



Additional Documents List Regular City Council Meeting March 3, 2021

Item No.	Agenda Item Description	Distributor	Document
15	Project No. 2171- CUP/DRX/TTM/TRP – Seven Patios Mixed-Use Residential and Commercial Project at 845/899 El Centro Street (Continued from February 3, 2021)	Joanna Hankamer, Planning and Community Development Director Kanika Kith, Planning Manager	Memo Updating Conditions
17 (1)	Consideration of Business Marketing Plan Proposal from nexusplex and the South Pasadena Chamber of Commerce and Approval of Appropriation of Funding	Lucy Demirjian, Assistant to the City Manager	Memo re. Supplemental Information
17 (2)	Consideration of Business Marketing Plan Proposal from nexusplex and the South Pasadena Chamber of Commerce and Approval of Appropriation of Funding	Lucy Demirjian, Assistant to the City Manager	Memo re. Additional Supplemental Information
PC	Emailed Public Comment for: Closed Session “A”; Regular Session Agenda Item Nos. #2, 15, 16, and 17	Maria E. Ayala, Chief City Clerk	Emailed Public Comments



**City of South Pasadena
Planning and Community
Development Department**

Memo

Date: March 3, 2021

To: Mayor and Members of the City Council

From: Sean Joyce, Interim City Manager

Prepared By: Joanna Hankamer, Planning and Community Development Director
Kanika Kith, Planning Manager

Re: Additional Document for **Item No. 15** – Seven Patios Mixed-Use Project – Revised Conditions


Condition Revision

Staff is requesting revisions to three (3) conditions below to clarify the intent of these conditions.

- PL-44. The applicant shall submit a Master Sign Plan for review and approval pursuant to Section 36.320 of the Zoning Code. The Master Sign Plan shall incorporate directional signage to access the parking garage **and direct the public to public parking spaces.**
- PW-18. The applicant shall provide a sewer study. Provide a report that the proposed sewer outlet on El Centro Street and/or Orange Grove Place has adequate capacity for the proposed sewage flow. **The developer shall be responsible for all sewer improvements to provide adequate capacity for the proposed sewage flow.**
- PW-27. The applicant shall submit a Stormwater Pollution Prevention Plan (SWPPP) and file a Notice of Intent with State Water Quality Control Board. A Waste Discharge Identification Number (WDID#) must be obtained prior to **the start of any construction work onsite commencing any work.**


Presentation Revision

The pre-recorded presentation from February 3, 2021 meeting will be played for this meeting. Because of the new conditions added for the March 3rd meeting, the numbering of the conditions changed and staff would like to correct that Condition PL-49 on Slide 17 is now Condition PL-51 as shown below:

February 3, 2021 | 17 

Traffic Conditions of Approval

- Condition PW-11: A focus traffic study will be required prior building permit.
- Condition **PL-51** ~~PL-49~~: Applicant to enter into an agreement with the City prior to final inspection agreeing to fund a traffic study if the Chair of Planning Commission and Chair of MTIC determines that a traffic study is needed to address any traffic issues or complaints.





**City of South Pasadena
Management Services
Department**

Memo

Date: March 1, 2021

To: The Honorable City Council

Via: Sean Joyce, Interim City Manager

From: Lucy Demirjian, Assistant to the City Manager

Re: March 3, 2021, City Council Meeting Item No. 17 Additional Document –
Consideration of Business Marketing Plan Proposal from nexusplex and the South
Pasadena Chamber of Commerce and Approval of Appropriation of Funding

The attached document is supplemental information received after the staff report was published.

CITY-WIDE BUSINESS AD PROGRAM

SPONSORED BY THE CITY OF SOUTH PASADENA | PRODUCED & EXECUTED BY NEXUSPLEX

HOW IT WORKS

for the participating businesses

ROLLOUT TIMELINE

WEEK 1

Business Outreach
Intake
OnBoarding
Scheduling

WEEKS 2 thru 9

Campaigns Run
(8-weeks)

WEEK 10

Latecomers
Outreach/Wrap-up
Data Collection/Performance
Analytics Reports
Traffic Reports to Businesses
Detailed Project Report to City



- 1) Visit: AdSpace.LA, Create an account, must be a South Pas. Business
- 2) **Choose a package:** A, B, or C, enter special unique code at checkout
- 3) **Upload graphics** (logo, photos, completed ads, etc.)
- 4) **Receive confirmaiton** from nexusplex/South Pasadenan staff via phone or email
- 5) **Business can change out graphics** bi-weekly if desired
- 6) **Traffic & Click reports** available on their account for the web ads

Business Support: nexusplex & South Pasadenan News staff are available via phone, email, and by appointment. We work with the businesses who want/need assistance.

PACKAGES

A

WEB FOCUSED

80% WEB / 20% PRINT

SOCIAL MEIDA INCLUDE
ALL CHANNELS

FACEBOOK INSTAGRAM TWITTER
PINTEREST YOUTUBED

B

BALANCED

50% WEB / 50% PRINT

SOCIAL MEIDA INCLUDE
ALL CHANNELS

FACEBOOK INSTAGRAM TWITTER
PINTEREST YOUTUBED

C

PRINT FOCUSED

80% PRINT / 20% WEB

SOCIAL MEIDA INCLUDE
ALL CHANNELS

FACEBOOK INSTAGRAM TWITTER
PINTEREST YOUTUBED

The Big List of Available Ad Elements to Build Packages

WEB ADS | Destop, Laptop, Tablet, & Mobile

Web Graphic Ad RT Column Standard 300x250

Web Graphic Ad 300x500

Web Graphic Ad 728x90

Social Media Push All Channels

Graphic Design Web Ad 3-Sizes

Graphic Design Re-Work Existing Graphic

Newsletter Ad Include 1-Week

Social Media | Create Facebook Event and Promote

Stock Content | Provide Graphic, Photo, or Template

eNewsletter Ad Placement

Client Submitted Press Release Published Online

PRINT ADS & PRINTED COLLATERAL

PRINT Ad 'Promo Exclusive — Color 1-Weekly Issue Include

PRINT Ad 'Double Banner' — Color 1-Weekly Issue Include

PRINT Ad 'Quarter Page' — Color 1-Weekly Issue Include

POST CARDS

FLIERS

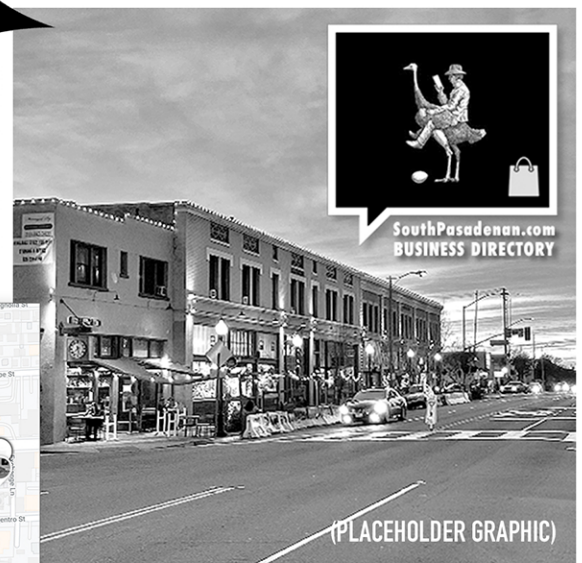
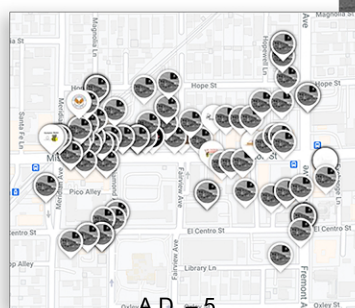
WINDOW SIGNS

