



WPRA convenes first in-person annual meeting since 2019

For more on the meeting, see pages 8, 9 and 12

For the first time since 2019, the West Pasadena Residents' Association convened its annual meeting without assistance from Zoom. The meeting also celebrated the WPRA's 60th anniversary.

For the WPRA, it all began with a 1952 campaign inspired and led by then-Pasadenans Marge Weller and Becky Wheeler to block a federal plan to turn the former Arroyo Vista Hotel, now home to the United States Court of Appeals for the Ninth Circuit, into an Army induction center serving the region from San Luis Obispo south to the Mexican border. Marge, Becky, et al, won that standoff and, in 1962, the "citizen activists," as they referred to themselves, filed for incorporation as the WPRA.

The theme of this year's annual meeting was "Pasadena and the tech revolution: Where we came from, how we grew and where we are going."

And so it begins

WPRA Treasurer Blaine Cavena, serving as the master of ceremonies, opened the meeting with presentation of the colors, led by the Blair High School Junior ROTC Color Guard, and the Pledge of Allegiance.

Credit where credit's due

The first order of business was to honor outgoing President Dan Beal. District 6 Councilmember Steve Madison presented Dan with a Certificate of Recognition for "his outstanding contributions to the community and exceptional leadership from 2018 to 2022." Cavena followed that up with a presentation of the ceremonial gavel, on behalf of the WPRA, for Beal's extraordinary service, including the past two Covid-19 years. Beal's four-year term set a record. In the past, WPRA presidents



District 6 Councilmember Steve Madison, right, presents a Certificate of Recognition to outgoing president, Dan Beal, to acknowledge his outstanding contributions to the City and his exceptional leadership from 2018 to 2022. (Photo by Bob Reiter)

have served two or fewer years.

Welcoming our special guests

Cavena called out the special guests who attended, including Pasadena Mayor Victor Gordo and his deputy Vannia De La Cuba; District 6 Councilmember Steve Madison and his field representative Taka Suzuki; Pasadena Police Department Chief Jason Clawson; Pasadena Fire Department Chief Chad Augustin; former mayor Bill Bogaard; District 2 Councilmember Felicia Williams; and Teresa Lamb Simpson, who represented U.S. Rep Adam Schiff.

Both Gordo and Madison congratulated the WPRA for its long service to the community, and spoke briefly of current issues. Also, LA County District 5 Supervisor Kathryn Barger addressed the assemblage through a pre-recorded video.

Board election

The last bit of housekeeping was election of the WPRA's 2022-2023 Board of Directors. The membership vote was affirmative and unanimous. *For a complete listing of directors and officers, see page 2.*

Continued on page 8

Introducing your new WPRA president

By Evan Davis
President, WPRA

This is my first column as the West Pasadena Residents' Association's new president. I'll introduce myself by repurposing the speech I was to have made during the annual WPRA meeting on June 2, had I not been double-booked. My daughter's graduation trumped the meeting.

My wife, two daughters, and I moved to the WPRA service area five years ago. A friend recruited me to serve on the Board of Directors soon after we arrived, knowing I'd served on another city's Planning Commission and that my training as a trial lawyer could come in handy.

The first impression I had of the board hasn't changed: Any organization – charitable or otherwise – would be lucky to have such a bright, dedicated, and talented group of leaders. Our board members are either still working in or retired from top positions in their respective field.

Collectively, they spend well over 1,000 hours a year to fight for west Pasadena's

interests. To accomplish this mission, they have forged sound relationships with local, regional and even federal government leaders, as well as leaders of other Pasadena neighborhood organizations.

As you might imagine, credibility is the coin of the realm in dealing with these leaders. To that end, your board members zealously guard the WPRA's stellar reputation by researching and deliberating before speaking. While those with whom we share our point of view may not always agree with us, they are respectful of us and our well-reasoned positions.

Our outgoing president, Dan Beal, is just one of many reasons why the WPRA has maintained its position as a leading Pasadena neighborhood organization. Dan made sure that everyone had a chance to speak. And he always had the organization's best interests in mind. If you run into him, please thank him for his four years of service at the top and for agreeing to serve this year as vice president.

While you're at it, thank yourself. You and your neighbors have over the past 60 years encouraged, challenged and educated the

board, while providing the critical funding necessary for us to meet our objectives. The bottom line is that the reason the WPRA has thrived for 60 years, is due to the dedication of both the board and you, our members.



Evan Davis

Over the next year as president, I look forward to continuing what the WPRA has done well for six decades: maintaining the character of our community and enhancing the quality of life in west Pasadena ... and not just fighting against all change. Rather, we strive to consider what that change means to west Pasadena before landing on a position to agree, oppose or seek to modify the proposed change.

We want to hear what you care about and have to say. And don't be surprised if, from time to time, I ask you to help.

About us

2022 – 2023 officers

President: Evan Davis
president@wpra.net

Vice President: Dan Beal
vp@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.

2022 – 20232 board of directors

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

2022 – 2023 WPRA Advisory Board

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



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Editor: Chuck Hudson
editor@wpra.net

P. O. Box 50252
Pasadena, CA 91115-0252

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facebook.com/westpasadena

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.

BRIEFLY

THE VOTERS HAVE SPOKEN in the June 7 Pasadena primary election for City Council districts 3, 5 and 7. Two incumbent councilmembers and one newcomer received at least 50%+ one (majority) of votes to escape a runoff in November. The winners will serve for four years, beginning Dec. 12. As of June 21:

- **District 3:** John J. Kennedy won reelection with 58% of the vote. He topped Brandon D. Lamar, who received 41%.
- **District 5:** Incumbent Jessica Rivas, who ran unopposed, reclaimed her seat easily. In 2021 City Council appointed Rivas to fill the council seat vacated by Victor Gordo, when he was elected mayor.
- **District 7:** Newcomer Jason Lyon, with 51% of the vote, will replace outgoing councilmember Andy Wilson, who chose not to seek reelection. Lyon defeated Ciran Hadian, with 36%, and Allen Shay, with 12%.

In the WPRA service area, District 6 Councilmember Steve Madison was not up for reelection this year. *Source: Los Angeles County RR/CC
Los Angeles County Registrar-Recorder/County Clerk*

CITY COUNCIL UNANIMOUSLY APPROVED the fiscal 2023 budget plan for the Rose Bowl Operating Company (RBOC), which shows a projected loss of \$2.8 million. The loss would be covered by the RBOC's operating reserves, without an investment by the City. In the current fiscal year, the City contributed over \$9 million to cover the Rose Bowl debt. *Source: Pasadena Now*

THE NUMBER OF HOMELESS INDIVIDUALS in Pasadena has dipped slightly. In January, volunteers counted 512 people experiencing homelessness on the night of the count. This is down from 527 in 2020. *Source: Pasadena Now*

DAVID KLUG HAS BEEN NAMED **DIRECTOR** of the City's Office of Economic Development. He succeeds Eric Dyshart, who retired in 2021. Klug was originally hired by the City in 2008. Prior to that Klug served as a project manager for West Covina. *Source: City of Pasadena*

PASADENA FINALIZED A CONTRACT with a new independent police auditor to assist its Civilian Oversight Commission. City leaders hope the selection of Richard Rosenthal, a former public corruption prosecutor, lays the foundation for a future of better policing. *Source: Pasadena Star-News*

Quandary at Hahamongna Park's southeast entrance

*By Thomas Seifert
Former WPRA president
and current WPRA Advisory
Board member*

In 1993 Los Angeles County relinquished its interest in Oak Grove Park near the mouth of the Arroyo Seco and just south of the Jet Propulsion Laboratory. Pasadena stepped in to expand the park to include all the city-owned land in the Arroyo Seco north of Devil's Gate Dam and christened the nature preserve "Hahamongna Watershed Park."

