



On Saturday, Nov. 6, "The People's Tree" (not in photo) paused at the Rose Bowl Stadium on the way to its final stop on the Capital lawn in Washington, D.C.

Known as Sugar Bear, the 84-foot-tall white fir tree was felled by the U.S. Forest Service in the Six Rivers National Forest, near Eureka, Calif.

Along for the ride were (in photo) the come-to-life mascots Smokey Bear, Woodsy Owl and their personal assistants. The tradition of The People's Tree was started in 1964. A different national forest is chosen each year to provide the tree. *Photo by Avram Gold*

Will SB-9 and Pasadena's response to it help fix the affordable housing shortage?

By Avram Gold
Vice President/Communications, WPRA

On September 16, 2021, California Gov. Gavin Newsom signed into law Senate Bill 9, which took effect on January 1, 2022. The legislation was drafted in response to California's housing crisis. But 240 cities, including Pasadena, jointly and publicly opposed SB-9 with many residents and local elected officials insisting that the state's targeted rezoning overrides will disrupt single-family neighborhoods. Moreover, it fails to address affordable housing needs. SB-9 has no provisions in its text for affordable housing. This is fact.

As explained in the City's Planning and Community Development staff report in November: SB-9 requires ministerial (by right) approval of two duplexes in single-family zones and/or a lot-split of a residentially-zoned property into two approximately-equal parcels, along with added accessory dwelling units (ADUs) and junior accessory dwelling units (JADUs).

This density expansion potentially increases to up to eight units on a typical single-family parcel.

SB-9 permits local tweaks

However, SB-9 also allows local jurisdictions, such as Pasadena to:

- adopt ordinances prohibiting ADUs in conjunction with duplexes and lot splits, limiting the unit expansion to four.
- impose objective zoning and design review standards like height limits and setbacks as long as they do not physically preclude a property owner from developing two residential units of at least 800 square feet on each split parcel.
- require a maximum of one parking space per unit, unless those units are within a half mile of a transit stop, or if a car-share vehicle is located no more than one block away.

Additionally:

- units created through SB-9 may not be used for short-term (30 days or less) rentals.
- properties designated as historic

landmarks as well as properties within designated national, state and local historic or landmark districts are exempt from SB-9 provisions. Although not specifically stated, future landmark district designation may also prohibit SB 9 lot splits and development.

The City's response

In response to the state's overriding of "local control" single-family zoning, Pasadena's Planning and Community Development Department, along with City commissions and residents' input, crafted an "interim urgency ordinance" to set in place objective zoning standards permitted by the bill. Under our city charter, City Council may approve an interim urgency ordinance for an initial 45 days and then extend it twice up to two years to leave enough time to adopt a permanent ordinance.

At Councilmember Steve Madison's virtual

Continued on page 12

We walk the line*

By Dan Beal
President, WPRA

Redistricting — an opaque term to all but the most fervent public policy wonks and civic activists, and, of course, one critical to elected officials. Yet redistricting goes to the very heart of democracy, and we just witnessed a great example of it right here in Pasadena.

The U.S. Constitution, federal and state law, and, in some cases, city charters dictate redistricting procedures every 10 years, following the results of the federal census. Congressional, state legislative and local office boundary drawing has been, and in some places still is, so badly abused that strict regulation has been adopted in California.

Redistricting must meet several goals, including legal compliance, continuity, compactness and recognizable boundaries, and respect of local communities of interest, such as WPRA's ties to the Arroyo Seco. One goal of redistricting is to combat "gerrymandering," named after unlamented Massachusetts governor Elbridge Gerry, who in 1812 drew a voting district so convoluted,

it resembled a salamander, hence the term. It's typically aimed at spreading the voting power of a political party, racial or ethnic group, or the like, by either diluting its members across many districts or cramming them into one.

Pasadena launched its redistricting effort in May 2021 by appointing a 12-member task force, which promptly commenced extensive outreach, public information, workshops, public hearings, and meetings, including a remarkable website (tinyurl.com/2p8htxw2) with extensive records of the task force's work, redistricting law and data, and mapping tools where residents could draw their own district boundaries and see the effects on population numbers and other demographic data.

Working against a December 15 legal deadline, and scrunched even tighter by late receipt of federal census data, the task force and City Council completed all of their legally-required tasks on time.

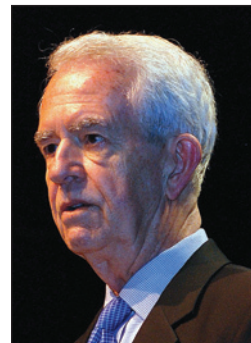
While some residents argued for more extensive changes, including designating a downtown-oriented district, the overwhelming votes of both the task force and City Council recommended council districts

that made minimal changes to current districts, moving 1,625 residents from District 6 to District 7, and 985 from District 7 to District 2.

The task force also noted major housing changes likely to occur in the next redistricting cycle, such as the Parsons Project, re-use of the 710 "ditch" and the results of state law, and other factors, and urged City Council to review and understand these changes well ahead of the next task force.

Many thanks to the hard-working task force members, City staff, consultants, and residents who made this effort open, transparent, informed and respectful of many interests—you know, "the Pasadena Way."

**Apologies to June Carter and Johnny Cash*



Dan Beal

About us

2021 – 2022 officers

President: Dan Beal
president@wpra.net

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

Vice President/Communications: Avram Gold
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Treasurer: Blaine Cavena
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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.

2021 – 2022 board of directors

- Geoffrey Baum, *Rose Bowl & Central Arroyo Seco*
- Dave Bise, *Public services*
- Pete Ewing, *Land use & transportation*
- Mic Hansen
- Joan Hearst
- Susan Kinney
- Mark Mastromatteo
- Nancy Walker, *Public safety & traffic*
- Linda Zinn (membership@wpra.net)
Membership, Open Space & Conservation

2021 – 2022 WPRA Advisory Board

- Justin Chapman
- Vince Farhat
- Tom Seifert
- Catherine Stringer
- Fred Zepeda



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BRIEFLY

THE CITY IS LOOKING FOR VOLUNTEERS to help conduct its 2022 homeless count, which will take place on the evening of Tuesday, Jan. 25, and the morning of Wednesday, Jan. 26. The event sets in motion a year of education, engagement and action for the Pasadena Partnership to End Homelessness. *Source: Pasadena Now*

PASADENA CITY COLLEGE BOARD OF TRUSTEES VOTED UNANIMOUSLY to rename the campus' iconic landmark administration building (formerly known as Building C) for former PCC President/Superintendent and State Sen. Dr. Jack Scott. *Source: Pasadena Now*

NOEL D. HODGES HAS BEEN SWORN IN AS POSTMASTER at the Pasadena Post Office. He is responsible for the management of postal operations in the 91101 – 91109 ZIP codes and oversees 434 employees who provide service to 80,145 street addresses and 7,888 Post Office Boxes. *Source: Pasadena Now*

SEISMIC WORK ON PASADENA'S CENTRAL PUBLIC LIBRARY will take almost two years. The City closed the Central Library last May for a required seismic retrofit and restoration. A structural assessment had revealed that much of the building consists of unreinforced masonry. The project has been estimated to cost \$111 million. The state has contributed \$4 million to the project. *Source: Pasadena Now*

LA METRO HAS VOTED TO FIX UNSAFE 210 FREEWAY CONDITIONS that since 2008 have resulted in 11 freeway truck crashes and disrupted operations on the Gold Line light rail tracks in Pasadena. The plan, projected to cost \$425 million, will replace existing 32-inch barriers with 56-inch ones. *Source: Streetsblog LA*

BRYCE YOUNG, WHO WAS BORN AND GREW UP IN PASADENA, won the Heisman Trophy this year after performing at the highest level as a quarterback for Alabama. Young was a high-school standout at Mater Dei High School in Santa Ana. *Source: LA Times and Pasadena Now*

CITY COUNCIL HAS AUTHORIZED EXPENDITURE OF UP TO \$127,174 for delivery of a new heating, ventilation and air condition equipment for the Pasadena Senior Center. The current HVAC systems at the Senior Center are more than 20 years old. Qualified HVAC technicians on the Public Works staff will perform the installation. *Source: City of Pasadena*

City loses baker's dozen of key personnel; replacement efforts are underway

Whether the result of an expected retirement or simply a decision to seek new opportunities elsewhere, the City of Pasadena has seen a significant loss of department directors and senior staff between late 2021 and early 2022.