Replace with
business
photo or logo

BUSINESS DIRECOTRY LISTINGS | Live OnLine

SouthPasadenan.com/directory-listing

Live interactive map search
900+ South Pasadena Businesses Loaded
Easy 'Claim Your Business'
Business Can load their own photos, logos,
video, details, social media
sharable, SEO optimized, and more





**City of South Pasadena
Management Services
Department**

Memo

Date: March 2, 2021

To: The Honorable City Council

Via: Sean Joyce, Interim City Manager

From: Lucy Demirjian, Assistant to the City Manager

Re: March 3, 2021, City Council Meeting Item No. 17 Additional Document # 2–
Consideration of Business Marketing Plan Proposal from nexusplex and the South
Pasadena Chamber of Commerce and Approval of Appropriation of Funding

The attached document is a second piece of supplemental information received after the staff report was published.

[REDACTED]

From: Lucy Demirjian
Sent: Tuesday, March 2, 2021 9:35 PM
To: City Clerk's Division; Tamara Binns
Cc: Sean Joyce
Subject: FW: SP Chamber - SL letter clarification
Attachments: NexusPlex Letter to Council.pdf

[REDACTED]

From: Berk, Andrew (Avison Young - US) [REDACTED]
Sent: Tuesday, March 2, 2021 5:58 PM
To: Lucy Demirjian <ldemirjian@southpasadenaca.gov>
Cc: Laurie Wheeler [REDACTED]
Subject: FW: SP Chamber - SL letter clarification

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good Tuesday to you -

As Chairman of the South Pasadena Chamber of Commerce Board of Directors, we are certainly looking forward to the light at the end of the tunnel and recognize that it will be some work to get our community back to better physical and economic health through an upcoming recovery here.

The letter from nexusPlex that is included in the City Council agenda has a number of erroneous facts, and we feel that certain statements should not be go unchecked and need some brief clarification. We respectfully submit these comments/clarifications to you. It is, has been, and will continue to be, our goal to support the businesses diligently, responsibly, transparently and in keeping with our mission and long history of working for the business community. We are thankful that you recognize that this is even more critical with any allocation of public funds. We know that the Council will evaluate the merits of the two proposals being considered.

The nexusplex subject letter is attached for your convenience and my comments are in **bold & blue**:

“Before December 25th, I made two in-person requests to the SPCC Chairman to meet with the SPCC Board as the council requested, to no avail. I assumed the SPPC would be getting back to me to schedule a meeting.”
SPCC felt it was important to take the diligent steps necessary to develop a well thought out plan prior to any meetings that included nexusplex. Once we met with Steven, we continued to ask him for any specifics including marketing line item budgets and any specifics -which were not received back. Steven continued to ask us to take time to meet but every time the committee was presented with the same material and lacked any specifics.

“I was also informed by email that SPCC has a ‘contract to market the City of South Pasadena’ and therefor any funds would be allocated to them for use how they see fit, essentially an attempt to sideline nexusplex. Our best understanding is that no provision of the Business Improvement Tax, ordinance 1738, or of the cities contract with the SPCC grants the Chamber an exclusive duty to provide marketing, branding or economic development services, as the City wisely thought to preserve its discretion to seize any opportunity it may deem appropriate.
This is not true. There is no contract as stated above. We are not nor have we ever attempted to sideline anyone.

“Rather than work with nexusplex, the SPCC decided to bring in, and place on their board, an outside ‘marketing person’ from Pasadena to draft their own plan. This approach not only goes against the Council Decision, their marketing person has no direct experience with the small businesses in South Pasadena in such capacity. “

This person was not brought in, but rather has been on our Board of Directors prior to this from our local non-profit Hillslides, a long time and respected board member. Being in marketing he took the lead role and is one of a dozen or so volunteers on the Chamber sub-committee, all valued and respected members of this community.

“The competitive stance of the SPCC with us, as an SPCC business member, is a serious concern. It has made me question the advisability of working so closely with the current President and Board of Directors.”

It was and is not a competitive, stance, but one mandated with due diligence and responsibility, and with financial accountability and transparency.

Kindly –

Andrew Berk
Chair, South Pasadena Chamber of Commerce

Check out these two new unique LA spaces available for Lease now:

*The Beastie Boys infamous G-Son Studios: [Creative Office Space](#)

*30-35k SF Office for an unbelievably low rate: [Incredible 30-35k SF Creative Office](#)

Andrew Berk

Principal

CA DRE# 01369568



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Closed Session City Council Meeting
E-mail Public Comment 03/03/2021

AGENDA ITEM A
Existing Litigation

1. Chris Bray

From: Chris Bray <[REDACTED]>
Sent: Friday, February 26, 2021 12:31 PM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Cc: CCO <cco@southpasadenaca.gov>
Subject: Public Comment -- Closed Session, March 3

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

(Agenda Item A, number 11: LASC Case No. 19BBCV00118)

Councilmembers,

As you have your closed session discussion about ongoing litigation tonight, please take note of an item from the consent calendar in your upcoming open session. Colantuono, Highsmith & Whatley have submitted an invoice this month that includes a line item of \$38,430.39 for "Case 2." You have furloughed employees who made less than that amount in annual salary and benefits.

In the last month alone, you have spent about as much public money as it would have cost the city to fully and permanently resolve this lawsuit two years ago, after the sewage leak but before the fake warrant and the insane retaliation raid. At the rate of up to \$40,000 a month, with a 2019 lawsuit scheduled for trial in 2022, you are on track to spend at least half a million dollars for legal fees to resolve what was once a minor sewage leak lawsuit.

I propose that the City of South Pasadena cover some of the costs of this ongoing litigation by selling your closed session minutes to a business school for use as a case study on the sunk costs fallacy.

Chris Bray
South Pasadena resident

Regular City Council Meeting
E-mail Public Comment 03/03/2021

AGENDA ITEM NO. 2
General Public Comment

1. Taylor VanEtten
2. Rachel Torres
3. Ella Hushagen
4. Anne Bagasao; Ella Hushagen; John Srebalus; Helen
Tran

From: Taylor VanEtten <[REDACTED]>
Sent: Tuesday, March 2, 2021 10:21 AM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: City Council Meeting 3/3/21 Public Comment

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

My name is Taylor and this comment is for the March 3, 2021 City Council meeting. I have lived near the Monterey Rd/Fremont Avenue intersection for about six months now. We were informed right away by our neighbors how dangerous this intersection is, but we were truly given a first hand account of it's reputation over the last 2 weeks. Fremont Avenue is especially dangerous at any given time with speeding cars ripping through the neighborhood.