Devil's Gate was the first dam built by LA County Flood Control District in 1920. The levels of sediment behind the dam varied over the years, but grew to about 3.7 million cubic yards after the Station Fire in 2009. What then transpired between the City of Pasadena and LA County and the subsequent lawsuits filed by the Arroyo Seco Foundation and the Pasadena Audubon Society regarding the removal of the excessive sediment, commonly referred to as the "Big Dig," is well documented and available at arroyoseco.org.

Suffice it to say, from December 2018 until April 2021, 1.4 million cubic yards of sediment were removed. In the future, as a result of the lawsuit settlement, each year the County has pledged to remove only the amount of sediment that has accumulated during that year. The next phase of the habitat restoration program will resume in the fall of 2022.

In the meantime, what has happened to Hahamongna's southeast entrance?

For starters, a "no trespassing" sign remains in place, falsely warning that the east side of Hahamongna is not a public hiking area. Additionally, 11 mature and



LA County has installed a "no trespassing" sign at Hahamongna Watershed Park's southeast entrance, falsely warning that the east side of Hahamongna is not a public hiking area.

healthy coast live oak trees parallel to the entry walkway have been removed and replaced by an extended concrete slip lane adjacent to Oak Grove Drive. Also, two additional concrete truck entrances have been added.

Public meetings have been held and negotiations are currently underway between Pasadena and the County. One of the main issues and the highest of priorities, from the perspective of the neighbors, is the fate of the two 70+ year old dilapidated storage buildings situated directly in the center of what is expected to be restored open park land. Removal of these buildings would allow for a robust restoration of the Southeast entrance area, meet the expectations of both the residents and park users, and, finally, bring true infrastructure equity to the area.

LA County Public Works has indicated that it is taking a "community-first approach" and is seeking input from the surrounding communities. It remains to be seen whether massive sediment removal can be achieved, while simultaneously protecting a self-sustaining natural environment and wildlife habitat.

BRIEFLY

THE PLANNING COMMISSION HAS APPROVED proposed amendments to the City's zoning code to allow multi-family affordable housing on religious facility property in zones that don't currently allow housing. Since last year, the City has been discussing the use of underutilized parcels on church properties for housing. *Source: Pasadena Now*

THE DESIGN COMMISSION APPROVED the concept design for the new MorningStar senior living building proposed to be built at 995 S. Fair Oaks Ave. after the applicant successfully addressed the previous comments made by commissioners in March. *Source: Pasadena Now*

CITY COUNCIL APPROVED two contracts for seismic retrofit and tenant improvement of Fire Station 31, a two-story, 8,563 square-foot building at 135 S. Fair Oaks Ave., and its accompanying 3,700 square-foot garage known as the WickerCraft building. While the retrofit is underway, Fire Station 31 personnel will operate from temporary trailers in a vacant lot at 95 Alessandro Place. *Source: Pasadena Now*

THE HUMAN RELATIONS COMMISSION APPROVED the following new language for a plaque in Mills Place to recognize a violent anti-Asian incident 137 years ago: "Dedicated to the memory of Yuen Kee laundry and the early Chinese settlers of Pasadena who helped build railroads, labored on the citrus and grape farms and established successful businesses. On November 6, 1885, a mob threw stones into the laundry, breaking a kerosene lamp that burned the building down. The next day, the city barred all Chinese immigrants from living in the central portion of the city." The new language was recommended by Pasadena Heritage. *Source: Pasadena Now*

GREENBRIDGE INVESTMENT PARTNERS, a Los Angeles-based commercial real estate investment firm has leased the entire 7,500-square-foot 4th floor of the historic Pasadena Star-News building (designed by notable American architect Joseph Blick) to Last Crumb, a popular Los Angeles-based gourmet cookie company that delivers nationwide. Last Crumb will occupy a perfectly-suited culinary space, which recently housed Le Cordon Bleu College of Culinary Arts. *Source: Pasadena Now*

Pasadena's Landmark Districts and SB9

By Pete Ewing
Chair, Land use and Planning

Pasadena has a well-deserved reputation for excellence in community planning and development. Although it recognizes the state-wide shortage of affordable housing, the City has proactively sought to increase its housing inventory, but not at the expense of its historical fabric.

Over the past several years, Gov. Gavin Newsom has signed into law a series of "one size fits all" legislative dictates. Pasadena believes that many of those California House and Senate bills fail to consider a city's unique situation, past performance and the will of its citizens. Also, these mandates do not distinguish between charter and general law cities.

Senate Bill 9 (SB9) is one of those legislative dictates. While the City wishes to conform to SB9, it must move forward carefully, without compromising the elements that make Pasadena's neighborhoods and setting unique and historic.

Pasadena has two types of historic districts: Landmark Districts, which are of local/

“California Attorney General Rob Bonta was not aware that Pasadena applies the same standards for both Landmark and National Register designations. Once this misunderstanding was clarified, the complaints the Attorney General's office voiced were resolved in Pasadena's favor.”

regional significance, and National Register Districts, which are of national significance. However, California Attorney General Rob Bonta was not aware that Pasadena applies the same standards for both Landmark and National Register designations. Once this misunderstanding was clarified, the complaints the Attorney General's office voiced were resolved in Pasadena's favor.

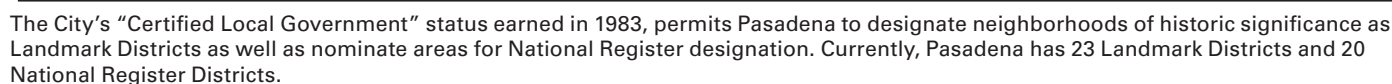
To better understand the issues, we offer the following timeline:

December 2021

- Once signed into law, SB9 permitted single-family lots to be split, and two homes to be built on each split lot. Additionally, SB9 permits construction of accessory dwelling units (ADUs), in addition to each of the four dwelling units. As a result, SB9 may permit up to eight units on what was formerly a single-family lot. However, municipalities can regulate the addition of ADUs, and the process is subject to "ministerial" review, which means City staff can exclusively administer the process with no other review from commissions, City Council, or the public.
- Pasadena adopts "Urgency Ordinance" #7384 to comply with SB9 and, as allowed by the law, to protect historic and landmark districts.

March 2022

- California's Attorney General, through the State Department of Justice "Housing Strike Force," claimed Pasadena was in violation of SB9. The AG indicated that Pasadena's definition of Landmark Districts was too broad and not directly consistent with historic districts. His letter indicated Pasadena's action was illegal and should be reversed or the City could face legal remedies.
- Pasadena Mayor Victor Gordo responded that the state "simply got it wrong." In his letter to the state, Mayor Gordo made the case that the City's Landmark District designation was being misinterpreted.



- Gas off. Electric on.

