



Pasadena reclaims 710 stub from State, begins reimagining the 50-acre corridor

By Dave Bise
Director, WPRA

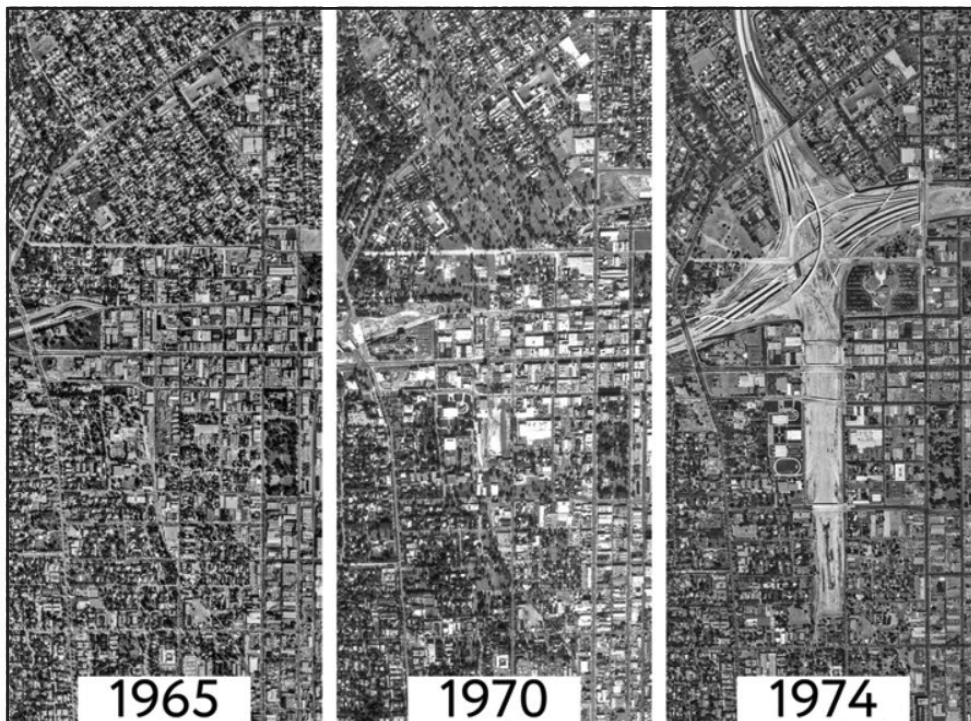
It was a moment the City of Pasadena has been waiting nearly 60 years for. On Wednesday, June 29, the California Transportation Commission voted to approve the relinquishment of the 710 Freeway stub from Caltrans to the City. Mayor Victor Gordo said that “the action was a first and very important step in being able to reimagine the corridor, rebuild the City, reconnect neighborhoods and look to the future of mobility and community.” State Senator Anthony Portantino, who was the author of SB 7, which ended the 710 Freeway tunnel threat, expressed his

gratitude to everyone who spent many years fighting the 710 freeway extension.

The 710 Freeway battle goes back to as early as 1947 when the South Pasadena City Council opposed routing the Long Beach Freeway through South Pasadena when the freeway was first proposed. During the 1950s, the California Highway Commission extended the planned route to Huntington Drive and in 1959 amended their Master Plan of Freeways to include an extension to the 210 Foothill Freeway in Pasadena, which was already under construction.

In November of 1964, the California Highway Commission determined the route

for the final five-mile gap through El Sereno, South Pasadena, and Pasadena to complete the extension of the Long Beach Freeway. During this time, the State of California took, through eminent domain, a half-mile of the City’s land and began the process of demolishing hundreds of homes in established communities to extend the freeway. While freeway construction never materialized in El Sereno and South Pasadena, the 710 northern interchange was constructed in the City of Pasadena in the early 1970s, resulting in the ugly remnant known as the Northern Stub. The Northern Stub covers the area from California Boulevard to Walnut Street, and St. John Avenue to Pasadena Avenue, an area close to 50 acres.



In 1964, the California Highway Commission determined the route for the final five miles of the SR 7 (now SR 710) freeway through the communities of El Sereno, South Pasadena, and Pasadena. While the freeway never materialized in El Sereno and South Pasadena, the SR 710 northern interchange was constructed in Pasadena in the early 1970s, resulting in the northern stub which displaced thousands of residents and divided a residential community from an active central business district. *Source: City of Pasadena*

The City of Pasadena and especially west Pasadena residents have been living with the stub, also known as “the ditch,” ever since. Over the years, Caltrans has used portions of the land for a concrete batch plant and as a staging area for 210 freeway improvements and other construction projects which generated dirt, dust, noise and visual blight. We also saw an impromptu, stagnant pond before proper water pumps were installed.

Before the 710 stub could be handed over, the City and Caltrans took steps to assess the technical feasibility of returning the property back to the community and converting the northern stub from what was planned as freeway-to-freeway connections to freeway-to-local street connections. The technical assessment and traffic study determined that safety and operations would not be affected. The assessment did not assume any land use considerations for the project area and did not address any Caltrans owned homes

Continued on page 6

Help us find the right balance

By Evan Davis
President, WPRA

The WPRA has been busy over the past few months. The current newsletter reflects some of the issues on which we've spent our nights and weekends.

The cover article on the return of the 710 ditch to Pasadena, along with the multiple meetings with our sister neighborhood organizations and the developer of the Affinity project on Arroyo Parkway between California Boulevard and Whole Foods, are examples of how complex planning issues can be.

As noted in my first column, our organization is about shaping and being selective about change (witness WPRA gathering and synthesizing community voices in the 2015 Connecting Pasadena Project report) instead of opposing all change. Therein lies the challenge. We don't just consider details, such as one house's

architectural style and setbacks, but also how any project, policy, or law will affect Pasadena in the coming decades.

One example is the Affinity Project, a large development that would offer much-needed senior housing and possibly medical/research space on the edge of WPRA's border.

The difficult question for the WPRA, other neighborhood organizations, and the Planning Commission is "How big is *too* big for the site and the neighborhood?"