Besides the constant 3am wake up by drag racing vehicles and screeching tires, my family has now experienced 3 crashes in the last few weeks. We are so close to this intersection that we often hear the metal crashing.

Around 3pm on February 20, a pedestrian was struck by a vehicle at the intersection of Fremont Ave and Oak Street. The next day, another pedestrian was struck by a vehicle at the intersection of Fremont Avenue and Monterey Rd at 8am. And most recently, on Sunday February 28 at 8:30pm, 2 cars collided head on at the Monterey/Fremont intersection.

This is unacceptable. The South Pasadena City council should be fully engaged in making our neighborhood streets walkable and safe. South Pasadena Police should be actively monitoring for speed on these roads. There are numerous churches along Fremont with young children in attendance daily, and not to mention South Pasadena High School and its employees are returning to campus.

As a resident of this area, I cannot even rely on the stoplights and crosswalks to guard me safely as I walk, and my family actively changes where we walk and when to curb our risk of being hit by a speeding car. Something must be done to correct this dangerous road and intersection.

Thank you,
Taylor

--

Taylor VanEtten
p: [REDACTED]

From: Rachel Torres <[REDACTED]>
Sent: Wednesday, March 3, 2021 11:22 AM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: UFCW 770 Public Comment Letter in support of Hero Pay

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

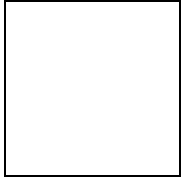
Attached please find UFCW 770's support letter for hero pay in South Pasadena.

Thank you for your consideration in this matter.

Best regards,

Rachel Torres

--



Rachel Torres
Deputy Political and Civil Rights Director
UFCW 770





March 3, 2021

Sent Via Email:
ccpubliccomment@southpasadenaca.gov

UFCW LOCAL 770
P.O. BOX 770
Hollywood, CA 90078
(213) 487-7070 or/o
(800) UFCW 770
8:00 a.m. – 5:00 p.m.
Monday – Friday

Mayor Diana Mahmud
1414 Mission Street
South Pasadena, CA 91030

RE: General Public Comment
Open Session; Hero Pay for Retail Workers in South Pasadena

Dear Mayor Mahmud and Fellow Councilmembers:

We are writing to express our strong support for a temporary, emergency ordinance for hero pay in South Pasadena. On January 20, 2021, the City Council approved a motion by Mayor Pro Tem Cacciotti for staff to draft an ordinance providing hero pay to our city's retail workers. The ordinance has not been returned to the City Council to date. In other jurisdictions around California, cities and counties are moving ahead with hazard pay for retail workers. The cities of Pomona, Long Beach, Montebello, West Hollywood, Irvine, Coachella, San Mateo, Seattle, Oakland, Berkeley, and Santa Ana have enacted hazard pay ordinances, as has the County of Los Angeles for unincorporated areas. The cities of Los Angeles, Santa Monica, Palm Springs, and Santa Clara County all considering hazard pay ordinances to compensate retail workers for the added risks burdening them during the pandemic.

The momentum behind local hazard pay ordinances is growing due to congressional stalemate and breathtaking profits by major retailers. According to the Brookings Institution, in 2020 retailers averaged 40% profit increases compared to 2019. Brookings found that in 2020, Kroger's profits were up 90%, up \$962 million from 2019. Albertsons' profits were up 153% over the previous year, from \$344 million to \$871 million. Meanwhile, economic insecurity for workers is high and retail workers risk coronavirus infection each day they work. Some retailers offered hazard pay early in the pandemic, and some, including Trader Joe's, have voluntarily enacted hero pay for their employees. The Brookings Institution report found that, when available, hazard pay makes a meaningful difference for low-wage retail workers, particularly for women and people of color. The authors determined that retailers could increase the amount of hazard pay they offer substantially while still earning record profits. South Pasadena should not retreat from good policy in fear of the grocery associations' intimidation tactics to beat back local ordinances.

On February 25, a federal district court denied the California Grocers Association's motion for a preliminary injunction to temporarily overturn the Long Beach hero pay ordinance. Kroger's decision to close two retail locations in Long Beach has been widely pilloried as retaliation against essential workers. In sum, the grocery associations are coming up short in courts of law and public opinion. The COVID-19

**LOS ANGELES
MAIN OFFICE**
630 Shatto Place
Los Angeles, CA
90005

BRANCH OFFICES
Arroyo Grande
Bakersfield
Camarillo
Harbor City
Huntington Park
Santa Barbara
Santa Clarita

pandemic has infected and killed Black and Latinx Americans at vastly disproportionate rates. The pandemic's racial and ethnic disparities are caused, in part, by the heightened risk of infection to essential workers, such as grocery store workers who are more likely to be Black and Latinx. Across our region, over 5,800 members of UFCW Local 770 have become infected. Fifteen members have passed away. South Pasadena residents also benefit from the convenience of six grocery options from major retailers within our city's three-and-a-half square miles, which have been open continuously throughout the pandemic.

As South Pasadena addresses its history as a sundown town, it must consider concrete measures to remedy racial inequities affecting people who work here for low wages. Requiring retailers to give a modest pay bump to the workers who assist South Pasadenans every day is one such concrete measure the city can take. We urge South Pasadena to put teeth behind its widespread yard signs thanking essential workers for their service. Please agendaize an urgency hazard pay ordinance for the March 17 City Council meeting.

Sincerely,
UFCW LOCAL 770



John M. Grant, President

JMG:jc

From: Ella Hushagen <[REDACTED]>
Sent: Wednesday, March 3, 2021 11:49 AM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Re: General Public Comment: Inclusionary Housing

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

Can you please include the attached comment in the agenda packet instead of the one I emailed earlier? I realized I was missing a few signatures.

Thanks!

Ella

On Wed, Mar 3, 2021 at 11:24 AM Ella Hushagen <[REDACTED]> wrote:
Hello,

Please include the attached comment regarding inclusionary housing in the agenda packet as a general public comment for open session at the City Council meeting tonight, March 3, 2021.

Thanks.

Ella

March 3, 2021
General Public Comment, Open Session

We heartily applaud South Pasadena’s Planning Department for proposing an inclusionary zoning ordinance. We are asking the Councilmembers to endorse key components of the draft ordinance, and instruct the Planning Commission to move swiftly to finalize its recommendation.

The Planning Department’s ordinance will maximize affordable housing development in the city. New housing developments with more than 10 units will be required to include between 15% to 20% affordable units, and developments with more than 25 units will have to build 20% affordable units. These robust requirements for affordable development are on par with what the city of Pasadena requires. Pasadena has observed no disincentive to development since strengthening its inclusionary zoning ordinance.¹

We support the Planning Department’s decision to allow developments with three or fewer units to pay in-lieu of fees rather than develop affordable units. This provision will optimize South Pasadena’s development of affordable housing by not taking smaller developments with four or more units off the table. In-lieu of fees are generally ineffective. Small cities face special challenges in collecting and leveraging such fees to develop affordable housing.