A staff report put it this way: "The City is facing a series of vacancies in key positions ... that will need to be filled promptly to ensure the continued smooth operation of City business."

Key personnel leaving (or already have left) City employment include (by years of service):

1. Police Chief John Perez, 36 years
2. Principal Planner Leon White, 34 years
3. City Manager Steve Mermell, 33 years
4. Assistant City Manager Julie Gutierrez, 32 years
5. Assistant City Clerk Latasha Reese, 32 years
6. Economic Development Manager Eric Duyshart, 31 years
7. Police Commander Jason Clawson, 30 years
8. Water and Power General Manager Gurcharan S. Bawa, 29 years
9. Deputy Chief Information Officer Bryan Sands, 26 years
10. Assistant General Manager Water and Power Eric Klinkner, 24 years
11. City Controller Robert (Bob) Ridley, 14 years
12. Human Resources Director Jennifer Curtis, 6 years
13. Water and Power Assistant General Manager (AGM) of Water Delivery Mitchell Dion, 3 years

Steve Mermell has served as City Manager since 2016. He began his career in Pasadena at Pasadena Water and Power before transitioning to a succession of appointments within the Department of Finance, rising to Assistant City Manager before his appointment as City Manager. City Council has initiated a national search for a permanent City Manager.

City Council unanimously approved **Cynthia Kurtz** as Interim City Manager. She previously served as Pasadena's City Manager from 1998 to 2008. Since then, Kurtz served as the interim city manager in both Covina and Santa Ana, as well as the chief operating officer of River LA. She also served as president of the San Gabriel Valley Economic Partnership, and is currently the vice chair of the Metropolitan Water District.

Also:

- City Council gave Kurtz permission to appoint CalPERS retirees to serve as interim police chief, interim Water and Power Department general manager, and interim human resources director.
- Kurtz announced that three department heads will rotate into the assistant city manager position left vacant by **Julie Gutierrez**. Parks, Recreation and Community Services Director **Brenda Harvey-Williams**, Chief Information Officer **Phillip Leclair**, and Planning & Community Development department Director **David Reyes**, will each serve three months as assistant city manager.

Incoming

The City hired **Tony Olmos** as director of Public Works and **Ron Takiguchi** as manager of the Planning Department's Building & Safety Division. Olmos replaces **Kris Markarian**, who had been appointed acting director following **Ara Maloyan's** retirement in 2021. Takiguchi replaces **Sarkis Nazerian**, who retired in June 2021. *Sources: City of Pasadena and Pasadena Now*

The Blinn House: a fitting, restored home for Pasadena Heritage

By Pasadena Heritage Development Director
Kristen Norton and Preservation Director
Andrew Salimian

After several months of discussions and negotiations, Pasadena Heritage was presented in 2020 with the wonderful opportunity to acquire the historic Edmund Blinn House, previously the home of the Women's City Club of Pasadena. In March of 2021 that acquisition became official, and Pasadena Heritage launched a rigorous campaign to complete critical restoration projects. By early 2022, once all major construction projects have been completed, we intend to reopen the Blinn House as both a community resource and Pasadena Heritage's new headquarters!

The Blinn House has several designations denoting its historical significance on local, state and federal levels. The house is listed on the National Register of Historic Places and the California Register of Historical Resources, and is also a Pasadena Cultural Landmark. It was designed in 1905 by renowned Chicago architect George Washington Maher. It is a two-and-a-half-story Prairie Style house with finely detailed woodwork and paneling, beautiful fireplaces, and hardwood floors. Maher, a leading architect of the Prairie School, along with Burnham & Root, Frank Lloyd Wright and Louis Sullivan, was recognized as one of the finest architects in Chicago. The Blinn House is his only known residential structure built west of the Mississippi River.

If you have visited the Blinn House before you know that it is home to many unique design features including repeating visual design elements like trailing wisteria and broken arches. The repetition of geometric and/or floral motifs is known as "Motif-Rhythm Theory," a design philosophy that Maher is credited with creating, of design elements such as geometric and/or floral motifs. In the Blinn House, a broken-arch motif is seen repeatedly, as is a trailing wisteria pattern found in the windows, doors and in an extraordinary glass tile fireplace surround crafted by the Chicago firm Giannini and Hilgart. Unusual in



The Blinn House

Southern California, the glass tile provides a dramatic centerpiece in the living room.

The Blinn House was home to the Women's City Club of Pasadena since its inception in 1945. Gloria Crane Gartz, a native of Altadena and a civic and social leader, purchased the house from the Blinn family in 1941. In 1945 Gartz gifted the home to the Women's City Club of Pasadena, a group which she helped found. After taking ownership of the Blinn House in 1945, the Women's City Club was so successful that a large dining room was needed. The Club hired the local architectural firm of Hunt & Chambers to design an addition on the northeast side of the house for this purpose. Other changes to the house have been minimal, the most significant being that the original open front porch was enclosed and the main entry became what was originally a secondary entrance on the north side of the house.

For more than 75 years the Blinn House was a place for women and other organizations to meet, socialize and work together on a variety of projects in service to the greater Pasadena community.

Much progress has been made on interior restoration of the house, with a focus on

modernizing systems and remedying some of the unsympathetic work that had been done in previous decades. Electrical work was done to replace ungrounded outlets in the office spaces that were previously used by Women's City Club staff, but will now support Pasadena Heritage's employees. The Blinn House was originally built with knob and tube wiring but also a few select gas lines. We suspect that the gas fixtures were more of an aesthetic decision than a practical one. Since then, various new wiring had been run, much of it in the outdated Romex variety. In many instances wiring had to be replaced and outlets properly grounded to improve safety and reduce fire risk.

This electrical work also supported the installation of a new HVAC system, which is more energy efficient than the current one and takes up less space. Part of that challenge was removing outdated, asbestos encased ducts that were no longer being used and replacing or running new ducts. One major advancement in this work is that the third floor will finally be ventilated, opening up two new office spaces for staff or volunteers.

On the second and third floor offices, under the careful hand of Mary Gandsey,



building. Roofers built scaffolding to access the steeply pitched roof, removed three layers of shingles, which included the original cedar shingles, and installed a new roof. The roof is made of a fiberglass asphalt product, but it is designed to emulate the color of an aged cedar roof. When selecting the color, we compared it to the original shingles that were removed from the roof, to best match the color. The light color and chemical composition of the roof also improve the energy efficiency of the building and have the highest fire rating available.

