

Varsh, Tess

From: Duffy, Kevin @ LA North <Kevin.Duffy@cbre.com>
Sent: Wednesday, July 28, 2021 2:03 PM
To: Varsh, Tess; Reyes, David; Duyshart, Eric
Subject: Planning Commission Meeting

Dear Chair Olivas and Planning Commission Members,

Thank you for your continuing service on the Planning Commission, and to the city of Pasadena.

As you may know, CBRE is the largest commercial real estate firm in the world, and my team and I have been active commercial brokers in Pasadena for over 30 years. As a result, we have represented landlords and tenants at many, many projects in the city, ranging from Western Asset Plaza, to Plaza Las Fuentes and many buildings on Lake Avenue and Colorado Blvd and across the city. We have also worked with organizations ranging from ArtCenter to Giant Magellan Telescope, and most recently Xencor and General Motors, who will soon be expanding in Pasadena. City staff has worked hard with us to try to keep Pasadena on the list of places to locate attractive companies and jobs, including the design, life sciences and technology sectors that Pasadena eagerly wants. Not only are they attractive jobs that increase our tax base, but their employees frequently live in the area, which reduces auto commuting.

I understand you will be discussing Planned Developments. While Planned Developments do not occur frequently, I would like to note that they are an absolutely essential tool for putting together certain complex projects on important sites, where the zoning code frequently does not anticipate how innovative companies operate, particularly on sites with other uses such as retail and other amenities that are also very desirable. I urge you not to eliminate this important tool that provides needed flexibility in a time of accelerating innovation and adaptation.

Thank you for your consideration.

Sincerely,

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