It is imperative for South Pasadena to adopt an aggressive ordinance, and quickly. First, and most critically, your constituents in South Pasadena support development of affordable housing. The pandemic has illustrated the grave public health crisis caused by a lack of affordable housing in our broader community: people forced to crowd into apartments and houses to make the rent are infected with and die from COVID-19 at significantly higher rates than people who do not live in overcrowded housing.² COVID-19 deaths in our greater Los Angeles County are disproportionately impacting Black and Latinx households—increasing by 1000% from November to January—due largely to overcrowded housing and the lack of affordable housing which increases the spread of the virus.³ This is neither the first nor last public health crisis we will face. The city’s moral responsibility to build affordable housing has never been more stark.

Second, the city has fallen far behind in the production of affordable housing. ***In six years, from 2013-2019, the city produced merely 10 affordable units*** out of 93 total units. The city has approved a number of developments in the heart of downtown that contain zero affordable units, like Mission Bell and Seven Patios. The ordinance is designed to make up ground on this disappointing record.

¹ PASADENA NOW, January 25, 2021, “Developers Not Discouraged by Inclusionary Housing Ordinance Amendment.” Available online at <https://www.pasadenanow.com/main/developers-not-discouraged-by-inclusionary-housing-ordinance-amendment/>

² Mejia, Brittny, LOS ANGELES TIMES, January 29, 2021, “When coronavirus invaded their small apartment, children desperately tried to protect dad.” Available online at <https://www.latimes.com/california/story/2021-01-29/how-overcrowded-housing-led-to-covid-death-la-family>

³ Lin, Rong-Gong & Money, Luke, LOS ANGELES TIMES, January 30, 2021, “Latino COVID-19 deaths hit ‘horrifying’ levels, up 1,000% since November in L.A. County.” Available online at <https://www.latimes.com/california/story/2021-01-29/la-latino-covid-19-deaths-up-1000-percent-since-november>

Finally, South Pasadena appealed its RHNA allocation on the basis that the city is built out and no room remains for new construction. The appeal was unsuccessful; the city would be prudent to operate as though the RHNA allocation will stand. If space is a precious commodity, South Pasadena must optimize remaining sites to develop 1,151 affordable units required by state law.

At the Planning Commission meeting, a number of the commissioners expressed concern that the ordinance seemed rushed. It is not. Inclusionary zoning has been on the city's agenda since 2018. There have been multiple stakeholder meetings about it. The commissioners have previously lamented their inability to require developers to build affordable units without an inclusionary zoning ordinance.

We agree with Commissioner Padilla, who appealed to her colleagues that, "speaking from [her] heart," the inclusionary zoning ordinance is the most critical work the Planning Commission has before it. Commissioner Padilla urged her colleagues to be bold. She cast doubt on fears that the ordinance will deter developers from building in South Pasadena. After all, South Pasadena has the trifecta of outstanding schools, metro access, and walkable streets.

We ask the Council to direct the Planning Commission to recommend the Planning Department's inclusionary zoning ordinance at its next upcoming meeting, and send it to the City Council for first reading by **March 17, 2021**.

Signed,

- | | |
|---------------------------|--------------------------|
| 1. Sean Abajian | 24. Stephanie Ehrlich |
| 2. Alexander Aquino | 25. Betty Emirharian |
| 3. Ahilan Arulanantham | 26. Sarah Erlich |
| 4. Kiera Atkinson | 27. Margaret Farrand |
| 5. Anne Bagasao | 28. Tzung-lin Fu |
| 6. Kerrie Barbato | 29. Will Hoadley-Brill |
| 7. Matthew Barbato | 30. Laboni Hoq |
| 8. Chris Becker | 31. Che Hurley |
| 9. Robin Becker | 32. Ella Hushagen |
| 10. Sierra Betinis | 33. Phung Huynh |
| 11. Katrina Bleckley | 34. Amy Davis Jones |
| 12. Felicie Borredon | 35. Mariana Huerta Jones |
| 13. Laurent Borredon | 36. Amber Jaeger |
| 14. Anny Celsi | 37. Sam Jaeger |
| 15. Amber Chen | 38. Cassandra Kaldor |
| 16. Janna Conner-Niclaes | 39. William Kelly |
| 17. Frederick Eberhardt | 40. Afshin Ketabi |
| 18. Jonathan M. Eisenberg | 41. Caroline Kimbel |
| 19. Barbara Eisenstein | 42. Kristen Kuhlman |
| 20. Richard Elbaum | 43. Caitlin Lainoff |
| 21. Owen Ellickson | 44. Alexandria Levitt |
| 22. Alan Ehrlich | 45. Jacinta Linke |
| 23. Justin Ehrlich | 46. Tony Lockhart |

47. Sofia Lopez
48. Tiana Lopez
49. Elena Mann
50. Ian Marshall
51. Jan Marshall
52. Richard Marshall
53. Robin Meyer
54. Abby McCrate
55. Jenny Munninopas
56. Adam Murray
57. Ayaka Nakaji
58. Raf Niclaes
59. Joanne Nuckols
60. Carla Obert
61. Gayle Oswald
62. John Oswald
63. Victoria Patterson
64. Noah Perez-Silverman
65. Sarah Perez-Silverman
66. Myron Dean Quon

67. Alexandra Ramirez
68. Minoli Ratnatunga
69. Courtney Rojas
70. Allie Schreiner
71. Barrett Schreiner
72. Andrea Seigel
73. Delaine Shane
74. Alexandra Shannon
75. Sean Singleton
76. Allison Smith
77. Christopher Smith
78. John Srebalus
79. Levi Srebalus
80. Kathleen Telser
81. Andrew Terhune
82. Casssandra Terhune
83. Amy Turk
84. Helen Tran
85. Roya Yasharpour
86. Jean Yu

From: Ella Hushagen <[REDACTED]>

Sent: Wednesday, March 3, 2021 11:33 AM

To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>

Cc: Diana Mahmud <dmahmud@southpasadenaca.gov>; Michael Cacciotti - Personal

<[REDACTED]>; Jon Primuth <jprimuth@southpasadenaca.gov>; ezneimer

<[REDACTED]>; Jack Donovan <jdonovan@southpasadenaca.gov>; John Srebalus

<[REDACTED]>; Helen Tran <[REDACTED]>; Anne Bagasao

<[REDACTED]>

Subject: Public Comment: Hazard Pay Urgency Ordinance

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City Clerk and Councilmembers,

Please find attached a general public comment for open session at tonight's City Council meeting in support of hazard pay for retail workers in South Pasadena. Additionally, we ask that you include in the agenda packet [this exhibit](#) reflecting support for essential workers in our community.

Thanks! We look forward to working with you on this important issue.

Best regards,

Anne Bagasao
Ella Hushagen
John Srebalus
Helen Tran

March 3, 2020
General Public Comment, Open Session
Regarding: Hero Pay for Retail Workers in South Pasadena

On January 20, 2021, the Council approved a motion by Mayor Pro Tem Cacciotti for staff to draft an ordinance providing hero pay to our city's retail workers. The ordinance has not been returned to the Council to date.