These few projects will make the Blinn House move-in ready in early 2022, when Pasadena Heritage will formally move offices. However, with all houses over a century old, there will be many more projects in the future, especially on the ground floor, which will be used as meeting space and for future educational events.

Pasadena Heritage hopes to safeguard this building for many decades to come. It truly is a remarkable work of architecture, and one of the few great examples of the Prairie Style in Pasadena.

We hope that you will be able to join Pasadena Heritage at one of our future events at the Blinn House to see the house for yourself. We would be happy to show you some of the restoration work we did in person.

“For more than 75 years the Blinn House was a place for women and other organizations to meet, socialize and work together on a variety of projects in service to the greater Pasadena community.”

wood had been stripped and refinished, carpets and their adhesive removed, and the floors have been refinished. Windows that have seriously deteriorated are currently being repaired and reglazed. In these office areas, the rooms appear as

they were upon completion of the original house, though with recessed LED lighting and modern HVAC.

Possibly the most labor-intensive work completed so far was the reroofing of the

Q&A

with Paul Little

president and CEO, Pasadena Chamber of Commerce

and Eric Duyshart

manager, City of Pasadena's Economic Development

Is Pasadena growing too quickly? Are we diluting or even losing what makes Pasadena Pasadena? How have our businesses weathered the pandemic thus far? To answer those (and other) questions, the WPRA interviewed two city luminaries who have specialized insight into these topics. **Paul Little** is president and CEO of the Pasadena Chamber of Commerce, a position he has held for the past 14 years. He has also served for 14 years as a City councilmember. **Eric Duyshart** was, prior to his recent retirement, Economic Development manager for the City of Pasadena. He has served the City for the past 31 years. Serving up the questions during the interview were WPRA President **Dan Beal**, Vice President of Communications **Avram Gold**, and Planning and Land Use chair (and former WPRA president) **Pete Ewing**.

Where is the line between enough growth and too much growth?

Paul: When I was on City Council, we developed the General Plan. Our intention was to keep development away from neighborhoods and direct it into downtown Pasadena, around transit hubs. And yes, we are seeing a lot of growth here. In other words, people want to live here, and especially in downtown for its conveniences. People also want to work here. They come for the same reason as those who live here: Pasadena is a much less hostile environment than downtown LA, for example. But I don't know if there is a line between enough or too much growth. I'd say it depends on where the growth is going, how much that growth will (or won't) improve life and how tolerant the community will be for it, which shifts.

Eric: In my role, that's not for me to answer. I support what's in the code and the law. If we get questions from either businesses or property owners, our response is always going to depend on the code. Of course, we do sometimes encounter some projects that have not been anticipated or may be straddling some lines. That takes finesse by working through the Planning or Design commissions.

Aside from design and zoning rules, growth necessarily creates new demand for City services such as power and water and the infrastructure. Shouldn't these

requirements also influence our approach to growth?

Paul: Even though our population is significantly higher than it was 50 years ago, water demand has been falling. One reason is that when you replace an old building with a new building, the developer takes advantage of modern approaches to water conservation. For example, at my home I use 40% less water than when I moved here in 1986. As for infrastructure, those living downtown don't put as much strain on the streets, since they can walk to many stores or restaurants.

“I think we should have a lot of pride in the fact that City Hall stepped up and was able to respond to this crazy pandemic by supporting our residents and business communities. It strengthened our acknowledgement that cooperation among departments is always important.”

- Eric Duyshart

We've seen a tremendous amount of commercial and residential development in the City over the past 10+ years. Do you anticipate it will continue?

Eric: Yes. A lot of housing is getting developed right now. We've seen institutional growth as well. Huntington Hospital, Caltech and Kaiser Permanente have invested in new buildings. We've also seen a little bit of growth on the office development side, but it's slowing down significantly. Our recent successes are largely for specialized, research-oriented tenants. But for the speculative kind of office development, it must first resolve the big question: How many employees will be going back to the office, as compared to those who will continue to work remotely? Still our current office vacancy rate of 30% makes a big difference for the City.

What types of businesses offer the best growth opportunities for the City?

Eric: Pasadena is a medical magnet: Kaiser Permanente, Huntington Hospital and its partnership with Cedar Sinai. Then there's education. USC and UCLA are also trying to find a way to become part of the Pasadena experience, so that's going to be a growth factor over the years. And then we have the continuing investment in Pasadena by JPL and Caltech. And you'll also see a wide variety of both software, engineering and biotech, companies that can help stabilize our local economy.

Paul: Our strengths in healthcare, research, education and finance saved us

during “The Great Recession” in 2007-2009. When one industry or company was in decline, another was on the rise. We are also strong in the innovation economy, but in a different way than what we see on the west side of LA. Companies here are more focused on developing and building for the long term.

Eric: It’s true that we’ve lost some businesses because they have grown to a point that they need 40,000 or 50,000 square feet of contiguous space. Now in Pasadena those companies would have to lease that much space in multiple buildings and floors. We’re keeping our fingers crossed that remote working is likely here to stay for many firms. In that case, those larger tenants will find us appealing again.

As you both know, there’s a substantial preservationist and slow-growth element in Pasadena. Do you find yourself sometimes at odds with the slow-growth and/or preservation groups?

Paul: I live in Pasadena’s first Landmark District. It saved my neighborhood. So, it shouldn’t be surprising when we end up on the same side of a whole lot of issues, maybe for different reasons. Preservation is the key to our success in a lot of cases. The character of Pasadena is what it looks like, and its character is incredibly important.

Eric: I see myself as an advocate of preservation. We work hard at the City level to pursue projects that reuse older buildings. And if something is designated as historic, we’re on board to try and make it happen. Actually, I put preservation in a completely different column than slow growth.

What’s your position if a developer proposes a project within a neighborhood that has a historical identity, but doesn’t fit into the neighborhood’s design context?

Paul: That depends. Aesthetic issues are complicated, and taste varies by person. I’m really uncomfortable with the notion that buildings have to be compatible with the context around them. If that were the case, we would never have approved City Hall, because everything around it was craftsman-like. Even the All Saints Church design was different at the time. The whole contextual notion could preclude interesting, exciting and attractive buildings.

What did the pandemic do to our City’s economy?



Paul Little

Eric: Consumers were unable to go into stores and restaurants for many months. So many of those small businesses just went dark for many, many months. The Chamber and the City worked hard to help businesses take advantage of federal and state subsidy programs. We also helped restaurants launch outdoor dining and developed a “great plates” program for our seniors. And let’s not forget the incredible efforts our health department made to get people vaccinated. It was a real challenge. Some businesses pivoted to home delivery, either through a delivery service or their laid off or furloughed staff. Some other businesses focused on the Internet to generate take-out business. The retail environment is going to be completely different after this.

Paul: The Chamber is operating on 30% of our normal budget. We furloughed some employees and applied for county and state aid, and federal Paycheck Protection Program loans. The Chamber has been around since 1888, and I don’t intend on it shutting down on my watch! And that’s the feeling of a lot of the small-business owners in Pasadena. Kudos again to Eric and his staff, and, in general, City staff. Transportation, public works and public health made it as easy as possible for businesses to reopen. Staff were nimble and tuned into the notion that normal operating models had to change.

It sounds like City staff worked well together and deserve recognition. Have we considered institutionalizing this kind of effort for the future?



Eric Duyshart

“I live in Pasadena’s first Landmark District. It saved my neighborhood. So, it shouldn’t be surprising when we end upon the same side of a whole lot of issues, maybe for different reasons. Preservation is the key to our success in a lot of cases. The character of Pasadena is what it looks like, and its character is incredibly important.”