The City Council unanimously approved crafting an electrification ordinance that would prohibit gas infrastructure in new development to help combat climate change. The ordinance will cover multi-family residential buildings greater than three units, new mixed-use buildings, new commercial buildings and additions of 50% or more to existing commercial buildings. It will not apply to restaurants; new, existing or additions to single-family dwellings; new or converted accessory dwelling units on single-family properties; essential buildings and health care facilities, among others. *Source: Pasadena Now*

May 2022

- Attorney General Rob Bonta revised his initial position, which was critical of Pasadena’s Zoning Code change. After some back-and-forth dialogue with the AG’s office and state housing departments, all parties now agree that Pasadena’s Landmark Districts were approved properly, with the same standards as used for National Register districts.

June 2022

- Pasadena is taking steps to formally amend the Zoning Code for landmark protection, noting that the ordinance is consistent with state and national standards as well as state legislation.

BRIEFLY

PASADENA HAS COMPLETED CONSTRUCTION of pedestrian safety enhancements at the intersection of Colorado Boulevard and Fair Oaks Avenue. The project includes a larger sidewalk area at the four corners of the intersection and a “scramble crosswalk,” which allows pedestrians to cross the intersection diagonally. *Source: Pasadena Now*

CITY COUNCIL VOTED TO NAME the City Hall courtyard in honor of former Mayor Bill Bogaard and his wife, Claire. Among other accomplishments and community services, Bill in 1999 became the city’s first elected mayor in modern times and served in that role until 2015. Claire is no less accomplished or engaged with the community, most notably she was a founding member of Pasadena Heritage. *Source: Pasadena Now*

CITY COUNCIL HAS APPROVED a relinquishment agreement with Caltrans for the property known as the “stub” or “ditch” that was to have been used in the construction of the now-defunct north 710 Freeway extension. Caltrans is proposing to return to the City the land between Union and Columbia streets, including nine traffic signals and four overcrossing bridges. The agreement will go to the California Transportation Commission for approval. Related to this, Pasadena’s Transportation Advisory Commission has established an ad hoc subcommittee to advise and provide recommendations relating to the expected transfer of control of the stub. *Source: Pasadena Now*

CITY COUNCIL HAS UNANIMOUSLY APPROVED TWO ADDITIONAL DISPLACEMENT EVENTS – any event with an expected attendance of 20,000 people or more – at the Rose Bowl Stadium. The Arroyo Seco Public Lands Ordinance permits only 15 displacement events at the Rose Bowl stadium and Brookside Park. According to the Rose Bowl Operating Committee, the two new events (concerts) will be the 21st and 22nd displacement events for 2022. *Source: Pasadena Now*

CALTECH IS EXPECTED TO OPEN the Resnick Sustainability Center, a 79,500-square-foot project, in 2024. The center will serve as a hub in which Resnick Fellows, Caltech scholars and researchers from throughout the world can gather to investigate the challenges of global sustainability and climate change. *Source: Pasadena Star-News*

Pasadena Heritage moves to new digs

By Sue Mossman
Executive Director



At the end of May, Pasadena Heritage moved to its new home, the 1905 Edmund Blinn House at 160 N. Oakland Ave., just east of the Civic Center. Formerly the home of the Women’s City Club for 75 years, Pasadena Heritage took ownership of the house last year and has worked for more than 12 months on major restoration projects and upgrades to the house before relocating.

On May 22, a grand re-opening celebration took place in the garden around the house, which is listed in the National Register of Historic Places, is a California Historical Resource and a City of Pasadena landmark. It is located within the Ford Place Historic District, a collection of historic homes and grounds, most of which are owned by Fuller Seminary.

Tours of the district and the Blinn House are possible on the first Saturday of every other month, and a variety of other non-profit organizations are returning to visit the house regularly for their meetings and programs. The Madison House, where Pasadena Heritage has been headquartered for more than 27 years, will be sold to a new owner in the coming months. Pasadena Heritage is searching for an organization or individual who will maintain its historic character and become its new custodian.

New inspirations for the Colorado Street Bridge

A group of architects and members of the Institute for Classical Art and Architecture (ICAA) has met several times with Pasadena Heritage over the past year to re-imagine the fencing proposed to serve as a more effective suicide barrier on the historic bridge. Creative design solutions and concepts, which are being finalized now, have emerged from these architects. The City’s Public Works Department will present these new ideas to the public as soon as they are ready.

Constance Hotel has a new owner, name The Constance Hotel on the southwest corner of Colorado Boulevard and Mentor

Avenue, was rehabilitated and reopened as the Dusit D2 Hotel several years ago, but closed this past winter. It has been sold to a new owner, MCR, the 4th largest hotel owner-operator in the United States.

Pasadena Heritage has consulted with MCR and its team, led by local firm ONYX Architects, on the new look, which revives historic detail and a more elegant feeling to the historic hotel building. The courtyard, an original feature that Pasadena Heritage fought to see preserved along with the restoration of the building’s exterior design and decoration in the previous hotel project, is being redone as a striking adjunct to the lobby. The lobby will include a bar, lounge, small retail spaces, and the reception area.

An open pool deck on an upper floor, with spectacular views of the San Gabriel Mountains, is also being redesigned and enhanced. The new owners, consider this a specialty project in their hospitality portfolio and are moving quickly to restore, refurbish and reopen the hotel under a new name, the Pasadena Hotel and Pool. We’re sorry that the Constance name will be retired, but still hope it will live on in a prominent place within the hotel.

Central Library Design Team to be announced soon

Pasadena Heritage is anxiously awaiting the City’s announcement of a highly qualified team of architects and engineers who will be in charge of the seismic and other upgrades at Pasadena’s beloved Central Library. As we have said since the day the Library was closed, this historic building, designed by Myron Hunt, deserves careful analysis and thought, and a seismic improvements tailored to its specific original design and construction. We believe the city has done a good job of selecting a highly qualified team to take the project forward, and we look forward to having a place and a voice on the Oversight Committee when it is appointed.

BRIEFLY

MONARCH BUTTERFLIES OF NORTH AMERICA ARE MAKING a miraculous comeback despite global warming, habitat destruction and drought. In winter 2021, western monarchs wintering in California numbered 247,237 — more than a 100-fold increase from the previous year when about 2,000 were counted. *Source: Los Angeles Daily News*

CALIFORNIA IS INTO ITS THIRD YEAR of drought, and the state's reservoirs are dropping to critically low levels. In July 2021, Gov. Gavin Newsom announced a drought emergency, calling on residents and businesses to voluntarily cut their water usage by 15%. Yet in March, not only had the target not been met, but urban water usage rose by 19% from March 2020, according to the State Water Resources Control Board. Scientists found earlier this year that the west's current megadrought is the worst in 1,200 years, and the climate crisis has made it 72% worse. *Source: CNN*

LOS ANGELES COUNTY UNVEILED ITS FINAL LOS ANGELES RIVER MASTER PLAN, which is aimed at improving water quality, increasing wildlife habitat and biodiversity, and creating equitable access to parks. Among its specific goals are creating 51 miles of connected open space along the entire river; building support facilities along the river; completing the L.A. River Trail to create a continuous path along the entire river; increasing habitat and ecosystem function along the river corridor; and using it as a living laboratory. *Source: Pasadena Star-News*

THE LA COUNTY BOARD OF SUPERVISORS GAVE FINAL APPROVAL to an ordinance requiring that all food-service containers, cups, dishes and cutlery distributed by restaurants and food facilities in unincorporated areas of Los Angeles County be recyclable or compostable. The ordinance, which will be phased in starting in May 2023, will also prohibit retail stores from selling "expanded polystyrene" or Styrofoam products such as coolers, packing materials, cups, plates and pool toys, unless they are encased in a "durable material." It also requires that full-service restaurants with sit-down service provide customers with reusable "multi-service" utensils and plates. *Source: Pasadena Now*

Ring. Ring. Who's at your front door? It might be a mountain lion!