In other jurisdictions around California, cities and counties are moving ahead with hazard pay for retail workers. The cities of **Long Beach, Montebello, West Hollywood, Irvine, Oakland, Berkeley, and San Francisco** have enacted hazard pay ordinances, as has the **County of Los Angeles** for unincorporated areas. The cities of **Los Angeles, Santa Monica, Palm Springs, Coachella, San Jose, Santa Ana, Santa Clara and San Mateo** are all considering hazard pay ordinances to compensate retail workers for the added risks burdening them during the pandemic.

The momentum behind local hazard pay ordinances is growing due to congressional stalemate and **brehtaking profits by major retailers**. According to the Brookings Institution, in 2020 retailers averaged 40% profit increases compared to 2019.¹ Brookings found that in 2020, **Kroger's profits were up 90%, up \$962 million** from 2019.² **Albertsons' profits were up 153% over the previous year, from \$344 million to \$871 million.**³

Meanwhile, economic insecurity for workers is high and retail workers risk coronavirus infection each day they work. Some retailers offered hazard pay early in the pandemic, and some, including Trader Joe's,⁴ are still paying a modest wage premium. The Brookings Institution report found that, when available, hazard pay makes a meaningful difference for low-wage retail workers, particularly for women and people of color. The authors determined that **retailers could increase the amount of hazard pay they offer substantially while still earning record profits.**⁵

South Pasadena should not retreat from good policy in fear of the grocery associations' intimidation tactics to beat back local ordinances. On February 25, a federal district court denied the California Grocers Association's motion for a preliminary injunction to temporarily overturn the Long Beach hero pay ordinance. Kroger's decision to close two retail locations in Long Beach has been widely pilloried as retaliation against essential workers. In sum, **the grocery associations are coming up short in courts of law and public opinion.**

The COVID-19 pandemic has infected and killed Black and Latinx Americans at vastly disproportionate rates. The pandemic's racial and ethnic disparities are caused, in part, by the

¹ Kinder, Molly, et al. *Windfall Profits and Deadly Risks: How the biggest retail companies are compensating essential workers during the COVID-19 pandemic*. Brookings Institution. November 2020. Available online at <https://www.brookings.edu/essay/windfall-profits-and-deadly-risks/>

² Kroger's is the parent corporation of Ralph's.

³ Albertson's is the parent corporation of Vons.

⁴ Trader Joe's announced it is cancelling annual raises because it is offering hazard pay.

⁵ Kinder, Molly, et al. *supra* n. 1.

heightened risk of infection to essential workers, such as grocery store workers who are more likely to be Black and Latinx.⁶

Here in South Pasadena, residents enjoy lower rates of COVID-19 transmission and higher rates of vaccination than the County average.⁷ Residents also benefit from the convenience of six grocery options from major retailers within our city’s three-and-a-half square miles, which have been open continuously throughout the pandemic. As South Pasadena addresses its history as a sundown town, it must consider concrete measures to remedy racial inequities affecting people who work here for low wages. Requiring retailers to give a modest pay bump to the workers who assist South Pasadenans every day is one such concrete measure the city can take.^{8,9}

We urge South Pasadena to put teeth behind its widespread yard signs thanking essential workers for their service. ***Agendize an urgency hazard pay ordinance for the March 17 City Council meeting.***

Signed,

- | | |
|------------------------|-----------------------------|
| 1. Alana Adye-Jones | 23. Janna Conner-Niclaes |
| 2. Jennifer Alano | 24. Laura Copeland |
| 3. Ahilan Arulanantham | 25. Melinda Creps |
| 4. Alexander Aquino | 26. Isa D’Arleans |
| 5. Martin AuYeung | 27. Matthew Defulgentis |
| 6. Anne Bagasao | 28. Steven Anthony Diez Jr. |
| 7. Dr. Paula Bagasao | 29. Grace Dennis |
| 8. Kerrie Barbato | 30. Frederick Eberhardt |
| 9. Matthew Barbato | 31. Richard Elbaum |
| 10. Chris Becker | 32. Owen Ellickson |
| 11. Robin Becker | 33. Alan Ehrlich |
| 12. Sierra Betinis | 34. Justin Ehrlich |
| 13. Katrina Bleckley | 35. Stephanie Ehrlich |
| 14. Erin Bonz | 36. Sarah Erlich |
| 15. Felicie Borredon | 37. Judy Evind |
| 16. Laurent Borredon | 38. Tzung-lin Fu |
| 17. Jessica Bradford | 39. Lorena Gomez |
| 18. Matthew Brown | 40. Luca Goodrich |
| 19. Colin Burgess | 41. Dean Gordon |
| 20. Tony Butka | 42. Rachel Hamilton |
| 21. Ivan Cabrera | 43. Sharon Hannah |
| 22. Beth Clendenin | 44. Tanya Henderson |

⁶ Kinder, Molly, et al., *supra* n. 1.

⁷ Lin, Rong-Gong and Luke Money. “COVID-19 vaccine rates in Brentwood, Santa Monica twice as high as poorer L.A. County areas.” *Los Angeles Times*, March 2, 2021. <https://www.latimes.com/california/story/2021-03-02/covid-vaccine-rates-wealthy-la-areas-double-poor-areas>

⁸ Logan, Erin. “Californians broadly back COVID-19 hazard pay, protections for farmworkers, poll finds.” *Los Angeles Times*, February 23, 2021. <https://www.latimes.com/california/story/2021-02-23/latino-and-indigenous-californians-are-disproportionately-impacted-by-covid-19>

⁹ Kinder, Molly, et al. *supra* n. 1.

45. Alec Henderson
46. Will Hoadley-Brill
47. Eric Hoffman
48. Tracey Holder
49. Kelly Hom
50. Laboni Hoq
51. Che Hurley
52. Ella Hushagen
53. Phung Huynh
54. Amber Jaeger
55. Sam Jaeger
56. Adeline Jasso
57. Marion Johnson
58. Ryan Jones
59. Monica Kelly
60. William Kelly
61. Afshin Ketabi
62. JuHee Kim
63. Sunyah Kim
64. Kristen Kuhlman
65. Caitlin Lainoff
66. Ahn Leng
67. Melissa Lien
- Jacinta Linke, elected delegate AD41
LACDP
68. Tony Lockhart
69. Sofia Lopez
70. Vivian Ly
71. Casey Macgregor-Toshima
72. Jan Marshall
73. Demetra Mazria
74. Laura McSharry
75. David Melford
76. Robin Meyer
77. Sean Meyer
78. Julia Moreno Perri
79. Jacob Morris
80. Jenny Muninnopmas
81. Paola Munoz
82. Tudor Munteanu
83. Elizabeth Murillo
84. Andrea Nagata
85. Ayaka Nakaji
86. Anna Nakhienchanh
87. Robyn Nedelcu
88. Katie Neuhoff
89. Anna Newell Brown
90. Raf Niclaes
91. Joanne Nuckols
92. Suzanne Noruschat
93. Carla Obert
94. Gayle Oswald
95. John Oswald
96. Steve Pattenson
97. Chris Patterson
98. Cole Patterson
99. Ry Patterson
100. Victoria Patterson
101. Georgina Paul
102. Kelly Pedersen
103. Sarah Perez-Silverman
104. Sherry Plotkin
105. Natasha Prime
106. Jose Quiguer
107. Melissa Quilter
108. Myron Dean Quon
109. Alexandra Ramirez
110. Eray Rea
111. Zahir Robb
112. Aliza Rood
113. Jason Rosner
114. Shawn Ross
115. Shari Sakamoto
116. Daniel Saunders
117. Allie Schreiner
118. Barrett Schreiner
119. Andrea Seigel
120. Alexandra Shannon
121. Katherine Siew
122. Glafira Silva
123. Sean Singleton
124. Alison Smith
125. Chris Smith
126. John Srebalus
127. Levi Srebalus
128. Mark Stepro
129. Ryan Stone
130. Nancy Tam
131. Noemie Taylor-Rosner
132. Kathleen Telser
133. Andrew Terhune
134. Cassandra Terhune

