, however, could also be related to the polarizing presidential election.

Source: *Pasadena Now*

JPL environmental cleanup bill: \$56.1 million

The cost to clean up the remaining contamination at NASA's Jet Propulsion Laboratory, resulting from the disposal of rocket-related chemicals in the 1940s and 1950s, stands at \$56.1 million, according to a new report from the U.S. Government Accountability Office. The agency found that the "environmental liabilities" at JPL had decreased by about \$24 million, or 30%, between 2014 and 2019 as steady progress continued.

JPL, according to the report, was described by NASA officials as "the agency's highest-priority center because contaminated groundwater migrated off-site to local drinking water sources." Groundwater cleanup has been ongoing at JPL for both the city of Pasadena and the Lincoln Avenue Water District. The contamination includes chemicals such as perchlorate, trichloroethylene and carbon tetrachloride, officials said.

The GAO's Environmental Liabilities report can be found online at [gao.gov/assets/720/711829.pdf](https://www.gao.gov/assets/720/711829.pdf)

Juliette's adventures at the Pasadena Senior Center

BY ANN ERDMAN

Shakespeare's Juliet was passionate when she met Romeo, headstrong when she refused to marry Paris and decisive when she faked her own death (and we all know what happened next).

The Pasadena area's Juliette was passionate when she took up acting, headstrong when she resolved to move from England to America and decisive when she dove right in to Pasadena Senior Center classes and activities.

Juliette Wheal came to the Pasadena area from London nine years ago because she wanted to live near her son and his family in Altadena. When she arrived, she looked in a local paper for things to do in the Pasadena/Altadena area and was pleasantly surprised when she saw a full list of classes and activities available at the Pasadena Senior Center.

"I didn't know anybody or where to go. I was desperate for social interaction," she said. "When I walked in to the center for the first time, I was amazed at what a lovely place it is, and all the fun and educational classes and activities they have."

She said her favorite things are the friendships she has made.

"I was on an exercise bike in the fitness center and struck up a conversation with the woman next to me. We found out we're from the same little town in England. That was extraordinary."

Juliette worked for decades as an actress in film and television in England and the U.S. under the name Juliette James. She was in several films, including "Time Bandits" (1981), "Four Weddings and a Funeral" (1994) and "Mrs. Palfrey at the Claremont" (2005) as well as the television series "The Foundation" (1977-78). She also was a historical dancer in films based on Jane Austen novels.

She played M in the whimsical 2015-2019 internet series "00Senile" in which James Bond has a little dementia in his golden



Juliette (photo by Juliette Wheal)



years. Check it out at www.00Senile.blogspot.com.

Fate eventually led Juliette to an acting class at the center that rekindled her love of the dramatic arts.

Akila Gibbs, executive director at the center, said Juliette is just one of hundreds of people who have discovered productive things to do, all presented by the center in alternative ways such as Zoom during this pandemic.

"I encourage anyone 50 and older to discover our programs and services by visiting pasadenaseniorcenter.org or calling 626-795-4331," Gibbs said. "It's better than becoming lonesome and vulnerable in quarantine."

Juliette could not be happier with her life. She has fond memories of London as she continues to broaden her interests and make new friends at the Pasadena Senior Center.

The Bard and his Juliet wouldn't have it any other way.

Advertising Pasadena early in 20th Century

BY KIRK MYERS
ASSISTANT ARCHIVIST

In 1903 the Pasadena Board of Trade published an “Illustrated Souvenir Book” to promote the city. It proclaimed that Pasadena was “...first place, in many respects, among the cities of Southern California.” The four pages of text were followed by 90 pages of photographs.

About the same time, the *Pasadena Evening Star* published a deluxe edition, “Pasadena, California – The City Beautiful.” It, too, had a similar approach – it was mostly a picture book, with some explanatory text. A “Publishers’ Announcement” at the beginning stated “The purpose of this book is to advertise Pasadena.” This was followed by an article titled “The Truth about Pasadena,” which began:

“All in all, Pasadena is destined to be, and in large measure now is, the most desirable residence city in the world. This is not perfunctory extravagance of statement, but carefully considered expression. It is the testimony of world-wide travelers of highest intelligence and culture. It is the opinion of climatologists and dietarians, of doctors and preachers, of sociologists and scientists, of poet, priest and philosopher.”