How Arroyos & Foothills Conservancy is using an unconventional data source to drive scientific research on local wildlife

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

It seems like everybody has a doorbell camera these days. And whether it's keeping track of your deliveries or making sure your home is secure while you're away, these cameras have moved from a new technology to an essential item for many homeowners.

You've probably seen video from these cameras posted to social media sites when they captured footage of something more interesting than an Amazon delivery: wildlife in residential yards. Bears, raccoons, coyotes and bobcats often made an appearance — and it gave us an idea. What if we could incorporate doorbell and security cameras into our database of wildlife sightings?

AFC has an extensive network of 60 wildlife cameras throughout our study area, and these cameras help us track wildlife movement and behavior. It's how we know where mountain lions are most likely to attempt dangerous freeway crossings, and how we prioritize what land might be best conserved for wildlife corridors to allow safe passage. Our wildlife cameras are called "camera traps" because they're triggered by the motion of any species large enough to trip the sensor, like squirrels or larger birds.

Doorbell cameras work exactly the same

way. That's why the Arroyos & Foothills Conservancy, in collaboration with the Occidental Computational Bio Lab, is collecting this data to compare the distribution of wildlife sightings captured on security cameras relative to a traditional camera trap area.

What we've found is that home security cameras are capturing large wildlife (coyotes, bears, and mountain lions) in a more urban landscape than demonstrated by other community science forums such as iNaturalist. In other words, our preliminary results indicate that wildlife are spending more time in urban and residential areas than other data has captured so far. One of our researchers presented these results at the Southern California Academy of Sciences Annual Conference, and we're just getting started. You can see some of the remarkable images of large wild animals in residential areas we've collected.

This is also a good time to remember that the best way to protect wildlife is to leave them alone. Don't feed or bother wild animals who make their way into your yard - keeping a healthy distance from humans will keep them safe.

So, if your doorbell camera captures a sighting of wildlife, we'd love to know about it! Head to arroyosfoothills.org/doorcam to tell us about what you've captured.



AFC, in collaboration with the Occidental Computational Bio Lab, is collecting this data to compare the distribution of wildlife sightings captured on security cameras relative to a traditional camera trap area.

Continued from front page

Special thanks

The WPRA expressed its gratitude to District seven Councilmember and Vice Mayor Andy Wilson, a co-founder of Innovate Pasadena, and executive director of the nonprofit alliance of southern nations, which funds high-tech and life-science startups. Wilson provided guidance and helped identify the luminaries for the panel discussion.

The WPRA was also expressed gratitude to Maranatha High School for providing meeting facilities, a large-screen monitor and anything else it needed to make the meeting a success.



A: Left to right: Pasadena Mayor Victor Gordo, mayoral deputy Vannia De La Cuba, and George Falardeau, Pasadena Media CEO (Photo by Bob Reiter)

B: Interim Pasadena Police Department Chief Jason Clawson and WPRA meeting moderator and Treasurer Blaine Cavena. (Photo by Bob Reiter)

C: Patty Judy and John Dean, Pasadena Heritage (Photo by Bob Reiter)

D: Left to right: Daniel Nevarz and Jeannette Bovard, Pasadena Museum of History (Photo by Bob Reiter)

E: Left to right: District 2 Councilmember Felicia Williams, former Pasadena mayor Bill Bogaard, Jeannine Bogaard, and William Meurer (Photo by Bob Reiter)

F: Gazelle Wichner, representing concerned citizens who are organizing to expose and mitigate the risk of fire in the Arroyo Seco and beyond, and Christine Reiter (Photo by Bob Reiter)

G: Michelle Matthews (right), Arlington Garden executive director, and a garden supporter (Photo by Bob Reiter)

H: Pasadena Fire Department Fire Chief Chad Augustin, left, and enthusiastic PFD firefighters (Photo by Bob Reiter)

I: Left to right: WPRA board members Donna Furey and Mic Hansen; Julia Bradsher, president and CEO of Huntington Medical Research Institutes; and Marsha Rood, Downtown Pasadena Neighborhood Association (Photo by Bob Reiter)

J: Left to right: Renee Uriarte and Crystal Miller, Pasadena Senior Center (Photo by Bob Reiter)





Headlining the WPRA annual meeting are the panelists who brought light to Pasadena's considerable and expanding technology world. They are (left to right): Julie Schoenfeld, moderator Avram Gold, Aaron Fyke, Hallie Kuhn and Robbie Nock. (Photo by Bob Reiter)

2022 WPRA annual meeting spotlights Pasadena's tech revolution

Program moderator Avram Gold opened the themed portion of the June 2, 2022 annual West Pasadena Residents' Association meeting by quoting former Pasadena Mayor Terry Tornek: "Pasadena is a small town, but we play big." "In fact," Gold continued, "our city of 140,000+ residents is home to many tech firms and science startups that are quietly developing the types of concepts and devices that most of us only hear about once they become commercially relevant in our personal lives." And yet, some may change the world.

To open this portion of the meeting, Gold presented a video featuring a series of historical images that celebrated where we came from and how we've grown since then. As for the present (and leaning into the future), most of us must at least occasionally wonder why so many tech startups are coming to Pasadena, what's actually happening in those fecund tech incubators, what lofty problems our startups are striving to solve, and how our tech visionaries view the future.

To answer these questions, this year's annual meeting theme was "Pasadena and the tech revolution: Where we came from, how we grew and where we are going."

Let's face it. We have an abundance of technology riches that includes Caltech, ArtCenter College of Design, Pasadena City College, Jet Propulsion Lab, General Motors's Design Center and the Carnegie Science Astronomy. Gold invited the following four visionaries to report what they're working on, how they do what they do, and why we should be so excited about

"We're going through the biggest economic change since the Industrial Revolution. Each of these markets -- the electricity grid, the transportation industry, agriculture and building materials -- are all monstrous markets on their own."

- Aaron Fyke

"My goal, and one of the reasons I'm so passionate about spinning companies out," says Schoenfeld, "is to make this area even more vibrant, and home to the next generation of technologies."

- Julie Schoenfeld

the tech revolution right where we live.

- **Julie Schoenfeld**, an entrepreneur-in-residence at Caltech as well as a serial entrepreneur for venture-backed startups
- **Aaron Fyke**, founder and managing partner of Thin Line Capital, which invests in energy technology companies focused on addressing climate change and clean energy
- **Hallie Kuhn**, vice president, Alexandria Ventures, which supports and funds startups focused on medical and biotech innovation
- **Robbie Nock**, associate vice president of entrepreneurship and assistant professor in the humanities and science at ArtCenter College of Design, who strives to help connect art and design to technology business, collaborators and partnerships

From a blank piece of paper to a company

Schoenfeld and her team at Caltech are creating the technology and devices that could enable EMTs or physicians to determine more quickly what kind of stroke a patient has experienced to facilitate the best treatment; devising new ways to capture carbon in the air and ocean to help mitigate global warming; developing new types of batteries; and building drones capable of

lifting heavy loads, just to name three.