The problem with size isn't just how the project looks – how tall, how close to the sidewalk, how it compares to buildings nearby – but also the collateral effects on traffic, water usage, and the environment.

At its July and August meetings, the Planning Commission listened to the developer and neighborhood groups and insisted on some changes including to the height, but did they get the balance right? What, if any, additional

changes should we seek?

The WPRA Board tends to attract those who are cautious about development and change. I suspect we reflect the views of most of our members.

However, we don't actually know. Should we prioritize water usage and environmental issues, aesthetics, traffic, historic preservation, or something else? Are we getting the balance right?

Let us know your thoughts on these (and other) topics in an email to president@wpra.net. And if you're getting this newsletter, but not our email messaging, *Neighborhood Alerts*, visit tinyurl.com/4ma4dwsu to subscribe.



Evan Davis

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.

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John J. Kennedy

On the passing of: John J. Kennedy, 61

District 3 City Councilmember John F. Kennedy, 61, unexpectedly died on July 21, 2022, only a few weeks after winning reelection. Kennedy's death elicited tributes and reflections about the positive impact he had in his district and the City.

While serving nearly 10 years on the Pasadena City Council, Kennedy advocated for public safety, parks, affordable housing, local hiring and environmental equity for his constituents. In addition to City Council, he also served on the City's Public Safety and Finance committees, and the Burbank-Glendale-Pasadena Airport Authority.

A Pasadena native, Kennedy attended Blair High School. He earned an undergraduate degree in international relations and economics from the University of Southern California, and a law degree from Howard University School of Law. In 1987, he established a management consulting firm. From 1995 to 1998, he lived in Richmond, Virginia, where he was appointed Deputy Chief of Police Administrative Services for the Richmond Police Department. Returning in 2004 to the West Coast, Kennedy served Southern California Edison as a manager through 2011. He later accepted an executive position with the Los Angeles Urban League.

Opinion: Vote 'Yes' on Measure L

By Janice Segall and Arnie Siegel
Co-chairs, 2022 Protect Pasadena's
Libraries Committee

Pasadena's vibrant library system has served our community since 1888 – four years before the incorporation of the City of Pasadena itself. Our City library system has evolved and survived many challenges since then.

We now have an opportunity to continue our support for the library system on November 8 by voting YES on the Library Continuation Services Measure L.

This measure first passed in 1993 with 80% voter approval when City budget cuts threatened to close branches and cut hours throughout our community.

The measure was overwhelmingly renewed in 1997 and again in 2007. The measure will expire in February 2023.

We are asking all voters to turn out and approve the third continuation of Measure L through 2038. Measure L is the same measure; it is not a new tax. It continues to generate 20% of the library's operating budget, \$2.8 million dollars a year.

Our libraries are still open six days a week, with children's programs available at all branches as are adult and teen programs. In addition, the library continues to adopt new technology to support the needs of library patrons.

Again, we urge you to vote YES on Measure L on November 8, and to visit your local branch library to see your tax dollars in use.

For more information and to make a donation to the campaign, please visit our website protectpasadenaslibraries.com



WPRA recommends voters approve Measure L

The WPRA supports Measure L, a long-standing and non-partisan public library parcel tax, which helps maintain basic library services and fund new programs. The measure does not fund capital improvements or issues related to seismic retrofitting of the Central Library.

If fewer than two-thirds of voters support the measure, the City might have to cut back community library services, hours, and staffing. It's also possible that some neighborhood library branches would have to be closed.

The current tax is approximately \$41 annually for single-family residences/condominium units. Most taxpayers can deduct the expense from Federal income taxes. Also, exemptions are provided for qualified seniors, disabled and low-income owners.

CITY OF PASADENA

Pasadena Public Library Services Continuation Measure

To keep City libraries well-maintained; provide books/materials, youth reading/homework programs; maintain library hours/days open; retain qualified librarians; ensure computer access; shall the City of Pasadena continue the voter-approved annual parcel tax, currently \$41 for single-family residences and condominium units and specified rates for other parcel types, generating \$2,800,000 annually for 15 years, limiting annual increases to the Consumer Price Index; requiring audits, locally controlled funds, be adopted?

☐ Yes

☐ No

As it will appear on the November 8 ballot

BRIEFLY

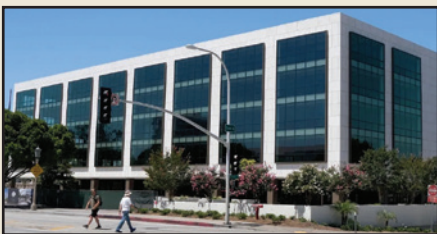
THE PASADENA CITY COUNCIL HAS SELECTED FORMER JUSTICE MIGUEL MÁRQUEZ to serve as the City's next city manager. Márquez was selected after an extensive search process. A native



Miguel Márquez

of Sacramento, Márquez received a law degree from UC Berkeley Law School, a master's degree in public policy from the John F. Kennedy School of Government at Harvard University, and a bachelor's degree in public policy from Stanford University.

Most recently, he served as the chief operating officer of Santa Clara County. Prior to that role, Márquez served as an associate justice of the California Sixth District Court of Appeals, counsel for Santa Clara County, general counsel of the San Francisco Unified School District, and deputy city attorney in the San Francisco City Attorney's office. *Source: City of Pasadena*



AN OFFICE BUILDING IN PASADENA now has what it previously — and famously — lacked: windows. The former Bank of America building at 101 S. Marengo Ave. had no windows for decades, but now offers windows on every side.

Renovations for the nearly 300,000-square-foot travertine-clad, cube-shaped building began in April 2021. Modernist architect Edward Durell Stone designed the building as a credit card processing facility for Bank of America, the building's first and only tenant. *Sources: LA Focus, The Real Deal, and Pasadena Star-News*

Westside road improvements may be on the way

By Pete Ewing
Chair, WPRA Land Use and Planning

An opportunity has developed that could provide road improvements to west Pasadena. This windfall comes from a transfer of \$230.5 million from another project, the Gold Line California grade separation, which was part of the Metro Mobility Improvement Project.