- 135. Amy Tofte
- 136. Cambria Tortorelli
- 137. Helen Tran
- 138. Elizabeth Wendorf
- 139. Gwen Wong

- 140. Kathleen Wong
- 141. Maya Yahoun
- 142. Rita Yee
- 143. Jean Yu

Regular City Council Meeting
E-mail Public Comment 03/03/2021

AGENDA ITEM NO. 15

**Project No. 2171-CUP/DRX/TTM/TRP – Seven Patios
Mixed-Use Residential and Commercial Project at 845/899
El Centro Street (Continued from February 3, 2021)**

1. Brian Bruegge
2. Delaine Shane
3. Margaret Muñoz

From: Brian Bruegge <[REDACTED]>
Sent: Sunday, February 28, 2021 10:53 AM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Support For Seven Patios Development | 845 El Centro

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

I'm writing to express my support for the Transit Oriented Development at 845 El Centro.

In addition to the obvious environmental benefits of adding housing adjacent to the Mission Street Gold Line station, the project as designed is sensitive to the local character of South Pasadena, and will further enhance the neighborhood surrounding Mission Street.

Moule and Polyzoides have proven themselves a firm uniquely capable of designing projects in character and responsive to the needs of our local community - from their existing gorgeous craftsman apartments on Meridian, to their work in Pasadena surrounding the Playhouse District and in Old Town.

We are fortunate to have such an amazing new project slated to replace the underutilized site adjacent to the tracks, and we should do everything in our power to make this project a reality.

Thank you
Brian Bruegge

From: D. Shane <[REDACTED]>

Sent: Monday, March 1, 2021 10:09 PM

To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>; Maria Ayala <mayala@southpasadenaca.gov>

Cc: Joanna Hankamer <jhankamer@southpasadenaca.gov>; Kanika Kith <kkith@southpasadenaca.gov>; Diana Mahmud <dmahmud@southpasadenaca.gov>; Michael Cacciotti <mcacciotti@southpasadenaca.gov>; Evelyn Zneimer <ezneimer@southpasadenaca.gov>; Jack Donovan <jdonovan@southpasadenaca.gov>; Jon Primuth <jprimuth@southpasadenaca.gov>; Janet Braun <[REDACTED]>; Lawrence Abelson <[REDACTED]>; Kim Hughes <[REDACTED]>; John E. Fisher <[REDACTED]>; Eric Dunlap <[REDACTED]>; Sean Joyce <sjoyce@southpasadenaca.gov>; Tamara Binns <tbinns@southpasadenaca.gov>

Subject: Public Comments: City Council Meeting on March 3, 2021: Agenda Item No. 15 (Seven Patios Project Appeal)

Importance: High

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Maria:

I am submitting comments on Agenda Item No. 15 (Appeal of Seven Patios Project) for the City Council Meeting on March 3, 2021.

As always, thank you for your assistance in this process. It is always deeply appreciated.

Sincerely,

Delaine Shane

March 1, 2021

Mayor Mahmud and City Council Members
City of South Pasadena
1414 Mission Street
South Pasadena, CA 91030

**Subject: Agenda Item No.15: Project No. 2171-CUP/DRX/TTM/TRP – Seven Patios
Mixed-Use Residential and Commercial Project at 845/899 El Centro Street**

Dear Mayor and City Council:

Here are additional comments for your consideration regarding the appeal for the Seven Patios Project. My comments remain focused on subsurface soil contamination and traffic.

1) SUBSURFACE SOIL CONTAMINATION

A) No Contamination Found in Geotechnical Borings

Converse Consultants, who carried out the Phase I Environmental Site Assessment (ESA) study, stated the following on page 15-52 of the City Council Agenda Packet:

“Geotechnical borings evaluate the suitability of the soil for foundation design and proposed construction based on geotechnical parameters.... No odors or discolored soils were observed during Converse’s geotechnical investigation in May 2018.”

From Appendix C (Geotechnical Study associated with the Mitigated Negative Declaration), Converse Consultants on page 4 states:

“3.2 Subsurface Exploration: Four (4) exploratory borings (BH-1 to BH-4) were advanced within the proposed new building development project site on May 5, 2018 by Converse Consultants. The borings were drilled using an 8-inch diameter hollow stem auger up to a maximum depth of 51.5 feet bgs.”

B) No Recognized Environmental Conditions (REC) were Identified

Converse Consultants also noted that no REC was identified through its research efforts:

“The Phase I Environmental Assessment completed in 2018 was conducted in accordance with the ASTM Standard Practice E1527-13 and 40 CFR Part 312. Per the Standard, no recognized environmental conditions (RECs) were identified. A REC is defined as the presence or likely presence of any hazardous substances or petroleum products in, on, or at a property: (1) due to release to the environment; (2) under conditions indicative of a release to the environment; or (3) under conditions that pose a material threat of a future release to the environment.”

COMMENTS:

1. Since when do FOUR borings that do NOT comply with the American Society of Testing and Materials Standard Practice (ASTM E1903) constitute sufficient evidence of non-contamination below the surface? ASTM E1903 is the gold standard for Phase II ESA studies. The four borings were conducted for geotechnical purposes only. The sampling protocol for determining potential subsurface contamination was not carried out. No one is saying that the entire subsurface soils are contaminated. Only that there is a high degree of possibility within or adjacent to the former warehouse, residential buildings, and the railroad right-of-way. We simply do not know if there is an overlap with these

former structures within the footprint of the Seven Patios Project. Therefore, one can hardly expect that the four geotechnical boring samples would have encountered hazardous substances, because they lacked context, did not employ scientific methods of designing the sampling regime, and did not carry out the proper protocols.

2. I do not disagree with the REC findings. These are what are KNOWN hazardous events. An old saying applies here for potential subsurface contamination: “You don’t know what you don’t know.” Focusing solely on REC findings is not the only criteria for conducting Phase II ESA studies. Phase II ESA studies are also employed if there is a likely presence of hazardous substances because of past practices onsite. Due to the industrial and residential nature of this site from long ago, there is a strong possibility of unknown, buried hazardous substances. With a Phase II ESA study, if such substances are found, then a Phase III ESA study can further delineate the extent of the contamination and allow the applicant to develop design alternatives or treatment practices prior to construction.
3. Why is the City suggesting a Soils Management Plan to be implemented during construction rather than first conducting a Phase II ESA study prior to construction? If such contamination is encountered, the new permit conditions state:

“Note on Construction Plan PL-29: The Soils Management Plan (SMP) approved by the Planning Department shall be followed during excavation.