- Paul Little

Eric: I think we should have a lot of pride in the fact that City Hall stepped up and was able to respond to this crazy pandemic by supporting our residents and business communities. It strengthened our acknowledgement that cooperation among departments is always important.

Paul: First, our public health department staff, led by Dr. [Ying-Ying] Goh, saved lives. And generally, it was incredible to see how staff stepped across boundaries of what their job might be simply to be helpful. I think it’s a credit to the City. We’re lucky to live or work here.

BRIEFLY

THE DESIGN COMMISSION HAS APPROVED the contemporary-style concept proposed for a plan that would convert the Laemmle Theatre's Playhouse 7 building, 673 E. Colorado Blvd., into a multi-tenant commercial building without a movie theater. A number of local residents have expressed dismay at the loss of the Laemmle Theatre. *Source: Pasadena Now*

THE ROSE BOWL STADIUM WILL RECEIVE A \$9.6 MILLION AWARD as part of the U.S. Small Business Administration's Shuttered Venue Operators Grant program, which provides emergency assistance for eligible venues affected by the pandemic. *Source: Pasadena Now*

THE METROPOLITAN WATER DISTRICT, supplier of about 60% of Pasadena's water, declared in early November a "drought emergency," calling on local water suppliers to implement all conservation measures possible to reduce usage. *Source: Pasadena Now*

CITY COUNCIL VOTED UNANIMOUSLY TO CANCEL A PLAN TO BUILD A GOLD LINE LIGHT RAIL OVERPASS at California Boulevard. A feasibility study found that the project cost (\$230.5 million from Measure R funds) and potential impact (street disruption for up to four years) outweighed the potential benefits. City Council directed the City Manager to find other transportation projects and engage Metro to reallocate the overpass funding. *Source: Pasadena Star-News*

MY JEM HAS PURCHASED A TWO-STORY HISTORIC LIVERY BUILDING at 155 S. Fair Oaks Ave. in Old Pasadena for \$6.5 million. The new owner is expected to use the 12,826 square-foot office building for boutique co-working space and events. The building, most recently occupied by an architectural firm, was built in 1906 to serve as livery stables serving guests of the Hotel Green and is listed on the National Register of Historic Places. *Source: Pasadena Now*

THE MUNICIPAL SERVICES COMMITTEE UNANIMOUSLY APPROVED a 25-year planning guide for future water-related programs and projects. The 2020 Water System and Resources Plan (WRSP) recommends a number of projects priced at approximately \$430 million over the 25-year period. Key projects include replacement of old distribution pipelines and aging infrastructure. According to City staff, nearly half of the City's existing pipelines are over 80 years old and in need of repair or replacement. *Source: City of Pasadena*

THE ECONOMIC DEVELOPMENT AND TECHNOLOGY COMMITTEE UNANIMOUSLY APPROVED acquisition of a 480-unit apartment property along De Lacey Avenue for conversion to affordable housing. The property, Westgate Apartments Phase 1, located at 231 S. De Lacey Ave., will become the fourth such project in Pasadena. *Source: City of Pasadena*

The long and winding road to YWCA rehab and a new hotel?

By Avram Gold
WPRA Vice President/Communications

Over the past 11 years the City's Planning and Development Department, city residents and City Council have been planning the rehabilitation of the Julia Morgan-designed YWCA, which abuts Centennial Plaza facing City Hall.

Pending the outcome of a CEQA lawsuit appeal next summer, the YWCA is expected to be refurbished and expanded into a hotel with an additional building. Additionally, in 2020, City Council approved development of senior living units on the Water and Power site north of Holly Street.

A brief timeline and history

- In **August 2016** City Council agreed, in concept, to the YWCA/KHP Hotel Project. As proposed, the developer, KHP, planned to rehabilitate the existing 42,000 square-foot historic YWCA building and construct a new two-to-six-story, 181-room Kimpton Hotel. By the end of **May 2017**, the project's costs had escalated again. KHP asked for additional City subsidies. After hours of debate and resident input, City Council terminated the project.
- In **May 2018** Mayor Gordo formed a Civic Center Task Force. The Task Force delivered its recommendations to City Council. However, unable to form a consensus, the Task Force presented three alternatives for retaining the grassy open space abutting Garfield, with setbacks of 25', 52.5' or 98'. The City hired Olin Studios to design a revised master plan that recommended a 45' setback.
- City Council approved Olin's plan and in **May of 2019** issued a Request for Proposal for the rehabilitation of the YWCA, as well as the development of the north Water and Power parcels. Two respondents were selected. As it turned out, hotel development proved to be the most economically viable means to restore the YWCA, as the original Kimpton/KHP project indicated.
- In **October of 2020**, City Council approved negotiations with National CORE (National Community Renaissance of California) for the development of a senior affordable housing community on the Water and Power lots. That project has become "Ramona Senior Housing" and consists of 100% affordable housing. Currently the 45' setback from Garfield is not in dispute.
- In **October and December of 2020**, the Pasadena Civic Center Coalition (CCC) sued the City and participated in two CEQA hearings addressing the proposed YWCA/hotel development and the current open space south of Holly opposite City Hall. CCC defines the undeveloped grassy area in contention as: maintaining the "public open space." Therefore, it is not surplus land and belongs to the residents of Pasadena. The CCC wants the open space to remain as is, maintaining the 107' setback from Garfield, and that the added building should not be taller than the YWCA. The WPRA supports the 107' setback requirement.
- In **November 2020** Council approved HRI Properties to rehabilitate the YWCA into a hotel, in conjunction with an additional five-story, 165 room building similar to the KHP Kimpton project.
- In **February, 2021**, the City won its position in court to continue the project using the 45' setbacks stipulated by the approved Olin design. CCC appealed the ruling. As of this writing, HRI Properties is waiting for the appeal resolution before moving forward with the YWCA/hotel development.

BRIEFLY

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA is making a major investment in a potential water recycling project that will reuse water currently sent to the ocean. The Regional Recycled Water Program will purify wastewater to produce sustainable, high-quality water that could be used again. This partnership with Los Angeles County Sanitation Districts started with a demonstration facility and could eventually become one of the largest advanced water treatment plants in the world. *Source: Metropolitan Water District*

IN LATE DECEMBER SOUTHERN CALIFORNIA'S METROPOLITAN WATER DISTRICT, which provides 60% of Pasadena's water, along with the federal government and agencies in Nevada and Arizona, agreed to dramatically cut water withdrawals from the Colorado River and raise the water level in Lake Mead. The intent of the agreement is to reduce by 1 million acre-feet the water being drawn out of Lake Mead over the next two years. That amount of water is enough to serve 1.5 million households for a full year. *Source: Metropolitan Water District*

THE PLANNING COMMISSION, IN A 5-2 VOTE, REJECTED Huntington Memorial Hospital's request for conditional use and minor conditional use permits to construct a 100,285 square-foot medical office building at 758 and 766 South Fair Oaks Ave. The proposed development included a four-story building and three levels of subterranean parking with 251 on-site parking spaces and 45 off-site shared parking spaces. Neighborhood associations and concerned citizens who spoke during the public hearing were concerned about project design, potential increased traffic, noise and air pollution. Dan Beal, president of the West Pasadena Residents' Association, among others, stressed the need for the hospital to continue the discussion with the community. *Source: Pasadena Now*

THE PLANNING COMMISSION APPROVED A CONDITIONAL USE PERMIT (CUP) to enable construction of a six-story hotel in the Pasadena Playhouse District. The site, at 550-566 E. Colorado Blvd., was originally awarded a CUP for the Crown City Medical Center office building. The CUP enabled the developer to reduce parking space and permit the sale of alcohol. *Source: Pasadena Now*

THE STATE OF CALIFORNIA HAS AWARDED \$1.6 MILLION to the Pasadena Playhouse. The California legislature made the funding possible after passing AB 129 and SB 129 in June. The state check will help fund heating, ventilation, and air conditioning upgrades at the theater. *Source: Pasadena Now*

Anywhere and nowhere

WPRA opinion

Pasadena is a special place. Most of us who have chosen to live here have come because of its singular attributes: its distinct and historic neighborhoods, tree-lined streets and urban forest, Central City with numerous remarkable areas, its renowned Civic Center and cultural institutions, and neighborhood "villages," each with its own ambience and character.