Rather than proceed with that project, City Council asked the City Manager and Department of Transportation staff to develop a list of other road projects.

Many of those improvements will be focused upon the “wishbone” area [see accompanying photo], where Pasadena and St. John avenues converge at Bellefontaine Street on the north to Columbia Street on the south.

And while all 19 projects provide important enhancements to Pasadena's multimodal transportation network, the Transportation Department identified the following 11 priorities:

1. **Pasadena and St. John avenues roadway network** (Walnut to Columbia streets): provide near-term multimodal improvements to enhance safety along the 1.8-mile corridor, while maintaining the number of vehicular travel lanes
2. **Avenue 64:** Complete Streets, including a traffic circle at Burleigh Drive
3. A new transportation operations and maintenance facility to accommodate greater service capacity
4. **Columbia Street** from S. Orange Grove Boulevard to Fair Oaks Avenue: enhance safety for all modes of travel, while maintaining the existing roadway capacity for motorists
5. **S. Orange Grove Boulevard at W. Colorado Boulevard and Holly Street:** upgrade traffic signals, roadway channelization and signage to reduce collisions
6. **San Rafael Avenue** between Linda Vista Avenue and W. Colorado Boulevard: upgrade signals at three intersections on San Rafael Avenue
7. **L (Gold) Line at-grade crossing enhancements** at Glenarm Street, and California and Del Mar boulevards:

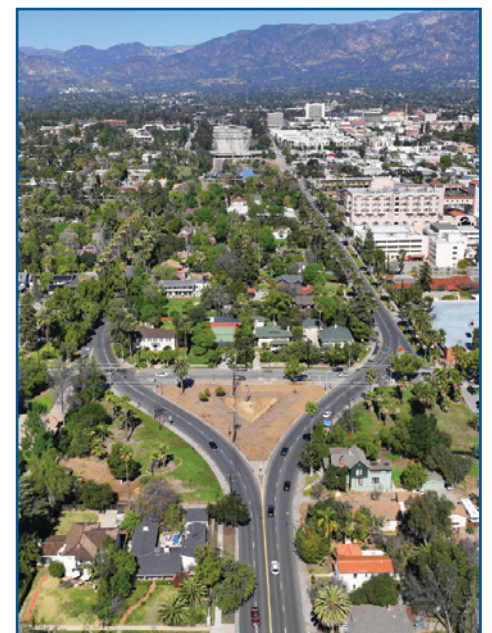
enhance performance monitoring, data collection and analytics to monitor and reduce intersection delay

8. **West of Lake Avenue and south of the I-210 freeway:** restripe approximately 140 marked crosswalks at intersections to make street crossings safer by replacing traditional vertical crosswalk striping with horizontal “continental” striping
9. **S. Orange Grove Boulevard** west of S. St. John/S. Pasadena avenues: improve mobility and safety at intersections
10. **Greenways (bike boulevards):** traffic calming and gap-crossing improvements such as narrower curbs and traffic signals in low-traffic corridors
11. **SR 710/SR 134/I-210:** ramp modifications

Where does this stand now?

The Transportation Advisory Commission has recommended the proposal for approval. The issue next goes to City Council's Municipal Services Committee and then to City Council. Final approval will come from the Metro Board, which could rule before the end of the year.

This is a long process, but so far signs are good that these projects will come to fruition. However, given this long wish list and limited funding, it's unlikely that all of these will be funded. But it's a start.



BRIEFLY

PASADENA HERITAGE ON OCTOBER 23 WILL HOST A PRESENTATION AND TALK with creative mind behind the popular Instagram account and podcast Merch Motel. The event will highlight the buildings and artifacts that remind us of the Route 66 and early automotive era. With photos and anecdotes to share, account owner Barkev will entertain and engage attendees in a discussion of this storied time that has left a lasting mark on American history and our local environment, too. Route 66 passed through Pasadena, along various streets at different times on its way to Los Angeles and then on to the Pacific Ocean. *Source: Pasadena Heritage*

PASADENA HERITAGE WILL AGAIN HOST PRESERVATION PASADENA, a 4-day series of tours, lectures and special events celebrating Pasadena's rich and varied architectural history. Each day from **Nov. 10 to 13**, a different architectural style will be the focus. *For more information about the schedule of events, visit our website: Pasadenaheritage.org.* *Source: Pasadena Heritage*

CITY COUNCIL HAS APPROVED A CITYWIDE ROADSIDE MEMORIAL SIGN PROGRAM to honor victims of fatal auto crashes and increase awareness of traffic safety. Under the program, the family of a victim of a fatal collision can request a memorial sign through the Department of Transportation (DOT) director no earlier than six months after the incident. The DOT will pay the cost of materials, design and installation. The effective lifespan of the sign is five to seven years, and will be maintained by the City during this period at no cost to the applicant. *Source: City of Pasadena*

MICHAELS HOME DECOR AND CRAFTS RETAIL PROPERTY AT 1155 E. COLORADO BLVD. WAS RECENTLY SOLD. The one-acre, 21,480 square foot, two-story building, originally built in 1939, has long been occupied by the Michaels store, and the store owners plan to remain on the property. The store is not closing. The property's asking price was \$9.5 million. *Source: Pasadena Now*

PH speaks for historic furniture factory

By Sue Mossman
Executive Director, Pasadena Heritage



A major local economic force, Rusnak owns several luxury car dealerships in Pasadena. Its showrooms on W. Colorado Boulevard in a series of historic storefronts have been a fixture for decades. Now it is planning to open a new Porsche dealership on E. Colorado, near its Audi dealership, which is already in operation. The problem is that an old brick factory building exists on the site and Rusnak is proposing to demolish it. Pasadena Heritage believes the building to be landmark eligible and has asked Rusnak to redesign its new dealership to include the historic structure. A City consultant researched the building, but determined that it does not meet landmark criteria. Pasadena Heritage strongly disagrees.