"Each of these ideas," said Schoenfeld, "takes enormous effort and requires huge amounts of resources, all accomplished within one small block bound by California Boulevard, Del Mar, Wilson, and Hill avenues."

As for her work in helping to create viable companies to exploit these wondrous inventions, Schoenfeld waxed poetic about how "extraordinary it is to write down an idea on a blank piece of paper and then turn that into a company." At some point Schoenfeld realized that her experience could help many early-stage startups. At any given moment at Caltech, said Schoenfeld, "we're nursing about 40 different ideas, half of which are in the medical or the life-sciences field, and the other half is in physical life-science startups that target new types of drugs and therapeutics, and different devices."

Aaron Fyke's career has been largely dedicated to renewable energy for electric vehicles. "I spent a dozen years working with Bill Gross at Pasadena's Idealab to

Continued on page 12

Q&A | with Darryl Dunn

CEO and General Manager, Rose Bowl

For the first time in a generation, there is a leadership transition at Pasadena's iconic Rose Bowl Stadium. Darryl Dunn joined the Rose Bowl staff in 1995 and became CEO and General Manager on July 1, 1999, just days before the historic Women's World Club championship victory by Team USA. Over the decades, Darryl has steered the Rose Bowl and Brookside Golf Course through an era of transformation and opportunity. He always maintained an open door to the neighbors while striving to preserve this national treasure whose home is in Pasadena.

He sat down with current WPRA board member and former president **Geoffrey Baum** to reflect on his years of service to our community. These are excerpts from their conversation.

As the Rose Bowl Stadium prepares to celebrate its centennial, you have been at the helm for nearly a quarter of its existence. In Pasadena, we treasure our traditions, but the external environment in which the Rose Bowl must compete has changed dramatically since you took the helm. What are some major changes you have seen over the years?

Among the most significant issues we have had to confront over the years include the massive overhauls to security needed since 9/11 and ongoing; the demand for significantly more revenue to pay for needed upgrades to the stadium and golf course; increased sensitivity and openness of local residents to new uses of the Rose Bowl campus; technology and social media; enormous external competition from local venues like SoFi Stadium in Inglewood and a renovated Los Angeles Memorial Coliseum; and a seismic restructuring of college football, including its postseason schedule focused more on revenue than tradition.

How has the Rose Bowl responded to those changes?

Together with leadership from the City and our Rose Bowl Operating Company (RBOC) board, we have faced those challenges head-on. Among other essential steps, as a city we invested in the renovation of the stadium to give it a fighting chance to have a successful future.

We are expanding partnerships to host innovative new events like world-class music festivals by reimagining the Rose

Bowl as a campus, not just the stadium.

We are focused more than ever on safety by implementing physical alterations, enhanced technology, and more staffing. Our neighbor relations are another top priority with increased communication both from an education perspective as well as notification so those who live near the Rose Bowl will be prepared for impacts from stadium events.

Finally, we established the Rose Bowl Legacy Foundation to harness the unparalleled spirit of philanthropy that exists in our community and around the country.

The foundation has exceeded our most optimistic expectations by raising tens of millions for capital improvements to the stadium and campus.

We all have a stake in preserving this national treasure that is core to Pasadena's identity. What are the biggest threats you see for the Rose Bowl's future?

The uncertain state of college football is an enormous threat to the stadium's future. As I see it today, our biggest immediate challenges are:

1. Declining attendance for college football games. We need to get more fans to attend games.
2. The College football postseason structure is in flux. How the Rose Bowl Game and Stadium are utilized is very important for the future of the stadium

Talk about the relationship with two key partners, UCLA and the Tournament of



Darryl Dunn

Roses. What do we need to do to keep the Rose Bowl as the home of UCLA Bruin Football and the Rose Bowl Game?

One of the keys to the \$182 million renovation was extending the agreements with UCLA and the Tournament of Roses. The agreements now run through 2044 and 2048, respectively. For the partnerships to flourish, we need to do all we can to support both partners.

It will be very important to keep investing in important capital improvements that will benefit all parties and maintain the stadium and grounds. It will also be necessary for the RBOC and City of Pasadena to do what they can to support the efforts of our partners to succeed by facilitating attendance at stadium events.

Tell us about golf. A few years ago, it seemed like the sport was losing popularity. How's it going now?

Golf has experienced a rebound since Covid. Three years ago, the RBOC net income from golf was approximately \$500,000. Now it exceeds \$2.5 million. Covid taught us that people want a better experience on the golf course, and if that is provided, they will pay more in green fees to receive an upgraded experience.

What improvements can we expect to see for golfers and those of us who enjoy visiting the restaurant and store?

Improvements at the golf course complex are an absolute priority. Determining what those improvements will be a focus for the RBOC.

The golf course condition is important but looking at long-term solutions to reducing water usage is critical. The clubhouse overall is an incredible opportunity, and I anticipate the next few years being very important to determine what that space can be and how to create and grow revenue streams to support its modernization.

Several years ago we worked with the Urban Land Institute (ULI) who advised us that the Central Arroyo needs a hub and Brookside Golf Course should be it. I hope that approach is prioritized going forward.

What leadership tips and lessons can you share from your personal and professional experience?

For me, it is just common sense. A few core principles include:

- Show you care
- Focus on the importance of relationships
- Practice what you preach
- Be proactive
- Never give up
- Listen first

What are your favorite memories from your tenure as CEO?

That is a tough one, but here are just a few:

- The debut of the Arroyo Seco music festival in 2017
- U2's 360 Tour performance in 2009
- The Rose Bowl Game flyover every year and in particular, the minute or so afterward when there is electricity among all the fans in the sold-out stadium
- The passion for international soccer, so of course, the Women's World Cup in 1999, which was one of, if not the most significant event in the 100-year history of the stadium
- UCLA's victory over USC 13-9 in 2006, spoiling the Trojans' national championship hopes



Darryl Dunn and the Rose Bowl Stadium: a 23-year labor of love

What are some facts or features about the Rose Bowl that the neighbors, or even frequent visitors, might not know? (Perhaps the hall of fame?)

Here are a few fun things to know. First, we converted the historic 1922 locker room into a beautiful museum now open for tours. Also, later in 2022, the Rose Bowl will become the home of the California High School Football Hall of Fame. Also, there is a staircase to nowhere under the south end of the stadium, and see if you can spot it next time you visit.

What's next for Darryl Dunn?

Now that is a very good question. I want to spend more quality time with my family and will begin my next chapter with a trip to Europe with my son.

I plan to be involved in nonprofit work in some capacity and intend to stay active in

the sports & entertainment industry. I hope to remain active in Pasadena, as I love this community.

Bonus question. Are there ghosts in the Rose Bowl?