These attributes combine to give Pasadena its "sense of place." There are multiple definitions of this term, but in the aggregate, most of the definitions agree that "sense of place" is the totality of a place's architectural, historical, topographical, cultural and intangible, yet pleasing qualities, that combine to create a unique sense of comfort and desirability, as well as a special emotional bond with its inhabitants.

Within this construct, context is an important consideration. "Designing Buildings UK" has defined context in terms of the built environment, as "the conditions which surround a particular site or project, and to which it should relate and connect to in some way. The buildings and structures that make up the built environment do not exist in isolation, but are conceived and designed to respond to, support and enhance their surroundings."

Given Pasadena's rich architectural legacy and "sense of place," the contextual fit of new buildings becomes important and material. Yes, nothing is static, and design, materials, and functionality evolve over time to respond to modern needs. However, how new buildings complement and respect the existing fabric of our City matters.

Each new structure may add or detract from its surroundings or generate appeal or distaste. A good example may be the recently constructed building at 680 East Colorado Blvd. that features modern amenities while successfully integrating into the area's context. Unfortunately, many other structures that have been built in our city over the past few decades have eschewed the importance of context, resulting in a proliferation of generic buildings that are

placeless: effectively having little or no relationship to Pasadena.

Edward "Ted" Relph first introduced the word "placelessness" in his 1976 book *Place and Placelessness*, which described the loss of uniqueness and intrinsic value of a given place — to the point that one place looks just like the next. Sometimes this may be experienced in areas with generic construction, such as strip malls or housing developments with uniform and homogenized design indistinguishable from one another, regardless of location. One may be in any part of the country: visual cues are interchangeable, and the environs do not give visible clues that a "place" is unique and clearly identifiable.

Even in a distinctive and uncommon city, when enough of these cookie-cutter buildings have been erected, the aesthetic and quality balances shift, and what was once a beautiful, unique and beloved city with a 'sense of place' becomes just another "anywhere and nowhere." We must therefore be vigilant, for it's doubtful that is the future we envision for Pasadena.

Huntington Hospital community services and support stands out

Huntington Hospital provided more than \$135 million in healthcare services and other forms of support to the region in 2020.

The services and support were for low- and no-cost hospital care for the uninsured and those with limited means, as well as health education.

These community benefits include the following:

- More than 60,000 emergency room and trauma center visits.
- Over 5,800 low or no-cost visits to the Huntington Ambulatory Care Center.
- Nurse navigation services for more than 4,000 patients.
- Nearly 3,200 free flu shots
- 9,000 hours of COVID-19 testing

Source: Pasadena Now

This drought may never end

By Tim Brick
Managing Director,
Arroyo Seco Foundation

The evidence is everywhere. California water officials forecast a third straight year of drought and a zero initial allocation from the State Water Project. Colorado River reservoirs are at record lows. Water agencies throughout the state are struggling to arrest groundwater declines.

Droughts are far more than just an occasional inconvenience. Droughts can initiate a cascade of overlapping and compounding events that impact water quantity, water quality, ecosystem health, public health, agriculture, and the economy throughout California. Most climate scientists believe that the string of droughts we have witnessed in the last 15 years should be considered the new normal in the era of climate change.

A new study, recently published in the journal *Nature*, paints a worrisome picture of the “potentially catastrophic consequences” of a future with less snow, including massive implications for California’s water supply, as well as rippling effects on soil, plants, wildlife, and the increased frequency of wildfire.

How is climate change likely to affect Pasadena? It may include a level of precipitation similar to recent decades, but it is likely to occur in a more erratic fashion, with longer dry periods and more intense storms and floods.

Pasadena has its own water crisis. Pasadena has been relying on local water from the Arroyo Seco and the Raymond Basin for 40% of local supply for many decades, but that supply has now fallen below 30%. The other major source is more expensive water from the Metropolitan Water District. The local supply is now impaired by contamination, drought and declining groundwater levels, while the imported supply is increasingly expensive and less reliable.

Recently the Pasadena City Council

Historic Pasadena area groundwater levels



Source: RMBM, "Draft Opportunities to Enhance Groundwater Levels in Pasadena Subarea."

unanimously approved Pasadena Water and Power’s (PWP) plan for our water future. It is a \$450 million plan for the next twenty-five years that includes some much-needed improvements to the local plumbing and distribution system but fails to tackle the biggest challenges that face Pasadena and its residents, particularly climate change and declining local water resources.

PWP’s plan fails to protect the local watershed and would accelerate the depletion of the Raymond Basin. Its projections are based on a rear-view mirror look at the past 30 years.

Eighty years ago, Pasadena officials feared that over-pumping was threatening local water resources. Working through the courts and with other local pumpers, they developed an agreement or adjudication to manage local water in a sustainable way. It was based on a “safe yield” that would match pumping with natural replenishment from rainfall and the Arroyo Seco streamflow.

Sadly, the accompanying chart tells the story. Despite the adjudication, the groundwater level has been falling precipitously for more than 100 years. In recent years Pasadena and the Raymond Basin have taken a series of faltering steps to arrest the decline, but it continues unabated.

Gov. Gavin Newsom’s prescription for California’s water woes consists of a portfolio of actions to ensure the state’s long-term water resilience and ecosystem

health. It charts a responsible and sustainable program for water planning. Pasadena should study it carefully and get on board.

PWP needs to step back from the numerous programs outlined in its plan that would continue draining the Arroyo Seco stream and groundwater. It should put protecting water resources and conservation at the top of its program for the next 25 years and develop a resilient plan for our water future.

Two tools that are critical for Pasadena to adopt for the new water realities:

- 1. Landscape transformation.** Since more than half of urban water use is for outdoor irrigation, reducing exotic landscaping and lawns is fundamental. Native plants, which are uniquely adapted to the variability of Southern California’s climate, use 15% of the water used by more “contemporary” landscaping and cultivate biodiversity rather than compromising it.
- 2. Budget-based water rates.** This demands rates that are designed to promote water efficiency, equity, and revenue stability for the water agency.

Big changes are coming for PWP. Besides a new City Manager, Pasadena is now selecting a new General Manager and a new head of the water division. Hopefully, these new executives will have the vision and leadership to shape a resilient plan for our water future and the community support to implement it.