The Swanson and Peterson Furniture Factory was founded by two Swedish-born woodworkers whose excellent work was prized by the Greene brothers. They were engaged to do fine woodworking in several Greene & Greene homes, and then continued to design and build furniture for many years in their factory on Sunnyslope in east Pasadena. Their building, we believe, is the best local example of a "industrial-daylight factory" where ample natural light pours into the workshop from large north-facing windows set into the classic sawtooth roof pattern. Very much intact, we think the building meets landmark criteria, both for its design and integrity (architect McNeal Swasey of the firm Swasey and Hayne also designed the Constance Hotel) and for its connection to an important local business. We asked Rusnak to reconsider its site plan to allow for retention of the historic building. A number of concerned neighbors and members of the Planning Commission agreed with us that an alternative site plan should be considered, and that the existing building is landmark eligible. We are hopeful that a revised project that all can support will return to the Planning Commission.

Planning Commission questions "Planned Development" zoning
Over the past year, the Planning

Commission has discussed the concept of Planned Developments, and several of these PDs have come before the Commission for review. A PD typically can be applied when larger parcels of land (2 acres or more), often including several lots or existing structures, are combined into one special "zone" for new development.

Decades ago, the idea of Planned Developments came about as a way to consolidate one set of development standards for a large project that included different zones, height limits and other parameters, a condition that made it more difficult to design a cohesive project. Planned Developments were intended to result in more pleasing, better designed projects and also to streamline a complicated evaluation and approval process. However, Planned Development zoning appears to have encouraged the assembling of multiple properties into one building site, and pushed all the limits with concessions and incentives leading to larger, taller and more dense projects with greater lot coverage than would have been permitted on the individual lots.

With concerns mounting in recent years about the size, scale and amount of new development and its impacts, the question has come back around: What if there were no Planned Development option. How would development proceed? What would it look like? Would it be better?

The Planning Commission has been diligent in reviewing PD projects and has pushed back in several instances. It heavily conditioned the Affinity Project on S. Arroyo Parkway, and recently recommended the denial of a PD on N. Fair Oaks at Villa Street. Pasadena Heritage, other community groups and neighbors have supported the Planning Commission in many of its concerns, and we believe the whole concept of Planned Development needs further scrutiny and perhaps should be altogether scrapped.

Pasadena reclaims SR 710 North stub from Caltrans ...

Continued from page 1

along the corridor, but rather focused on demonstrating that eliminating the freeway-to-freeway ramps would not impact the operations or safety of the 134 and 210 freeways.

In April, the City's Transportation Advisory Commission approved the establishment of an ad hoc subcommittee for the 710 stub. The four commissioners will advise and provide input on corridor transportation-related efforts and will allow for TAC to provide a more comprehensive review and input on planning and outreach related items.

Reimagining the 710 stub

Now that the City is in control of the 710 stub area, a citywide planning effort to re-envision the area, determine the transportation network, land use, and utility infrastructure will be initiated. This will be a multi-year planning effort and should include significant public outreach and input. After the relinquishment, Mayor Gordo stated that Pasadena can now move forward with planning efforts and working closely with its residents on identifying future transportation connections and land uses for the stub.

If this sounds familiar to many west Pasadena residents, it should. In early 2014 WPRA helped form the Connecting Pasadena Project (CPP) to find a more positive way to fight the 710 tunnel proposal and develop master-planning alternatives for the 710 stub. The overarching objective was to create a beautiful area that would provide long-term social and economic value to the City of Pasadena. CPP recruited Pasadena architect Stefanos Polyzoides as well as experts in transportation planning and land use economics to guide it and invited over 300 residents from Pasadena to participate in workshops to plan the transformation of the stub area.

The City has now identified several projects *[see related article on page 4]* to improve mobility for all modes of travel along the 710 corridor area. Funding for



During a town hall meeting in June, Mayor Victor Gordo (right) commemorated the California Transportation Commission's unanimous vote to relinquish the 710 stub to the City of Pasadena by presenting District 6 Councilmember Steve Madison with a chunk of the freeway stub roadway. *Photo by Eddie Rivera, Pasadena Now*

these projects will come from Measure R Mobility Improvement Projects (MIP) funds. Metro allocated a total of \$230.5 million to the City of Pasadena in Measure R MIP funds to be used for the construction of the Metro L (Gold) Line Grade Separation at California Boulevard. This project has been cancelled and these funds will now be directed toward improving travel along the 710 corridor area.

Among the near-term projects identified in its Early Action Project list *[see related article on page 4]* is improving traffic flow, adding new bike lanes, improving sidewalks and crosswalks, new street lighting and underground utilities in and around the 710 stub area north of Columbia Street up to Walnut Ave. and between St. John Ave. and Pasadena Ave. These projects went through a public input phase and went to the Transportation Advisory Commission and will go to City Council and Metro in the fall. The goal is to make the stub area more neighborhood friendly while the City address the longer-term land uses of the stub area.

There's a long way to go when we try to

imagine what the future will be for 710 stub. The area isn't even zoned and there is no existing plan for development. The City will likely need to adopt a Specific Plan that will have its own environmental review and will require input from residents, which could take years. West Pasadena residents should get ready to have their voices heard as this may be the largest development project we will ever see.