Absolutely, there are ghosts at the Rose Bowl. They consist of the legends who excelled at our historic venue. When you go to the stadium, you can imagine the ghosts of Bono & U2 in front of 97,000 fans, Beyonce and Jay Z playing multiple nights, Archie Griffin who was the Rose Bowl Game Player of the Century, Terry Donahue, the winningest coach in Pac 12 history leading the Bruins, the 1932 Olympics with the cycling competition inside the Rose Bowl, the soccer gold medal match for the 1984 Olympics, the 1994 Men's World Cup and of course, Brandi Chastain kicking the winning goal of the 1999 Women's World Cup.

Rose Bowl Stadium celebrates 100th birthday, gets new CEO/GM

The Rose Bowl marks its 100th birthday with a star-studded celebration and fundraiser on Saturday, August 13. To purchase tickets, visit partyofthecentury.org/.

Also, the Rose Bowl Operating Company has announced the appointment of Jens Weiden as the new Rose Bowl CEO & General Manager. *We'll catch up with Jens in a future issue.*



Jens Weiden

Continued from page 9

start a number of companies in solar and energy storage space,” said Fyke.”

He noted that his shift to venture capital was based on his learned experience that technology-driven businesses are different from other small businesses. Technology companies, require an enormous amount of upfront capital and generally must wait years before generating income. As a result, tech startups typically turn to venture capital companies for financing.

“We’re going through the biggest economic change since the Industrial Revolution,” he said. “Each of these markets — the electricity grid, the transportation industry, agriculture and building materials — are all monstrous markets on their own, and every single one of them is going through a huge change” as they adapt their businesses to reduce harmful emissions and reduce their carbon footprint.

The firm **Hallie Kuhn** represents, Alexandria Ventures Investments, focuses on financing and guiding development of infrastructures for biotech and biopharma startups.

These initiatives developing new life-saving therapies, says Kuhn, will have a huge headwind if they don’t have the right infrastructure. “It’s not something you can do in your garage,” Kuhn said. Alexandria manages about 50 million square feet in properties for research and development.

When she thinks about what’s going on in Pasadena, Kuhn’s very excited to see such a convergence of interests. Her mission is to help these interests thrive through infrastructure that can encourage synergies.

Robbie Nock’s mission “has arisen from seeing the struggle that creative people have had in industry,” he said. “The passion, the desire, the dedication to craft and their personal artistic style or vision for the world is really impacted by the hard edges of industry, economy and law.”

As it turns out, said Nock, showing artists and designers what’s happening on the other side of the equation — what

I see no reason why Pasadena can’t become Quantum Valley or Qubit Valley, because we are spinning out a lot of little tech companies in this discipline. Also, we have the talent and, equally important, the capital is starting to flow. So maybe the next great tech valley will be here in the San Gabriels.

-Hallie Kuhn

To be surrounded by people who are imagining the future and thinking about how it might be different, better, more sustainable, and healthier is contagious,” said Nock. “We can’t overestimate the imaginative capacity of the next generation to figure out how to implement the kinds of things we’re talking about.”

-Robbie Nock

investors are looking at and what engineers might require — ultimately requires serious business and entrepreneurship education. “We focus on how things are used, what they look like,” said Nock.

ArtCenter has a legacy of work in the automotive industry. “That work has opened the door to a lot of interesting opportunities in the last 20 years, he said. “As we’ve seen, transportation has become much more than just the vehicles you might purchase from a dealership. It is now about the entire transportation journey from your smartphone to your front door or to a bicycle that you might ride to get to the green transportation and a subway station or a train.”

Why Pasadena has become a tech magnet

“I love Pasadena,” says Schoenfeld. “My husband found a position as a scientist at Jet Propulsion Lab and I, as an entrepreneur in the tech industry, was looking for an opportunity in the area. I was so excited when Innovate Pasadena got started and when Bill Gross, a founder of Pasadena’s **Idealab**, figured out how, among other things, to make money online with a search engine. That insight resulted in the strangest thing in the early 2000s. If you looked for people who understood internet advertising, tons of them were in Pasadena, largely because of the revolutionary ideas coming out of the **Idealab**.”

And although great talent continues to pour out of SoCal universities like Caltech, USC and UCLA, Pasadena, unlike Silicon Valley, says Schoenfeld, doesn’t have a large base of technology employers to attract that graduating talent. “My goal, and one of the reasons I’m so passionate about spinning companies out,” says Schoenfeld, “is to make

this area even more vibrant, and home to the next generation of technologies.

“The next generation of computing is going to be quantum computing,” said Kuhn. “I can’t tell you if it’s 10, 20, 30 years out, but Caltech in the 2000s is the equal to IBM in the 1950s. I see no reason why Pasadena can’t become Quantum Valley or Qubit Valley, because we are spinning out a lot of little tech companies in this discipline. Also, we have the talent and, equally important, the capital is starting to flow. So maybe the next great tech valley will be here in the San Gabriels.

Are the panelists optimistic about the future?

“Being in a creative field is one of the greatest acts of being alive,” Schoenfeld said. “I know a lot of people can be pessimistic when it comes to climate change, for example, but no, I’m an optimist. Extremely so.”

“The acceleration of discovery is incredibly inspiring. It’s true that we have a lot of ground to tackle, but we’re moving at a historic pace.

“To be surrounded by people who are imagining the future and thinking about how it might be different, better, more sustainable, and healthier is contagious,” said Nock. “We can’t overestimate the imaginative capacity of the next generation to figure out how to implement the kinds of things we’re talking about. If you’re not feeling that way, come visit ArtCenter. Every three or four months we celebrate the graduating students and some of the great ideas they’re putting into action. It’s incredibly rewarding and inspiring ... and open to the public.”

BRIEFLY

PASADENA'S DIRECTOR OF PUBLIC HEALTH AND HEALTH OFFICER DR. YING-YING GOH has been named the 41st Assembly District's Woman of the Year, reported Assemblymember Chris Holden (D-41). Dr. Goh is responsible for the overall planning, administration and operation of the Pasadena Public Health Department. *Source: Pasadena Now*

DISTRICT 6 COUNCILMEMBER STEVE MADISON HAS SELECTED DR. PAULA VERRETTE, M.D., to the Citizens Police Oversight Commission. Verrette replaces District 6 Commissioner Patricia Kinaga. Verrette is a longtime west Pasadena resident, prominent physician and nonprofit board member. *Source: Pasadena Now*

TWO WEEKS AFTER ARTHOUSE FILM FANS in Los Angeles found out they were losing a beloved institution in the Landmark Theatres Pico, the Landmark Theatres company announced that it has signed a long-term lease to operate at the Playhouse 7 in Pasadena, with plans to open it in the summer. *Source: Pasadena Star-News*

THIRTY-FIVE PERCENT OF PASADENA'S HOMELESS POPULATION suffer from serious mental health conditions, according to a breakdown of self-reported disabilities and long-term health conditions collected during the city's most recent homeless count. The collected statistics showed 28% of the homeless population suffers from chronic health conditions, 25% from physical disabilities, 24% from substance use issues, and 15% a developmental disability. In addition, 23% and 12% of the unsheltered population indicated they had PTSD or a traumatic brain injury, respectively. *Source: Pasadena Now*

THE PASADENA TOURNAMENT OF ROSES® FOUNDATION announced its 2022 grant awards, totaling nearly \$200,000, went to 19 organizations in the San Gabriel Valley. These grants will support new and ongoing programs benefiting children, teens, adults and seniors. *Source: Tournament of Roses Foundation*

THE PASADENA TOURNAMENT OF ROSES® ASSOCIATION has again opened its doors to the public. House Tours have been on hold for more than two years. Led by volunteer members of the Heritage Committee, one-hour tours are offered at no cost every Thursday at 2-3 p.m. through August 4. *Source: Tournament of Roses Association*

Competition continues through Aug. 6

Pasadena Senior Games: Tales of remarkable athletes

By Ann Erdman
Public Relations Consultant

Doug Smith, 83, a lifelong sprinter, competed in the Pasadena Senior Games on June 4 in track & field at Occidental College and took first place for his 80-84 age group in the men's 50-meter dash, winning the gold medal. A track star at Oxy, from which he graduated in 1961, he returned to his alma mater as the conquering hero after 61 years. Now that he has qualified for the 2023 National Senior Games, he will make plans to travel with his wife to Pittsburgh, Pennsylvania, for the massive, multisport championship event in July of next year.