BRIEFLY

THE PASADENA CENTER OPERATING COMMITTEE HAS INSTALLED outside the Civic Auditorium a memorial plaque to honor the late legendary guitarist, Eddie Van Halen, a member of the Pasadena-based band Van Halen. Eddie passed away on October 6, 2020. Pasadena 4 Van Halen has raised money to fund this memorial. *Source: Pasadena Center Operating Committee*

RESIDENTS IN THE 626, 562 AND 949 AREA CODES now need to dial the area code first, even if they're calling someone in the same area code. The transition to "10-digit dialing" involves 82 area codes in 35 states and one U.S. territory and facilitates the launch a national suicide prevention lifeline July 16, 2022. Even after the changes are in place, the National Suicide Prevention Lifeline will also remain accessible by calling (800)-273-8255. *Source: Pasadena Now*

CITY COUNCIL UNANIMOUSLY AGREED TO ELIMINATE THE 90-MINUTE FREE PARKING in City-operated parking lots to boost up the funding for the repair and the maintenance of the nine parking structures of the city located in areas within the Civic Center and Old Pasadena. Beginning in July, motorists will be charged \$1 for the first two hours and \$2 for each subsequent hour for parking, with a daily maximum parking rate of \$12. *Source: Pasadena Now*

THE MUNICIPAL SERVICES COMMITTEE APPROVED the City's Transportation Department's recommendation to enter into a three-year \$9 million contract with Parking Concepts to manage, operate and maintain all the nine City-owned parking structures. Currently, the parking garages are being operated by three separate vendors. Consolidating garage management could save the City \$2 million each year. *Source: City of Pasadena*

PASADENA WATER AND POWER HAS OPENED the Arroyo Electric Vehicle Charging Depot, which is the second-largest fast-charging site co-developed by Pasadena Water and Power and Tesla. It hosts 20 Tesla V3 superchargers and six "Power Up Pasadena"-branded chargers. Drivers will be able to charge their vehicles and add up to 100 miles in less than 15 minutes. More than 100 chargers are available for public use throughout the City. *Source: Pasadena Now*

Wildlife corridors: critical to biodiversity

By John Howell
Chief Executive and General Counsel,
Arroyos & Foothills Conservancy

You're living in the most biodiverse state in the country. Ecosystems in Los Angeles County alone are home to 38 endangered and 12 threatened species, as well as thousands more plants, animals, fungi, and other forms of life. Biodiversity is the huge variety of all life on our planet at every level of complexity, from single-celled organisms to forests, as well as the connections and processes that sustain life. Biodiversity is vitally important, not just for what it provides (clean air, clean water, plant life, food, fuel, medicine), but for the intrinsic value that our complex and beautiful natural world has for us and all the creatures who call it home.

In our region biodiversity is threatened by urban sprawl, climate change, invasive species and more. We've lost about 1 million acres of natural area since 2000 and about 20% of our native species, and as the pressures of climate change combine with the impact of a growing population, that loss will accelerate if we do not halt it. Preserving biodiversity isn't just a nice idea - it's an essential ingredient to maintaining ecosystems that we depend on for our continued survival.

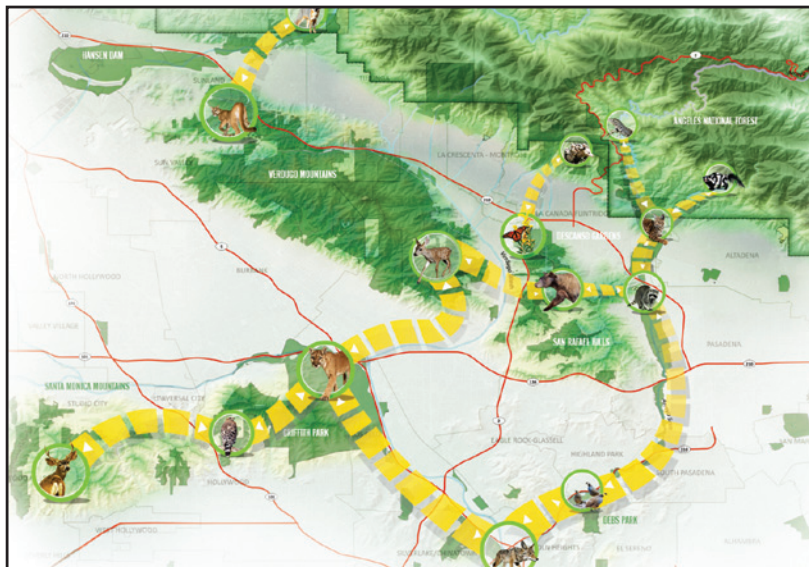
A particular challenge in our region — familiar to all of us who have been stuck in traffic! — is the fragmentation and disconnection of pockets of open space. Separated from one another by development and dangerous

freeways, wildlife movement has become nearly impossible due to the isolation of the San Rafael Hills, Verdugo Mountains, Griffith Park, the middle and lower Arroyo Seco, Debs Park and Elysian Park.

Our work at Arroyos & Foothills Conservancy focuses on providing landscape connections between these larger areas of habitat. These connections are called wildlife corridors: routes of natural habitat that connect two or more larger areas of similar wildlife habitat. The connectivity of natural landscapes helps to support fundamental ecosystem functions, like predator-prey relationships, gene flow, pollination and seed dispersal, competitive or mutualistic relationships among species, energy flow, and nutrient cycling.

We work with and within the communities in our area to create corridors, through outright acquisition and conservation easements, through our support of other conservation partners' efforts, and by participating in decision making at all levels of government in favor of conservation. We study the wildlife and habitat, using a network of over 50 remote wildlife cameras. These cameras capture data that helps us prioritize properties with the highest biodiversity value, and you can see a few of the many thousands of images we capture each month here.

Preserving biodiversity will take all of us working together.



Regional Wildlife Corridors (Source: Arroyos & Foothills Conservancy)

Continued from page 1

Will SB-9 and Pasadena's response to it help fix the affordable housing shortage?

town hall last October, City Planning and Development Director David Reyes told us that “Local control throughout the state [is perceived as] ‘no’ to development, ‘no’ to affordable housing, ‘no’ to building multi-family housing.” In fact, “the opposite is true with the City of Pasadena.”

Reyes also said, “We recognize the need for affordable housing. We think it is an important issue across the state. We think it’s an important issue locally. But ... bills like SB-9 ... don’t achieve those goals. In our opinion, they’re not going to result in equity and inclusion at a meaningful scale.”

City crafts tweaks

On November 10, 2021 City planners submitted their SB-9 urgency ordinance staff report to the Planning Commission for review and comment. It expressed a “wish list” of potential rules and regulations that would need to be followed if a homeowner or developer converted a single-family house lot into a SB-9 multi-unit lot. Although not all of the suggested provisions were included in the current urgency ordinance, those left out could potentially be added later into the permanent ordinance. The provisions saved for adoption and later review are:

- an affordability component;
- a requirement for at least two mature trees on-site, selected from the City’s native and protected species list;
- a requirement for projects involving lot splits to include a central courtyard, similar to bungalow courts;
- a requirement to install residential greywater systems for more effective on-site water usage, groundwater recharging, and overall resource resilience. Examples of those systems include:
 - o laundry-to-landscape systems that redirect laundry water to landscaping and
 - o branched drain systems that redirect water from bathroom sinks, showers and tubs, either via pump-driven systems or gravity-flow;
- a requirement for all-electric, Energy Star appliances to be identified on project plans; and

- a requirement for new construction to include cool roof technology.

Reyes further explained in Councilmember Madison’s Town Hall: “With respect to SB-9, they [homeowners or developers] would be paying for new infrastructure and new water hookups as well as our \$26,000 residential impact fee for each unit. So absolutely, they will be required and responsible for that kind of infrastructure upgrade if an SB-9 project comes forward.”