“ In early 2014 the WPRA helped form the Connecting Pasadena Project (CPP) to find a more positive way to fight the 710 tunnel proposal and develop master-planning alternatives for the 710 stub. ”

BRIEFLY

LOS ANGELES COUNTY PUBLIC WORKS HAS BEGUN ITS ANNUAL MAINTENANCE WORK AT DEVIL'S GATE RESERVOIR behind the nearly 100-year-old dam. The work, according to the County, will reduce the buildup of sediment over time and eliminate or substantially reduce the frequency of large-scale sediment removal projects. The work will continue through mid-December. Over the last three years, LA County Public Works, as part of its Devil's Gate Reservoir Restoration Project, removed 1.3 million cubic yards of sediment from the reservoir, which had not been removed since 1994. This year's work is anticipated to remove approximately 45,000 cubic yards of sediment and will include clearing vegetation within the reservoir basin and excavating excess sediment that washed in during the past storm season. Trucks make roundtrips in and out of the Arroyo Seco Monday through Friday, 7 a.m. to 3 p.m. *Source: Pasadena Now*

PASADENA'S WATER SUPPLY HAS ONCE AGAIN MET ALL DRINKING WATER QUALITY STANDARDS set by the U.S. Environmental Protection Agency and the State Water Resources Control Board. The 2021 Consumer Confidence Report on Water Quality (CCR) is now available online: tinyurl.com/ysv6292j. *Source: Pasadena Water and Power*

THE METROPOLITAN WATER DISTRICT'S REGIONAL RECYCLING PROJECT, which will purify wastewater for use as a new, drought-proof source of high-quality water for the Southland, has a new name — Pure Water Southern California. When completed, Pure Water will produce enough water to serve more than 500,000 homes, making it one of the largest water recycling facilities in the world. *Source: Metropolitan Water District*

PASADENA USED LESS WATER IN JUNE AND JULY, AS COMPARED TO THE SAME MONTHS IN EACH OF THE LAST FIVE YEARS. But the 8% drop is less than the 15% goal. As a result, City Council voted to move up the winter one-day-per-week outdoor irrigation schedule by one month. *Source: Pasadena Now*

Opinion: As the City pursues new revenue streams, neighbors are too often left on sidelines

*By Geoffrey Baum
WPRA board member
and former WPRA president*

More than 1,000 guests gathered on a beautiful summer evening in August to celebrate the centennial of the Rose Bowl [see related article/photos on page 11]. Among the celebrities from sports, music, politics and business were neighbors who share in the pride of this national treasure that projects Pasadena's natural beauty and friendly hospitality to a global audience.

The City of Pasadena is wrestling with ways to fund the maintenance and improvement of this aging stadium. Increased competition from SoFi and other venues, sparse attendance at UCLA football games, and an increasingly cash-obsessed collegiate sports climate that almost makes the NFL seem tame by comparison, have driven Rose Bowl leadership to seek new ways to generate revenue.

The increase in the number of multi-day music festivals is part of this effort. Entertainment giant AEG inked a deal that will generate a minimum of \$15 million over five years.

Recent years have also seen a resurgence in the popularity of golf, with the Brookside complex generating a \$2 million increase in annual revenues since 2019.

However, as the City aggressively pursues new revenue streams, neighbors are too often left on the sidelines. In a recent presentation before the City Council, Rose Bowl leadership presented several ideas without seeking meaningful input from the neighbors who would be most directly impacted.

These ideas include a Family Golf Center (i.e., miniature golf), Campus Marque/Sponsorship Program (i.e., corporate signage in the Central Arroyo), electronic freeway signage (perhaps like in downtown Los Angeles), a potential city-wide parking tax, a potential increase of Transient Occupancy Tax (on overnight hotel guests), and other funding opportunities related to future

capital improvements.

We all recognize the need to care for the Rose Bowl and preserve it for future generations, but it's important to recognize the impact that will be borne by those who live nearby, including:

- Increased traffic and parking woes
- Increased noise
- Disruptive behavior by visitors in local neighborhoods
- Lighting from the golf course, driving range, or events that spills into homes
- Over-commercialization of a precious natural environment

No one is making a case against innovative or creative thinking by City Hall, but west Pasadena continues to endure the consequences of poor decision-making.

For example, the overdevelopment of Desiderio Park with dozens of lights and a poorly maintained, graffiti-marked restroom in a residential neighborhood, together with the years-long and failed attempt at fencing along the Colorado Street Bridge, contribute as part to apprehension and skepticism in the community.

The challenges facing the Rose Bowl and the City are too monumental for decisions to be made behind closed doors and without consultation.

We all have a stake in the future of the Rose Bowl, so let's build it together.

“In a recent presentation before the City Council, Rose Bowl leadership presented several ideas without seeking meaningful input from the neighbors who would be most directly impacted.”

A thank-you and reminder to our members!

The WPRA appreciates the financial support we receive from our members. Since it is our only source of funding, we depend on it to achieve our organizational objectives. The member-donors listed below have contributed \$100 or more between **July 1, 2021 and June 30, 2022**. If your name is not listed or is incorrectly listed, please contact me. As always, we thank you for your generous support.

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

We need your continuing support

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

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BRIEFLY

TO IMPROVE STREET-TREE CARE at a time when heat and drought present significant headwinds, Pasadena's Public Works Department is commissioning a study on the impact of California's multi-year historic drought on the City's urban forest. The consultant, when chosen, will propose a street-tree watering and maintenance plan, and recommend ways to encourage residents and property owners to help mitigate the drought's impact on the urban forest. Results of the study are expected to be submitted in early 2023. *Source: Pasadena Now*

THE CITY'S MUNICIPAL SERVICES COMMITTEE UNANIMOUSLY APPROVED a \$400,000 contract with a local marketing company for the development of an awareness campaign about the importance of saving water to ensure sustainability and build climate resilience. The contract will be effective from fiscal year 2022 through 2025. *Source: Pasadena Now*

THE CITY WAS AWARDED \$4.8 MILLION FROM THE SAFE, CLEAN WATER PROGRAM for the San Rafael Treatment Wetlands and Storm Water Capture Project. This project, which includes construction of two wetland treatment basins, will be a joint Pasadena and South Pasadena project. The South Pasadena site is located just south of the San Pascual Avenue bridge over the Arroyo Seco. The Pasadena site is located at the confluence of San Rafael Creek and the Arroyo Seco at the City's southern border. Work for this project will include native plant restoration, dry and wet weather water quality improvements, and storm water infiltration and re-use. *Source: City of Pasadena*

AS OF JANUARY 2022, Pasadena Water and Power (PWP) reports it was monitoring up to 2,004 residential and commercial solar power systems. About 250 installations were added in 2021, an increase of 14% from 2020. PWP expects another 300 systems will be installed by the end of 2022. *Source: Pasadena Now*

AS PART OF THE SR 710 NORTH STUB relinquishment agreement, the City received a \$5 million payment from Caltrans. Also, City Council has authorized the City Manager to amend a contract with consulting firm Pointe C to provide SR 710 northern stub post relinquishment support. *Source: City of Pasadena*



AFC Summer Interns (left to right) Alex, Coco, Winston, Rebeca and Katie spent Thursdays this summer maintaining the hiking trails in AFC's Rubio Canyon preserve.