At age 50 and weighing 320 lbs., **Vivian Stancil's** physician told her to lose 100 lbs. or face the health-related consequences. She had heard swimming was a sure-fire way to lose weight, but she had a tremendous fear of being in water. It didn't take long for her to overcome that fear. After all, she went blind at age 19 and had overcome a number of monumental obstacles since then. After about a year of swimming lessons and recreational swimming, she lost the 100 lbs. and, at the suggestion of her coach, began competing in swimming competitions for older adults, including the Pasadena Senior Games and the National Senior Games. Now, at 75, her collection of medals is quite impressive.

At the National Senior Games last month in Fort Lauderdale, Fla., **Patrick Thomas Pitman**, 70, who won gold in the 2019 Pasadena Senior Games, was a flag bearer for California during opening ceremonies. His 2019 scores in the men ages 65 to 69 categories for three track and field events – road race, high jump and triple jump (also known as hop, step and jump) – qualified him to compete in



this year's Nationals where he placed 7th in the nation in the men's 70 to 74 triple jump.

The Pasadena Senior Games promote healthy, active lifestyles through education, fitness and the spirited competition of sports that keep older adults young in mind, body and spirit. The games were on hiatus due to COVID in 2020 and 2021 and sprang back to life this year beginning May 21 with nearly 20 competitive events from archery to track and field at venues throughout the greater Los Angeles area, including Pasadena. The competitions will continue through Aug. 6.

"These remarkable athletes are shining examples of the benefits of an active lifestyle that embraces health and vitality. We're so happy the Senior Games are back!" said Akila Gibbs, executive director of the Pasadena Senior Center.

Spectators are welcome and encouraged at all competitions. For more information, visit pasadenaseniorcenter.org and click on Activities & Events, then Senior Games or call (626) 795-4331.



Track & field and swimming are among the sports in which athletes compete during the Pasadena Senior Games. Clockwise from top left are: Doug Smith, Patrick Thomas Pitman, and Vivian Stancil. (Pasadena Senior Center photo)

A “Mile of Millionaires” on Orange Grove in 1906

By Kirk Myers
Assistant Archivist

On April 1, 1906, the *Los Angeles Examiner* published an article in Part VI with a banner headline: “PASADENA MILLIONAIRES MAINTAIN MILE OF BEAUTIFUL HOMES.”

Years before there would be tours of the homes of Hollywood celebrities, the *Examiner* printed photos of Orange Grove mansions and some of their owners, and included a rough sketch of the locations of the homes and the side streets on the avenue. It was almost like a precursor of maps of the homes of movie stars.

The paper noted in a subhead that “Palatial Mansions and Grounds Along Orange Grove Avenue in Pasadena Are Bewildering to the Passerby” “Bewildering” might not have been the best word to describe the reaction of those who saw the homes. They probably were not confused, but they surely were intrigued by what they saw, and there was a desire for more information about the homes and their owners.

“It doesn’t take a Sherlock Holmes to draw the inference that the people owning the splendid mansions fronting Orange Grove avenue are millionaires. They are. Some were born rich, some achieved riches, some had riches thrust upon them, they married well.”

Where the money came from to build and maintain these mansions, and what were the “lifestyles of the rich and famous,” was certainly a subject of interest. The article provided brief human interest sketches of some of the 17 millionaires who were listed.

South Orange Grove Avenue is often known as the former location of “Millionaires” Row in Pasadena. But that is more of a generic term. Several cities in the country at this time had their own versions of “Millionaires’ Row.” The *Examiner* informed readers that “Orange

Grove Avenue in Pasadena ... is popularly known as the ‘Mile of Millionaires.’” This was another term for Orange Grove Avenue south of Colorado Street, and it may have been applied to other cities in the world as well.

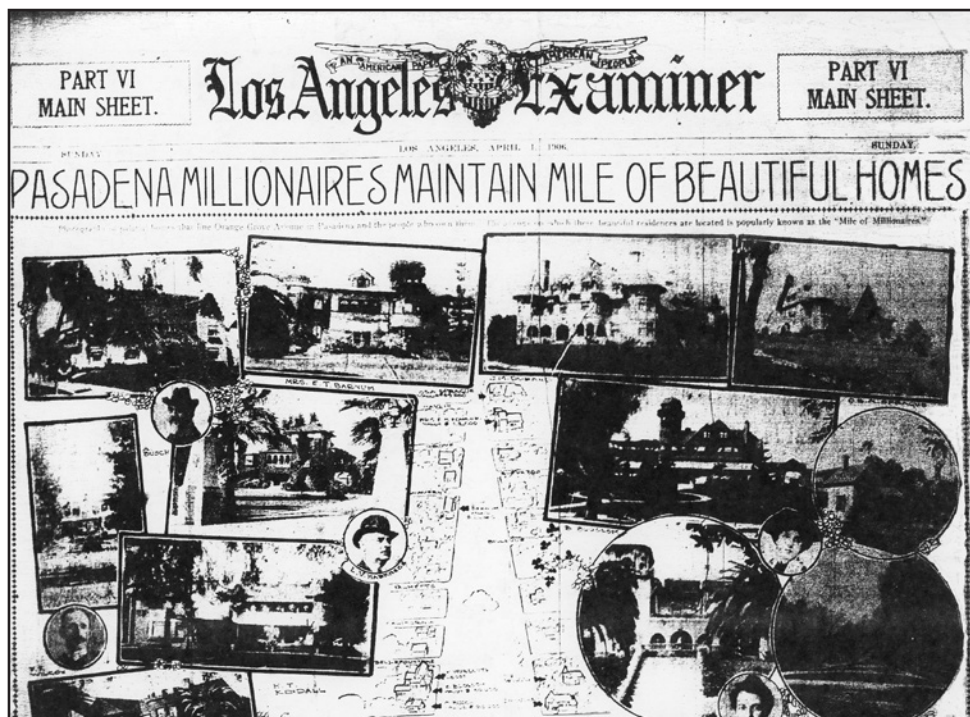
“A mile and a half of millionaires would be a more correct expression mathematically, of course, but not so poetic. And to not be poetic would be to fly in the face of the spirit of Orange Grove avenue, where nature has obliterated the dollar mark to all eyes but those of the carping critic.” The actual distance from Colorado to the border with South Pasadena is closer to one and one quarter miles.