Parking and setback issues

Regarding additional parking needed for added SB-9 units, parking is not required for any property located within ½ mile walking distance of either a high-quality transit corridor or a major transit stop. High quality transit stops are light rail stations and fixed route bus service with frequent service. Pasadena staff is working with the City’s Department of Transportation staff to identify these transit stops within the City.

For SB-9 dwellings outside of the ½ mile transit radius, on-site parking is required: one space per unit. If 50% or more of the neighboring houses on the block have existing garages located behind the principal living structure, the new SB-9 units must also provide parking at the rear of the property, and out of view from the street. This means, if a single lot were split into two SB-9 parcels with a duplex on each, and if parking is required behind those structures, at least one and potentially two driveways would need to be created running from the street to the rear of the property. On small lots where the cost of land is less, which can help make SB-9 rental development financially feasible, one or two driveways would displace the square footage space needed for the footprints of the added units.

In neighborhoods where overnight parking is disallowed and no more than four parking spaces exist for the four units, any additional vehicles would need to be parked off the street. And that provision also applies to SB-9 units built within a half mile of a transit hub for which no on-site parking spaces are required. In other words, lack of adequate parking could be an issue for SB-9

development on smaller lots.

Setback and proposed garden space requirements for SB-9 projects also impact the building of 800 sq/ft duplexes on small lots. Although side and rear setbacks are required to be no more than 4 feet, front yard setbacks must allow a minimum of 25 feet from the property line to the primary structure. If a driveway is also required, the open lot space for buildout reduces again.

Will affordable small lots be expansive enough to accommodate two to four 800 square foot, one-story units needing on-site garages or carports and driveways? That remains to be seen.

Housing supply and affordability

SB-9 does not require that the housing created under its provisions be affordable, and critics argue it will not address the housing shortage where it is needed the most. As Reyes pointed out at the City Council meeting on December 6, Pasadena acknowledges the state’s housing crisis. We have issues with supply, rent and affordability.

Accordingly, City Council has introduced many policies that boost affordable housing; like inclusionary housing, developer in-lieu fees, a local menu for building affordable housing, an ordinance that permits conversion of hotels to affordable housing, as well as the expansion of micro units. Currently, more than 1,000 units are in the pipeline which are affordable at some level, Reyes explained.

“So, in the context of planning for affordable housing,” Reyes added, “the City takes its role very seriously. What you have before you this evening is not an attempt to do an end-run on SB-9. It’s actually very consistent with the rules and regulations contained within SB-9.”

On December 13, following a second reading of the ordinance, City Council adopted the urgency ordinance. Will SB-9, as now defined for our community, become a viable tool to decrease our housing shortage? The future will answer that question.

San Rafael Annual Fund sets 2022 fund-raising goal and events

San Rafael Elementary School, at 1090 Nithsdale Rd., is once again inviting the community to become involved and share in its success.

The only elementary school in Council District 6, San Rafael Elementary offers a pre-K through 5th grade dual immersion Spanish and English language program to develop bi-cognitive students who meet high academic standards and are models for positive cross-cultural attitudes and behavior. To accomplish these lofty goals, the school conducts several fund raisers during the year, including The Direct Ask and Black & White Benefit.

The Direct Ask

The Direct Ask invites the community to get involved by making either a one-time or a recurring monthly donation. For more information and to pledge your donation, visit: <http://bit.ly/pandasgive>.

Black & White Benefit

On March 12, the San Rafael Annual Fund (SRAF) in partnership with the Pasadena Educational Foundation, will be hosting its annual "Black & White Benefit." The in-person event, which will be held at the Pasadena University Club, will celebrate students, teachers, staff and school community with the theme "Pandas Unidos" (Pandas United).

The fund-raising goal this year, by sponsorship or direct donation, is to raise \$50,000 or more through an in-person and silent auction. The proceeds go toward:

- Classroom support for our teachers
- Visual and performing arts programs
- Physical education - Technology

Donate by phone, call (626) 414-5110 or visit charityauction.bid/bwb2022. The Pasadena Educational Foundation is a 501(c)3 not-for-profit organization. Donations are tax deductible.

If you have any questions about sponsorship opportunities or how to make a donation for this event, please send an email message to Kimberly Rabins at sanrafaelaf@gmail.com



Healthy aging embodies goals of enrichment, engagement, empowerment

*Many years have passed; now I am older
Summers are hotter and winters are colder
I once traveled the world, near and far
Now my daughter drives me 'round town in her car
That's how my life is, my story is told
I can't enjoy life because I'm too darned old.*

– Anonymous

Wait, WHAT??

Oh, come on, Anonymous! Who says you can't enjoy life? You have fallen victim to a dreadfully outdated mindset that loosely defines growing older as decaying, declining, diseased and just wanting to sit down and stay there.

Most of today's older adults are not even close to being ready for the proverbial rocking chair. We embrace possibilities for personal growth and fulfillment, stay more active, have more friends and do more to stimulate our minds than our grandparents could possibly have imagined.

The model now is healthy aging, which loosely defines growing older as staying physically active, eating nutritious foods, interacting socially – even, nowadays, via Zoom – as well as discovering new interests and other pursuits that are important for enjoying a robust lifestyle.

This is at the heart of the Pasadena Senior Center's goals: providing enriching, engaging and empowering events and activities that growing numbers of members and nonmembers participate in every year. From the Pasadena Senior Games to acting classes;



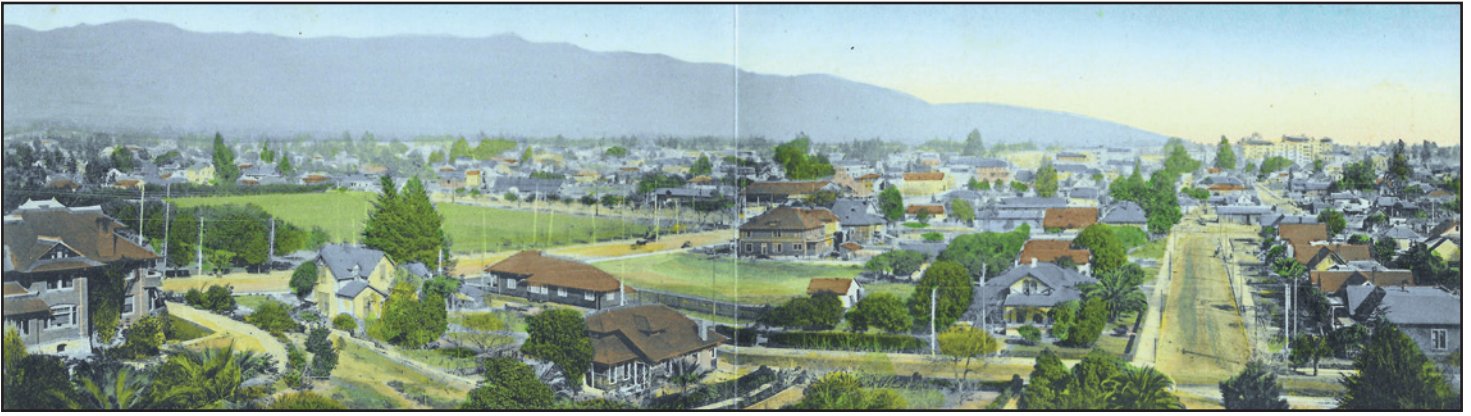
from tai chi to billiards tournaments; from scenic walks to a monthly astronomy series; from a running club to a writing club; from tap dancing to cultural events – on average there are 300 activities onsite at the center or via Zoom every month!