AFC is training the next generation of conservationists, environmentalists

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

“f I hadn't been an intern,” said 16-year-old Alex Shapovalova, a student at Westridge School for Girls, “I don't think I would now know how awesome, fulfilling and important local conservation work is.”

Every summer since 2016, Arroyos & Foothills Conservancy has taken a cohort of summer interns through the ins and outs of urban conservation. This summer Alex joined five other students in AFC's summer 2022 internship for nine weeks of hands-on experience in urban conservation: Katie Lam, 23, University of Washington; Rebeca Garnica, 17,

Continued on page 13



Katie, Auxenia, Grace Privett-Mendoza (AFC's field administrator), Alex, Rebeca, and Coco (left to right) worked on beautifying the bridge and kiosk by the Rubio Canyon trailhead, which had been vandalized.

“Party of the century” celebrates stadium’s 100th anniversary

By Tom Seifert, WPRA Board member and former WPRA president, and Dianne Philiposian, PhD

[Editor’s note: The Rose Bowl Legacy Foundation announced that it had met its five-year, \$40 million centennial stadium fundraising campaign goal — including \$2.1 million raised during party — to maintain the world-famous stadium and position it for the future.]

Join us, as we recount our 1920’s Rose Bowl Stadium time-travel adventure to celebrate the stadium’s 100th anniversary at the “Party of the Century” on August 13.

Plenty of local politicos attended, and many joined in the costume festivities. District 6 Council Member Steve Madison was dapper in striped suit and hat, looking very much out of the pages of the 1922 *Pasadena Star-News*. Congressperson Adam Schiff also made the scene and joined the group for dinner.

Beginning with a dark (but not dank) speakeasy in the locker room and tunnel, food, drink, and conviviality flowed freely to the sounds of lively music and abundant period style attire.



The formal portion of the party kicked off with streaming fireworks and a flyover by a cadre of World War II bombers. Photo by Tom Seifert

As we emerged onto field, we were greeted with a transformed playing-field decorated as an elegant dinner/dance venue replete with palm trees, stunning lighting and sophisticated dining settings. Right on

cue, streaming overhead, were fireworks and a flyover of a cadre of World War II bombers.

Athletes from multiple sports joined the party; many participated in the activities of the evening. Pasadena Mayor Victor Gordo, projected on a giant screen visible by all 1,200 guests, opened the program.

As guests of the Pasadena Center Operating Company (PCOC), a major sponsor of the event, Dianne and I were delighted to be seated for dinner with PCOC CEO Mike Ross, a most gracious host. As we took our last bites, money belts were opened for the silent and most engaging live auction. Paddles were raised with great enthusiasm and lively competition for the winning bids.

The evening concluded with a stirring fireworks finale and dancing to live music under the stars on a perfect evening. Most everyone happily stayed to dance the night away, literally ... and we were there.



Tom Seifert and Dianne Philiposian were quite nattily attired, a nod to the dress styles of the “Roaring Twenties,” when Stadium construction had been completed.



Juliana Serrano and District 6 Councilmember Steve Madison “dressed to the nines”



The Alvin Ailey American Dance Theater led an AileyDance for Active Aging workshop at the Pasadena Senior Center in March featuring artistic dance and movement. Shared experiences among those who participate in PSC activities onsite and via Zoom build a greater sense of community and social engagement. *Photo by Peter Matus*

Pasadena Senior Center: assumptions vs. reality

By Ann Erdman
Public Relations Consultant

What comes to mind when you hear the words “senior center”? Do you picture frail, elderly adults playing bingo and doing jigsaw puzzles? If so, it’s time to revisit your assumptions! Let’s start with these:

- **Assumption #1:** All senior centers offer similar programs. Nope! The Pasadena Senior Center is committed to lifelong learning and offers more free activities and fee-based classes with much more variety and frequency than most other senior centers. For example, The Masters Series, scheduled quarterly, has featured topics over the year from arts and culture



to history and more. Guest speakers/instructors have included tennis legend Rosie Casals, KUSC Classical Radio host Alan Chapman and others, and exercise/dance activities have been led by the likes of the Alvin Ailey American Dance Theater. You’ll find upcoming activities by visiting the website and clicking on Activities & Events or Lectures & Classes.

- **Assumption #2:** The Pasadena Senior Center is for members only. Nope! Nearly all of the dozens of mostly free activities are also open to nonmembers 50 and older. Membership has exclusive advantages, though, including discounts on facility rentals for your own special events, free email subscription to the quarterly magazine, travel discounts, free membership at Armory Center



Why pay \$15+ in theaters when you can see movies for free at the Pasadena Senior Center on Fridays at 1 p.m? October’s films will include “Top Gun: Maverick” Oct. 7 and “Elvis” Oct. 21. Also, The Masters Series every quarter features experts making multimedia presentations about topics from music to history. Each member may reserve an extra seat for a nonmember guest at pasadenaseniorcenter.org (click on Activities & Events). *Image: Paramount Pictures*

Continued on page 13

BRIEFLY

U.S. REP. JUDY CHU (D-PASADENA) HAS HONORED THE PASADENA SENIOR CENTER (PSC) AS NONPROFIT OF THE YEAR. The annual award recognizes individuals and organizations that have provided exceptional leadership in the district, which encompasses 16 cities from Pasadena to Upland. PSC is an independent, nonprofit organization that receives no government funding and relies solely on shared investment by the greater Pasadena community, foundations and other sources, which makes it possible to provide social services, offer classes, pay instructors, maintain facilities and more. *Source: Pasadena Now*