A few years later the testimony and opinions about Pasadena mentioned by the *Pasadena Star* were given a much fuller expression. On January 2, 1905 the *Pasadena Daily News* published a Tournament of Roses Edition with a large, 11’ by 15” magazine size format. Only the first 12 of its 70 pages were devoted to the Tournament of Roses. The remainder was largely filled with informative articles about Pasadena and Southern California. This concept was carried forward by both the *Pasadena Daily News* and the *Pasadena Star* in the following years.

These special issues about the Tournament of Roses allowed Pasadena to



The *Pasadena Star's* 1908 souvenir edition of the Tournament of Roses. “The Tournament of Roses is Pasadena symbolized. ...Pasadena is essentially a ‘City Beautiful’ in the fullest, best sense of the phrase.”

perhaps promote itself in a unique way in the Southern California booster campaigns of the time. And now, many years later, these articles provide glimpses of the life and culture of a century ago.

The 1905 edition of the *Daily News* contained three poems as well as articles geared to the practical interests of potential future residents:

‘Pasadena, Beautiful City of Homes,’ “The Future of Our Schools,” “California Home Making,” “Pasadena Supplied with Purest Mountain Water,” “Banking Interests,” and “Irrigation in California,” written by Governor George C. Pardee.

Other articles included “Social and Club Life of Pasadena,” “Mountain Climbing on Muleback,” “Trees and Flowers from Foothills to Sea,” and “House-Tents in California.” There was even an article by a Dr. Garrett Newkirk – “How to Get Well – Suggestions for those who come to California Seeking Health.” He began the article in a rather frank way: “It is a very large subject which has been assigned to me for treatment in a thousand words.”



The 1905 Tournament of Roses edition of the *Pasadena Daily News* was much more than a souvenir of the Rose parade. Most of the issue was devoted to promoting Pasadena as an ideal place in which to live.

“Two Famous Boulevards,” a three-page article by Grace Hortense Tower, lists prominent residents of South Orange Grove and Grand avenues at the time.

“Crowning the West Side Hill, like rare jewels, are palatial homes of luxury and wealth, in settings of park-like grounds possible only in a land where it is always Spring ...Orange Grove Boulevard and Grand Avenue, with their tributary streets comprise the fashionable West Side – the Fifth Avenue district of Pasadena and here is congregated more wealth than most towns of the same size can show in their entire population.”

The *Pasadena Star's* Souvenir Edition of the Tournament of Roses in 1908 continued with this subject in an article “The Home City”:

“Hardly a residential thoroughfare in the country can compare with either South Orange Grove or Grand avenues, with their hundreds of magnificent houses, palatial and artistic homes of people of wealth, refinement and social standing.” The article also observed that “...there

is scarcely a city anywhere where the average excellence from an architectural and artistic standard is so high. ...even the modest cottage home, which in many cities is absolutely lacking in architectural beauty is, here, a joy to the eye.”

The article concluded with praise:

“Pasadena is different from any city in the country, and in its differences is its strength. Free from saloons, dotted everywhere with fine homes, with palatial residences such as hardly another city of its size can boast, and a clean government, there is no better home city anywhere.”

In 1909, the *Pasadena Daily News* contained several articles about gardening. “Gardens Picturesque – Romance and Poetry among the Flowers of Southern California,” “All Year Gardening in Pasadena,” “A Prolific Field for the Naturalist’s Researches,” and “Wild Flowers Bloom Everywhere in Riotous Profusion.”

This issue also had a seven-page article about “Characteristic Pasadena Homes,” which was illustrated with more than 40 photographs, mostly of homes in the west Pasadena area. “It is largely due to the creative ability of Pasadena architects that

this city has come to be known throughout the world as a spot beautiful, where one needs not to be rich in order to live in a beautiful home.”

In 1911, the *Pasadena Daily News* contained 22 pages of illustrated articles about the beauty of homes and gardens in Pasadena. “Pasadena has always enjoyed an intellectual and artistic atmosphere,” began an article titled “A Magnet for the Artistic.” Other articles to emphasize this aspect were “Musical Life in Pasadena,” “Pasadena as a Literary Center,” and “Where Stars and Mountains Meet,” a two-page article by “A Member of the Official Staff” about the Mount Wilson Solar Observatory.