What's your athletic forte? The Pasadena Senior Games planned for summer 2021 had to be canceled due to the pandemic and it is too soon to predict whether they will be held in 2022. Their eventual celebratory return will, once again, be open to amateur athletes 50 to 99+ who will compete in individual and team sporting events in about 20 categories ranging from archery to volleyball. Previous competitive experience is not required.

Ask any of these inspiring athletes if they sit around on their laurels and they'll tell you, "No way!" Or ask anyone who stays physically active through Pasadena Senior Center activities such as ballroom dancing, yoga, strength training or basketball and you'll get the same response.

If you're not as physically active as you would like to be, what are you waiting for? Visit www.pasadenaseniorcenter.org or call 626-795-4331 to learn more about upcoming activities and events, register for classes, contribute to this independent, donor-supported nonprofit, become a member and more.

Now move it! And bring a friend.



A double postcard panoramic view of early Pasadena. The address was written on the back of the card, which was folded over for mailing. This was apparently taken from the B.F. Ball home on Terrace Drive, overlooking Howard Street (now Green) at the right. The street on the left is Colorado, and the area in the center is now occupied by Ralphs supermarket. The only remaining structure appears to be the Hotel Green, at the right.

West Pasadena and the golden age of postcards

By Kirk Myers
Assistant Archivist

The Pasadena Board of Trade, established in 1888, enthusiastically promoted early Pasadena with booklets, pamphlets and other materials. Most of the publications were black and white.

But a new era in the promotion of early Pasadena, largely in color and by informal means, was ushered in by an Act of Congress passed on May 19, 1898. Postcards produced by private companies could now be mailed for one cent, down from the previous two cents for a private card, as opposed to the existing one cent rate for a government issued postal card.

The new cards had to contain the words “Private Mailing Card, Authorized by Act of Congress of May 19, 1898.” In December, 1901 an order from the Postmaster-General allowed card publishers to use the words “post card” instead of “private mailing card” and leave off the Act of Congress language.

During this time, the back of the card was strictly for the address. Messages were sometimes written in a small white area left by the publisher on the front of the card. On March 1, 1907, Congress passed another Act which created the familiar divided back, with a message area on the left half and the address on the right.

This began a new era of postcards that was known as the “Divided Back Period,” which lasted until 1915. It coincided with the “Golden Age of Postcards” from 1905-1915. By 1913, over 900 million postcards had been mailed, according to U.S. Post Office records.

“During the heyday of the postcard craze people bought them for the simple pleasure of owning them. They preserved the cards carefully in albums or posted them to friends and relatives, with the expectation of receiving many in return. In essence, postcards served as an inexpensive form of entertainment in almost every American home, just as radio and television were in later eras. Visitors often viewed with delight the heavily padded postcard albums adorning parlors, living rooms, and sun porches. Postcards were so ubiquitous that a person could not visit any sizable town, without seeing them in almost every store window – either for sale, or for the sheer delight of sharing a view.” (Fred Bassett, Senior Librarian, New York State Library “Wish You Were Here!: The Story of the Golden Age of Picture Postcards in the United States”)

Postcards of early Pasadena offer unique glimpses into a history not preserved by photographs, newspapers and printed images in other publications. Although a few postcards are in black and white or sepia, most are hand colored from black and white photographs. Until the beginning of World War I, most were printed in Germany

because of cheaper costs and better lithographic techniques.

Black and white images were reinterpreted in color, often with a beauty that made them prized as an art form. The same image could appear as several distinct postcards with different color effects. A few have little more than orange coloring to suggest a sunset view. Another effect was to take an image obviously taken in daylight and color it in such a way to simulate a nighttime, moonlit view.

Today, more than a century after the golden age, hundreds of unique images of west Pasadena have survived in postcard form, on a variety of subjects. These cards are available on eBay from all over the United States and occasionally from foreign countries as well, showing how far afield Pasadena was advertised at the time. Some have brief notes; others have longer messages. Many are not posted and blank, and were apparently collected as souvenirs by visitors to Pasadena.

The Tournament of Roses was a popular topic. In 1908, West Del Mar was a staging area for floats, and there are several postcards of floats for that year in front of the Lewis J. Merritt home at 359 W. Del Mar. Colors, as always, were subject to interpretation by the graphic artist who painstakingly hand tinted the cards. At least two images were both in color (from the Newman Post Card Co. in Los Angeles) and in black and white as “real

photo” postcards, a Kodak process by which any picture could be printed as a postcard.

Early Pasadena was famous for South Orange Grove Avenue, Millionaires’ Row, and there are numerous views of South Orange Grove and a number of the mansions that lined the street. On April 1, 1906 the *Los Angeles Examiner* published an article with brief details about some of the residents. At the beginning of the article the paper included a list of “Millionaires Living Along Orange Grove Avenue, Pasadena.”

After listing 17 names, the *Examiner* noted “These are some of the persons whose residences, stretching along Orange Grove avenue, a mile and a half south of Colorado street, have caused that famous boulevard to be termed, “A mile of millionaires.” Of the 17 names listed, as many as 15 of their residences have been preserved as postcards.

The Burdette home, at 891 South Orange Grove, had interior views of several rooms.

The John M. Durand home, now the site of Arlington Garden, was often pictured with the massive Cherokee rose hedge, which ran 1,000 feet from Pasadena Avenue to Orange Grove.

There were several postcard views of Grand Avenue and some of the homes there, as well as views of Waverly Drive and Lockehaven Street. Busch Gardens was a major attraction of early Pasadena, and the subject of many postcard views of its features. Although artificially colored, the images capture the lush beauty of a number of the terraces, walkways and gardens.

The Arroyo Seco, with orchards, was depicted in several views. The Colorado Street Bridge was also a popular postcard view of early Pasadena, along with the Arroyo Vista Hotel. Hundreds of postcards have survived from over a century ago, and the images of what was deemed worthy of a postcard at the time provide some clues into a vanished world.

The Cardinell-Vincent Co., a postcard publisher based in San Francisco, had a

“During the heyday of the postcard craze people bought them for the simple pleasure of owning them. They preserved the cards carefully in albums or posted them to friends and relatives, with the expectation of receiving many in return. In essence, postcards served as an inexpensive form of entertainment in almost every American home, just as radio and television were in later eras.”

slogan in quotations at the upper right side of several Pasadena postcards that seemed appropriate for the time – “On the Road of a Thousand Wonders.” To those in the east, a Tournament of Roses parade in January was certainly one of those wonders.

Pasadena Museum of History | pasadenahistory.org

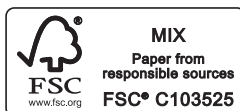


The Burdette home, at 891 S. Orange Grove Blvd., appears to have been the only one that had multiple postcards of its interior rooms. Each of these cards was from the divided back period.



**WEST PASADENA
RESIDENTS' ASSOCIATION**
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Pasadena, CA 91115-0252
Visit our website @ wpra.net

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Pasadena: city on call

Police Department

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Pasadena Crime Stoppers(800) 222-8477
Non-emergency.....(626) 744-4241

City services

Full listing of city phone numbers:
cityofpasadena.net/directory



One Call to City Hall

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California

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(916) 445-2841

Senator Anthony Portantino (D-25):
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Senator Dianne Feinstein
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Senator Alex Padilla
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Representative Judy Chu (D-27):
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Representative Adam Schiff (D-28):
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