PASADENA PUBLIC HEALTH DIRECTOR AND HEALTH OFFICER DR. YING-YING GOH HAS BEEN SELECTED for the 2022-23 class of Robert Wood Johnson Foundation Health Policy Fellows at the National Academy of Medicine. Dr. Goh has taken a personal leave of absence until the completion of the one-year fellowship. The City appointed **Dr. Eric Handler** as interim health officer while Dr. Goh participates in her fellowship program. Dr. Handler is a retired public health consultant. D.C. *Source: City of Pasadena*

DISTRICT 6 COUNCILMEMBER STEVE MADISON HAS APPOINTED PAULA VERRETTE, M.D., to the Citizens Police Oversight Commission. Verrette replaces Patricia Kinaga. Dr. Verrette is a longtime west Pasadena resident. *Source: Pasadena Now*

DR. LORI MORGAN, president and CEO of Huntington Health, was elected to the Board of the American Hospital Association. Dr. Morgan will serve as chair for Region 9, which includes California, Washington and Oregon. *Source: City of Pasadena*

AFTER HALF A CENTURY IN PUBLIC SERVICE, FORMER PASADENA POLICE CHIEF BERNARD MELEKIAN has officially retired. Melekian stepped down as the Santa Barbara Police Department's interim police chief. *Source: Pasadena Now*

RAPHAEL HENDERSON is the new chairman of the Board of Directors of the Pasadena Chamber of Commerce. Henderson vowed to ensure that the organization will help small businesses in Pasadena navigate amid accelerating inflation as gasoline prices hit a record high and the cost of food soared. *Source: Pasadena Now*

AFC is training the next generation ...

Continued from page 10

Maranatha High School; Alex Shapovalova, 16, Westridge School for Girls; Coco Sanchez, 16, Renaissance Arts Academy; and Winston Chow, 18, Cal Poly Pomona.

AFC interns undertook a wide range of projects. They installed and maintained wildlife cameras, processed photos, and helped with AFC's ongoing participation in the Urban Wildlife Conservation Network. They had the chance to work on wildlife research projects headed by Dr. Amanda Zellmer at Occidental College, in partnership with AFC. They worked on restoring Rubio Canyon trails, removing graffiti, and pulling out invasive plants. They learned about native plants, science communications and social media. They joined field trips to Descanso Gardens, Arlington Gardens, the Angeles National Forest and Eaton Canyon.

AFC recruits promising students who are focusing their studies on the natural world. Each well understands, probably better than the rest of us, that our planet is in peril

and wants to help fix it. We strive to let them experience working in the world of conservation, to educate, inspire and open doors to future work in environmental fields. Multiple former AFC interns have gone on to pursue higher education focused on conservation and to careers in environmental work.

It's also a great way for Los Angeles area students to learn more about the habitat and ecological conditions that surround them. "My internship at AFC taught me about local conservation efforts and land preserves that I had not known before — despite being so close to me," said Rebeca Garnica, a 17-year-old student from Maranatha High School.

For students who care about environmental issues or who are committed to undertaking work to help save the planet, this can be a valuable experience and an eye-opening chance to see what real day to day conservation work entails. "[AFC] fostered my previous environmental interests," Alex added, "and encouraged me to do more."

Assumptions vs. reality...

Continued from page 12

for the Arts (a \$60 value) and much more. Check out our membership page on the website (click on Donation & Membership). Residency in Pasadena has never been a requirement for members or nonmembers.

- **Assumption #3:** The Pasadena Senior Center is operated and funded by the City of Pasadena. Nope! Unlike most of the 11,000 senior centers in the U.S., the Pasadena Senior Center is an independent, nonprofit organization that receives no government funding, relying instead on donations from individuals and foundations. PSC was named Nonprofit of the Year by U.S. Rep. Judy Chu in August — the only nonprofit to receive this designation in the entire 27th Congressional District, which encompasses 16 cities. Making a tax-deductible donation to this vital

community asset is easy: Simply visit www.pasadenaseniorcenter.org and click on Donation & Membership.

- **Assumption #4:** The Pasadena Senior Center shut down during the worst months of COVID. Nope! While most senior centers in the U.S. had to close for the better part of a year or longer, PSC rose to the challenge of the "new normal." The doors stayed open for critical social services, and activities were offered via Zoom. Older adults who had little to no tech experience embraced opportunities to learn this new technology so they could participate from home. Within the past few months, some activities have returned to the center while others are still offered via Zoom by popular demand.

So now you know. We hope to see you at the Center or on Zoom soon.



A view west on Howard (Green) Street to the homes on Terrace Drive. The home of B.F. Ball in the center was removed in 1924, and Green Street was extended to South Orange Grove. Both Ball and his neighbor on the south, Delos Arnold, were supporters of the Terrace Drive extension proposal.

Terrace Drive: a grand scheme that was not to be

By Kirk Myers
Assistant Archivist

In 2000, a proposal by developer Legacy Partners to construct 1,727 residential units on the former Ambassador College campus created controversy in west Pasadena. The City of Pasadena released a draft Environmental Impact Report [EIR] in December 2000.

“The Legacy EIR sparked widespread neighborhood opposition. The City received more than 350 letters and e-mails regarding the EIR. WPRA actively participated in the public comment process and submitted more than 20 pages of written comments in a series of letters to the City. The concerns raised by the west Pasadena residents generally fell into three major categories: density, traffic and historic preservation.” (66-year journey: Ambassador College to Ambassador West, by Vince Farhat, *WPRA News*, Fall 2013)

A century earlier, another proposed development in the same area brought significant protest and opposition from nearby residents. None of the issues that were concerning a century later – density, traffic, and historic preservation – led to the opposition.

On May 15, 1896, the *Pasadena Daily Evening Star* reported that “The improvement of Terrace drive took definite shape this morning at a meeting of prominent citizens held at the office of E. H. Lockwood, who had prepared a map

carefully drawn to scale, not only showing improvement contemplated on Terrace drive, but a continuation of the same work on through Pasadena avenue to Columbia street” Most of the “prominent citizens” at the meeting were residents of Terrace Drive.