This issue also had a page of testimonials from 20 prominent residents under the title “Why I Live in Pasadena.” The longest response was from Adolphus Busch, whose winter home at 1021 South Orange Grove was the site of the original Busch Gardens, a major attraction in Pasadena at the time:

“I selected Pasadena as the winter home of my family because I consider it a veritable paradise, it has no equal in the world, regarding healthful climate, scenery, vegetation, flowers, shrubberies, fruit and general comfort of living. The roads are superb for automobiling, and the pleasure for all outside sports, golfing, tennis, etc.,

is unsurpassed. Pasadena is undoubtedly destined to become in course of time a most popular American winter residence.”

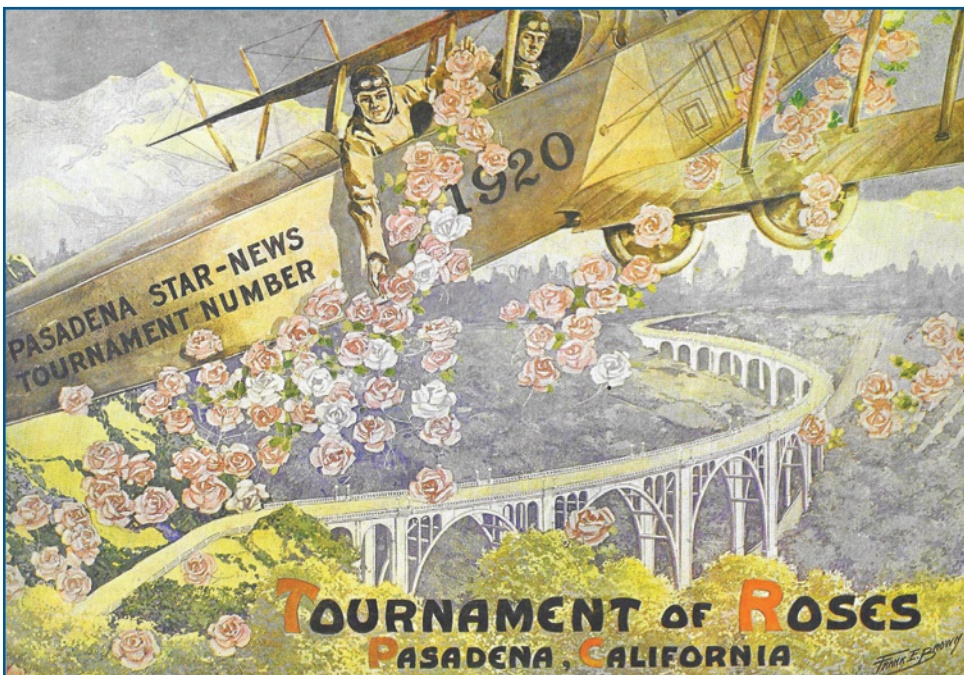
In the 1912 Tournament of Roses edition of the *Pasadena Star*, Mayor William Thum enthused about Arroyo Park, and noted that it would be a “world wonder if rightly developed”:

“In the Arroyo Nature has given us a priceless park – a billion dollars could not duplicate it. That is, such a park could not be artificially built for any amount of money. With ten miles of roads and driveways in the Arroyo and one hundred of its acres replanted with trees, we should have a park such as only a great city like Chicago could afford, and for which she would doubtless give us twenty millions of dollars if we could deliver the park to that city. But properly developed, as a natural park its value could not be measured by a money standard.”

By 1920, Pasadena had a population of 45,354, compared to 9,117 in 1900. The vigorous promotion campaigns undertaken by the Pasadena Board of Trade and Pasadena newspapers had paid off. As early as 1905 the Board of Trade touted its own efforts: “The amount of high-class advertising matter that is issued by the Pasadena Board of Trade is the wonder of the State and the Union.”

In the 1920s, Tournament of Roses editions of the *Pasadena Star-News* continued to provide a few informative articles about the city along with coverage of the parade, but the efforts were far less robust. Earlier articles on a variety of topics have preserved rich details of Pasadena’s history, as contemporary writers tried to convey the charm and wonder of a city they viewed as utterly unique.

Pasadena Museum of History | pasadenahistory.org



In the 1920 Tournament Number, there was almost twice as much coverage of the Tournament of Roses as there was about Pasadena itself, a different emphasis from prior years.



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