Most of the homes on South Orange Grove could not compare in opulence to the Gilded Age mansions of Newport, Rhode Island. But the street made quite an impression on early visitors, and its appeal was not just the magnificence of its eclectic architecture. Beautifully landscaped grounds and gardens, with homes well set back from the street, greatly enhanced the setting.

Writing in 1906 in *Sunset* magazine, John Dame observed: “Orange Grove avenue is beautiful, but of an indefinable beauty. The location of its residences, the wealth of flowers and foliage, making a continuous panorama enhanced by the harmony of coloring, are more responsible for the fame of the street rather than architecture or any display of wealth.”

Another article in *Sunset* by Bertha H. Smith concurred: “Thus Orange Grove avenue in Pasadena ... is not noted so much for the magnificence of its mansions as for an almost reckless prodigality of ground and the wealth of verdure – whole acres of lawn, driveways hedged with roses, and walls hanging heavy with the ivies and flowering vines of a perpetual summer. There is an absence of rivalry. No one seems striving to outdo his neighbor. The keynote is comfort, not pretense, in these Pasadena homes. After all, it is the grounds that count in this land of outdoor life.”

“Probably the most costly and the most imposing residence in the ‘mile of



On April 1, 1906 the *Los Angeles Examiner* was only able to include photographs of some of the many beautiful homes along Orange Grove Avenue. The reader was left with the impression that there was more to be discovered.

The Durand home, from Arlington Drive. On December 15, 1904 the *Pasadena Evening Star* reported that "...landscape gardeners... are rapidly transforming the place into a tropical paradise. In front, stretching to Orange Grove avenue, the land has been planted to many kinds of palms, cacti and century plants, besides hundreds of varieties of flowering bushes, including roses and chrysanthemums."



A Garden Scene in California.

Durand Residence, The finest on the Pacific Coast, Pasadena

millionaires' is that of J.M. Durand, who made his fortune in the wholesale grocery business in Chicago. He is nearly blind and has to be attended constantly. One of the features of his place is a 1,000 foot hedge of Cherokee and Ragged Robin roses, which is just now abloom. The house is a combination of Moorish, Gothic and Renaissance architecture and requires a small army of servants."

More than a year earlier, the *Los Angeles Times* put it a bit more bluntly: "Of perhaps the greatest interest is the fact that this great mansion is to become the abiding place of an old man who will never see its beauties. He is blind."

Mr. Durand died in 1907. A portion of the sidewalk in front of the home is still visible in Arlington Garden today.

"One of the richest residents of the avenue is Mrs. E.T. Barnum. Mrs. Barnum owns the J.W. Robinson dry goods store in this city [i.e., Los Angeles]; has other like stores elsewhere and a fine ranch near El Monte. She is a very busy and very philanthropic woman and while the walking Bradstreets of Pasadena put her wealth at \$15 million. Mrs. Barnum doesn't know just how the figures should be written. She has an excellent representative of an old English castle for a home. It is ivy grown and massive."

Mrs. Barnum inherited her wealth from her first husband, J.W. Robinson, founder of the department store. Her home in 1906 was located on the southwest corner of South Orange Grove and Arbor, now the site of the Rose Garden of the Tournament House.

The Burdette home, at 891 South Orange Grove, was described as "a big mission house, set on a knoll far back from the avenue. The large front grounds are alive with blooming shrubbery. Mrs. Burdette owns gilt-edged realty in Los Angeles and is accounted a millionaire two or three times over, but when one thinks of 'Bob' Burdette and his wife the money is forgotten."

The fabulous home built at 955 South Orange Grove by Thaddeus S.C. Lowe was owned by Benjamin Blossom in 1906.

"Benjamin O. Blossom is one of the most democratic millionaires on the boulevard. He lives in an immense pile (country house) south of the Burdettes and a corps of thirty servants helps him do so comfortably. Mr. Blossom is a great sportsman and his horses are of the finest. Miss Ellen Rowena M. Blossom, his athletic daughter, is soon to come into a fortune of millions, according to report."

In 1904, Adolphus Busch bought the former Cravens home at 1021 South Orange Grove. In April 1906, the original Busch Gardens was attracting attention. "And there is the Adolphus Busch place, which tourists seek out more than any other. Mr. Busch has enough gardeners to make a city park force and their work is ceaseless. That's why the park stretching back of the house is one of the most beautiful in the country. Society may see the amber in the brewer's gold, but, bowling along in their equipages, the aristocrats must be impressed with what it and the genius of Adolphus Busch have produced. Mr. Busch is more democratic than his head gardener and probably is willing to forgo social exclusiveness for popularity."

After a few more descriptions, the *Examiner* concluded the article with the view that there were many other homes "equally expensive and equally beautiful."

Whether anyone actually took a copy of the *Examiner* article along for a visit to Orange Grove Avenue in 1906 is not known.

But with or without a guide, it was considered an exciting journey to view the homes and wonder about the people who lived there, and to imagine what society functions were like.

As the *Examiner* described it, "If one goes south on the avenue he probably exclaims at seeing each palace rising above him, 'This is the most beautiful I have seen.' But if the journey is begun at the other end, he gets the same bewildering impressions."

More fine homes would be built after 1906, and South Orange Grove Avenue would continue as a renowned showplace of Southern California until the Great Depression.

In 1916, the *Los Angeles Times* would praise South Orange Grove as "the most beautiful residence street in the world."

More than a century later, the memory of the "Mile of Millionaires" remains an important part of the early history of Pasadena.

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Mayor Victor Gordo
vgordo@cityofpasadena.net

Interim City Manager Cynthia Kurtz
ckurtz@cityofpasadena.net

Interim Police Chief Jason Clawson
jclawson@cityofpasadena.net

Fire Chief Chad Augustin
caugustin@cityofpasadena.net

City Clerk Mark Jomsky
mjomsky@cityofpasadena.net

Tyron Hampton, Council District 1
thampton@cityofpasadena.net

Felicia Williams, Council District 2
fwilliams@cityofpasadena.net

John Kennedy, Council District 3
johnjkennedy@cityofpasadena.net

Gene Masuda, Council District 4
gmasuda@cityofpasadena.net

Jessica Rivas, Council District 5
jrivas@cityofpasadena.net

Steve Madison, Council District 6
smadison@cityofpasadena.net

Andy Wilson, Council District 7
Vice Mayor
awilson@cityofpasadena.net

Los Angeles County

LA County Supervisor Kathryn Barger
(District 5): Kathryn@bos.lacounty.gov

California

Governor Gavin Newsom
govapps.gov.ca.gov/gov40mail/

Senator Anthony Portantino (D-25): senator.portantino@senate.ca.gov

Assemblymember Chris Holden (D-41):
assemblymember.holden@assembly.ca.gov

United States

President Joseph R. Biden Jr.
president@whitehouse.gov

Vice President Kamala Harris
vice.president@whitehouse.gov

Senator Dianne Feinstein
feinstein.senate.gov/public/index.cfm/e-mail-me

Senator Alex Padilla
padilla.senate.gov/contact/contact-form

Representative Judy Chu (D-27):
chu.house.gov/contact

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schiff.house.gov/contact

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