Prior to Issuance of Grading Permit under Planning PL-36: Applicant shall submit a Soils Management Plan (“SMP”) prepared by a licensed geotechnical firm to the Planning Department for review and approval. The purpose of this SMP shall be to establish the framework under which impacted soils (including containing a contaminant) at the site discovered during excavation will be investigated and the protocols for how they will be managed. The procedures described in the SMP should only be applied where impacted soils are identified, and non-impacted soils should continue to be managed outside of the framework of the SMP, pursuant to the excavation contractor’s normal course of work under its grading permit.”

If the contractor does discover problems, even with the caveat of allowing work to continue (and just to avoid the contamination area temporarily), there is a strong risk that this will delay the construction schedule, especially if the area is within the excavated area of the subterranean parking levels. The applicant will be paying for the construction team and the idle equipment while something is worked out. This could be extremely costly to the applicant.

In addition, the level of transparency and trust will be on those involved with the construction of this project. There will be no City staff to monitor the excavation. Another old saying comes to mind in this instance: “The fox guarding the hen house.”

4. The California Environmental Quality Act (CEQA) process demands a fair and as accurate analysis as possible of significant and potentially significant environmental impacts prior to project approval by the CEQA lead agency. As I raised the following example before in a previous letter with another environmental concern, there is no surface evidence of Native American habitation onsite. Yet, there is indeed a strong possibility of evidence of Native American activities below the surface fill. Because of that high probability, the applicant has wisely hired a Native American monitor. The same holds true for industrial and residential activities of over one hundred years ago on the site that could yield unknown subsurface hazardous substances. The City should have

done a focused environmental impact report but instead chose to carry out a Mitigated Negative Declaration (MND). An MND requires that the ultimate finding be that the project will not have a significant or potentially significant impact to the physical environment. How can a determination be considered sufficient with an MND without conducting a Phase II (and if needed a Phase III) ESA study for a site with potential high risk for buried soil contamination? It would be beneficial to the developer's bottom line expenses and it would be of great relief to the community if a Phase II (and if necessary a Phase III) ESA be done. Additionally, the term "excavation" needs to be expanded to ground-disturbing activities as grading may lead to impacting unknown buried resources, such as tribal historic resources, and encountering hazardous substances.

5. Here is my recommendation for the two new permit conditions underlined and in purple:

"Note on Construction Plan PL-29: A Phase II Environmental Site Assessment study shall be conducted by a qualified independent consultant and shall be under contract with the City, under the direction of the City, and whose charges shall be reimbursed by the Applicant. If necessary, The a Phase III ESA will be completed to delineate the area and depth of the contamination. The findings and recommendations from the Phase II/III studies shall be incorporated into the Soils Management Plan (SMP). The SMP shall be prepared by an independent consultant and approved by the Planning Department. ~~shall be followed during excavation.~~ An independent monitor shall observe all ground-disturbing activities and report back to the City on their findings.

Prior to Issuance of Grading Permit under Planning PL-36: ~~Applicant shall submit a~~ A Soils Management Plan ("SMP") shall be prepared by a licensed geotechnical firm to the Planning Department for review and approval. The SMP shall incorporate the findings and recommendations of the Phase II/III study(ies). The purpose of this SMP shall be to establish the framework under which impacted soils (including containing a contaminant) at the site discovered during ground-disturbing activities excavation will be investigated and the protocols for how they will be managed. The procedures described in the SMP should only be applied where impacted soils are identified, and non-impacted soils should continue to be managed outside of the framework of the SMP, pursuant to the excavation contractor's normal course of work under its grading permit. An independent monitor shall observe all ground-disturbing activities and report their findings directly to the City."

2) TRAFFIC

A) Traffic Analysis

As stated in my previous letters to the Planning Department and City Council, the traffic study was not helpful to analyze the project-specific and cumulative impacts related to circulation/traffic patterns. Vehicle Miles Traveled (VMT) analysis should have been carried out rather than just Levels of Service (LOS). The adopted State legislation on this type of analysis has been known for years, even if the guidance was not yet specifically spelled out until more recently. Courts have always been respectful of a CEQA lead agency conducting a good faith analysis even when the final guidelines by the State have yet to be adopted. For a City that is so deeply supportive of environmental issues including climate change choosing not to request a VMT analysis is extremely disappointing. In addition, per Permit Condition PW-11, having a traffic study done after the buildings are constructed does not comply with CEQA. It is simply not fully disclosing the impacts to the decision makers or the public prior to project approval. It appears that whatever traffic problems are found by this future study, the taxpayers of this great small city will have to pay for the solutions rather than the developer who is contributing to the local traffic woes.

COMMENTS:

1. With respect to Permit Condition PW-28, I do agree that having the entrance/exit to Seven Patios be modified in some way or for a traffic control system be installed must definitely be considered. It is vital for public safety that back up of traffic does not occur on El Centro Street, Glendon Way, and/or the Gold Line tracks. However, what traffic analysis has been done with respect to this proposed permit condition? How will this affect pedestrians walking across that entrance/exit? With a right turn restriction, wouldn't more vehicles be directed via El Centro to Meridian and Fremont avenues, which have tremendous traffic problems now? What will be done for those streets with this potentially significant traffic impact? The intersection at Meridian Avenue/Monterey Road is at an LOS of D, which is awful already and quite dangerous for those of us living in the Meridian corridor.
2. Given the permit condition that a subsequent study will be done will at least document "lessons learned." In particular, the Planning Commission must rely on input from the MTIC. Concerns about architectural design are important, but so is simply crossing our streets without getting hit or having vehicular backups that could dangerously occur on the Gold Line tracks. The City needs to commit and have a protocol in place to having all traffic studies presented to MTIC for its review and recommended approval prior to actions taken by the decision-making bodies, i.e., City Council and/or the appropriate commission or board. Now that we have three traffic engineers as commissioners and two highly committed seasoned commissioners to resolving traffic issues in South Pasadena, their expertise would be extremely beneficial and invaluable in solving our traffic woes.
3. Here is my recommendation for the two new permit conditions underlined and in purple:

"Condition PW-11: A focused traffic study will be required prior to issuing a building permit. Its design shall be reviewed, revised if needed, and approved by the MTIC prior to its implementation.

Prior to Issuance of Grading Permit under Public Works PW-28: The traffic control of the ingress and egress into and out of the driveway on El Centro Avenue shall be designed by a qualified traffic engineer, taking into account both direct and indirect issues (e.g., immediate movement with entrance and exit of vehicles and pedestrians, movement of El Centro Street and Glendon Way, Gold Line activities, and additional movement of vehicles onto Meridian and Fremont avenues). The design shall then be submitted to the MTIC for review and approval." is restricted to right turn movements only, the project driveway shall be designed with a median island or other permanent feature to restrict left turn movements into and out of the project driveway. The design of the driveway will be submitted to Public Works Director for review and approval.

Thank you for the opportunity to comment on this important project.

Sincerely,

Delaine W. Shane

Delaine W. Shane



From: Margaret Munoz <[REDACTED]>
Sent: Wednesday, March 3, 2021 12:57 PM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Submitting Public Comment for Today's City Council Meeting

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi City of South Pasadena,

I would like to submit public comment on item #15 on today's March 3rd City Council Agenda.