Opened in 1886 by Dr. O. H. Conger and other nearby landowners, Terrace Drive was originally only one block long, from Colorado south to Howard (now Green) Street. Pasadena historian Hiram Reid wrote “They named it Terrace Drive because it was cut along the hill slope in terrace fashion.”

By 1896, the street had been extended to Elevado (renamed Del Mar in 1929), and prominent Pasadena residents had built fashionable Victorian homes on the crest of the hill overlooking the city. Those promoting the Terrace Drive improvement plan said that it could provide “a beautiful drive which in connection with the already famous Orange Grove avenue will show to the best advantage the elegant residence property of the west side.”

On April 9, 1897 the *Los Angeles Herald* provided an update on the project: “It is very probable that Terrace drive will be extended from Elevado drive, where it now ends, to connect with Pasadena avenue at Palmetto drive in a southeasterly direction. This will extend the street three blocks, and it will then be widened 80 feet to form a handsome boulevard.”

On December 20, 1897 E. H. Lockwood and

George F. Kernaghan submitted a petition to City Council to extend Terrace Drive south to Bellefontaine, where it would join Pasadena Avenue to Columbia. Signed by a majority of property owners affected, it also called for palms or ornamental trees to be planted on the avenue. Four days later, the *Herald* mentioned that “some property owners on the proposed route of Terrace drive, which is to be extended south to Columbia street, may protest such a move.” A Pasadena newspaper concurred – “There will be systematic and determined opposition to the scheme. Many property owners, those whose property would be cut by the avenue if put through, are banding themselves together and claim that they will fight the scheme to the bitter end. ...And the fight is hardly started.”

On December 27, 1897 City Council met and “the most important matter for consideration was that of extending Terrace drive through to connect with Pasadena avenue at Bellefontaine street and changing its name to Terrace avenue. This proposition has been considered for some time, and recently a petition was circulated which received a large majority of the property owners concerned. Today a protest against the movement was presented to Council, and a stormy discussion followed.” (*Los Angeles Herald*, December 28, 1897).

At a City Council meeting on the afternoon of February 21, 1898 “a number of citizens were present to argue upon

the question of improving and extending Terrace drive. Mayor Hartwell announced that there would be no time at this session for argument. The resolution of intention to do the work was adopted and the citizens may have a chance to put in their protests and defenses at the next meeting.”

Meanwhile, letters were appearing in the *Pasadena Daily News*. A.K. Nash wrote on March 18, 1898: “I have lived in Pasadena ten years, have paid hundreds of dollars for street improvements gladly, and this is the first time that I have publicly protested against any expenditure of money. ... Conservative estimates place the cost of this boulevard at \$50,000. Many say more, if proper damages are allowed. This, of necessity, means heavy assessments along the route. Is it a great public necessity? Let’s see. It starts in on Colorado street, under the hill on Terrace drive and ends on Columbia street. It is no great public thoroughfare and never will be. It goes nowhere. The benefits certainly do not justify the expense. “Later on, he added “...I have personal knowledge of numbers of poor people along this route who will be compelled to mortgage their property to pay their assessments.”

The next day J.W. Hanson decried “The Terrace Drive Scheme” – “Suppose it should add a trifling value to lots on the avenue, ought not every well-disposed man or woman to be willing to forego that possible, but by no means certain,

advantage in consideration of the serious injury it will work on those who are unable to bear it.”

At a City Council meeting on the afternoon of March 21, 1898 a “pretty lively discussion took place” about the widening and extension of Terrace Drive, “which could not be settled today. A number of property owners on South Pasadena avenue protested.” “The Terrace-Avenue protests were postponed for hearing on April 4.”

But on April 19, 1898 the *Los Angeles Herald* quietly noted “A resolution was passed ordering work on the Terrace drive improvement begun.” On October 25, the Herald reported that “the last of the protests against the Terrace avenue improvements were filed today. Only about 15 per cent of the property in the district is represented in the protests.”

The protests continued in a City Council meeting on November 15, 1898. “Protests against the extension and widening of Terrace avenue were heard by the city council today. ...The lobby was well filled with those interested in the proceedings through owning property in the assessment district. The board of trustees ruled that the question of the desirability of the improvement had been fully considered and approved long ago and that the arguments should be confined to the fairness or otherwise of the awards made in the commissioners’ report. It was evident

that anyone making protests against improvement in the city of Pasadena has to swim against the current.”

On February 10, 1899 the *Pasadena Daily Evening Star* reported that the Terrace Drive petition and protests were discussed for another three hours, because George W. Stimson had been away from the city and did not have a chance to appear before the Council. “The matter has been argued before the City Trustees on several occasions, and at one or more of the hearings, the talk has been very heated.”

Four days later, the proposal to extend Terrace Drive was approved 4 to 1 by the City trustees. “At today’s session of the city council there was a noticeable absence of spectators, the protestants against the Terrace drive improvement evidently having given up the fight, concluding that the trustees would pass the ordinance anyway, in spite of any remonstrance they might make.” (*Los Angeles Herald*).

However, the project stalled and never went forward. By 1901 there were legal issues that prevented property sales along the proposed route, and City Council was notified by a title company that property titles would be clouded because of the project.

On April 25, 1901 the *Pasadena Star* published a story that claimed “It is said by persons who are in a position to know that the project of creating a boulevard out of Terrace Drive is to be revived and pushed to a successful conclusion.” The article said that while there had been opposition to the project “because many of the people felt that they could not afford the expense,” times were now more prosperous “and there would not be the same opposition there was before.”

But in July City Council decided to abandon the Terrace Drive project, and in October 1901 “the money in the Terrace drive widening fund was transferred by resolution into the general fund.”

Today Terrace Drive is back to its original 1886 dimensions – a one-block street from Colorado south to Green.

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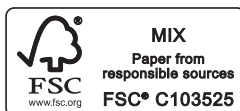


A photo from the 1890s of the original block of Terrace Drive. Howard (now Green) street is at the bottom, and Terrace Drive extends north to Colorado. The Stuart home at the right is now the location of the parking lot of Ralphs Market.



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