"My name is Margaret Muñoz. I am a Community Organizer with Abundant Housing LA, a pro-housing, nonprofit advocacy organization working to help solve Southern California's housing crisis. I also was lucky enough to work for over a year in your great community prior to the pandemic, though now I work remotely for the same small business. Abundant Housing LA supports the approval of the Seven Patios Mixed-Use and Commercial Project at 845 El Centro. This housing project would place residents in close proximity to the South Pasadena Gold Line Station. Placing residents close to sustainable transit is the way of the future and it would be great if South Pasadena approved this project as a model for other SGV communities. Additionally, this project would also help South Pasadena meet its RHNA target, which is a great co-benefit of approving this project. I ask that you approve this project for all of the above reasons. Thank you for your time."

Thank you so much!

Best,
Margaret Muñoz
Community Organizer
Abundant Housing LA

Regular City Council Meeting
E-mail Public Comment 03/03/2021

AGENDA ITEM NO. 16

**Award of Contract to Adhami Engineering Group
for the Engineering Design, Construction Documents,
and Specifications for Rectangular Rapid Flashing Beacons
in an Amount Not-to-Exceed \$49,324**

1. John Turk

From: bankbrothers <[REDACTED]>
Sent: Wednesday, March 3, 2021 1:46 PM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Pub Com meeting 3-3-2021 #16

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South Pasadena City Council
Council Meeting March 3, 2021
Agenda Item 16 , Public Session

Proposed contract for engineering, design and construction of rectangular rapid flashing beacons (RRFB)

This comment is in objection to the staff recommendation of agenda item 16 ...regarding contracts for rectangular rapid flashing beacons at 3 locations around the city.

I have reflected on the effort to take advantage of a grant to install RRFB at intersections at three locations in the city. I am grateful for the opportunity to offer my thoughts and questions beforehand rather than after the fact, a fact that a set of poles could become permanent.

Having endured the ongoing fiasco of the K rails suddenly arriving in front of our shops without any notice and the resulting chaos, loss of business, loss of parking and emotional distress, as well as few or no diners, this time I am adamant about having all the facts possible beforehand, and being kept informed and having input of new facts as they arise. I believe none of us like unpleasant surprises, especially when they can be avoided.

Though I have heard that the RRFB will be in the same location as the current signs I want assurance that the signs and flashing lights will not obstruct or cause an esthetic blight near the area to my door way. I do not need nor can I tolerate another battle with the city to remove a bolted trash can or K rails placed in front of my door. The city has earned my apprehensions.

I have spoken with Garrett at the city and it currently seems that the replacement post and sign on the north side of the crosswalk at Mission and Diamond would remain within a few feet of where it is now. But he was not absolutely certain as this is the design phase. He offered to keep me informed. However, I need some assurance from the council in their approval of the contract that I and others will have some say in how this is going to proceed. Long after the designer leaves the job it is those of us who have been here as members of the community that will have to live with the consequences into the future.

This improvement leads me to ponder and ask the question of the council: does the council have a comprehensive plan for the Open Streets money rather than a piece meal plan? The problem of speeding cars is not solved by signs alone. With the primary goal being to slow down traffic on Mission St. and make it more pedestrian friendly is the council aware that Open Streets money could and should be used for that purpose? Is there a committee or group overseeing the use of that money? And finally how do these new signs contribute or take away from any kind of overall plan? I look forward to continue working with the City and others to participate on this project, keep improving Mission Street, the Mission West Historic district and the whole community of South Pasadena. Respectfully, John Turk.

Regular City Council Meeting
E-mail Public Comment 03/03/2021

AGENDA ITEM NO. 17

**Consideration of Business Marketing Plan Proposal from nexusplex
and the South Pasadena Chamber of Commerce and
Approval of Appropriation of Funding**

1. Jane Brust
2. Bianca Richards

From: Jane Brust <[REDACTED]>
Sent: Sunday, February 28, 2021 4:16 PM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Public Comment for City Council March 3 mtg

CAUTION: This email originated from outside of the City of South Pasadena. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Please find attached my letter of public comment for the March 3 meeting of the South Pasadena City Council, Agenda item #17. Please confirm receipt. Thank you. —JB

Feb. 28, 2021

Honorable Mayor, Honorable Mayor ProTem and Honorable Councilmembers:

I am writing in regard to the March 3, 2021, agenda item #17, **Consideration of a Business Marketing Plan**. My name is Jane Brust. I am a resident of South Pasadena for 15 years and a marketing and communications professional of 30+ years. As a self-employed marketing and communications consultant, I am an active member of the South Pasadena Chamber of Commerce, who has enjoyed a working relationship with the Chamber for several projects in recent years.

I am writing to urge our City Council to consider the **values of inclusivity and accountability** in making a decision on the proposed allocation of \$45,000 to fund a business marketing plan for our local merchants.

Nexusplex presented an unsolicited proposal for such a plan to City Council in December. In the discussion, including in comments from merchants who were generally supportive, many questions were raised about the specific metrics and accountability for what this organization would accomplish and how that would be measured and reported. For the March 3 City Council meeting, it appears that the very same proposal has been submitted without the requested detail. The audience numbers seem a bit unrealistic, and it remains unclear how much of the proposed funding would benefit our businesses and how much would be profit for Nexusplex.

The primary change in the proposal before Council on March 3 is a split in the funding between the Chamber and Nexusplex. I am concerned about the appropriateness of allocating city funds directly to one business without an RFP process — which would have offered inclusivity in the process. I also am concerned about accountability as well as oversight of this work by city staff, which is stretched fairly thin by all reports.

Splitting the allocation between two parties also creates the risk of inconsistent messaging and inefficient implementation.

I am writing to urge Council approval of the proposal put forward by the Chamber of Commerce. The Chamber is the party responsible for working with local business owners and has a track record of effective relationships with business owners as well as city staff and elected officials. The Chamber has appropriately polled local merchants to identify their interests for a 2021 Business Marketing Plan and has created a plan responsive to those interests. The Chamber plans to involve a variety local individuals in advising on and executing the plan.

The Chamber's approach is inclusive and assures a level of accountability that is missing from the Nexusplex proposal. I urge you to allocate the entire sum of \$45,000 to the Chamber of Commerce for implementation of its business marketing plan. Thank you for your consideration.

Jane Brust
[REDACTED]
[REDACTED]
[REDACTED]

From: Bianca Richards <[REDACTED]>
Sent: Tuesday, March 2, 2021 4:44 PM
To: City Council Public Comment <ccpubliccomment@southpasadenaca.gov>
Subject: Agenda Item # 17 , Council Meeting March 3rd, 2021

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For Agenda Item #17:

I support the staff recommendations and feel this is a good compromise for this business marketing plan proposal. I do hope the Chamber of Commerce and Nexusplex will communicate with each other to make sure all the marketing messaging is clear and not confusing. Also, I support the staff recommendation in regards to accountability; especially when it comes to follow up about how businesses benefited from these marketing campaigns.

Thank you,

Bianca Richards