

June 23, 2021

Dear City of Pasadena Redistricting Commission:

The Playhouse Village Association Board of Directors would like to express its desire for the current redistricting process to include in their deliberations the value of creating city council districts that address the needs of the Central District area of downtown Pasadena. We are recommending that City Council Districts be designed so that the downtown business/residential districts are included as a complete entity, which would include both sides of Colorado Boulevard. With approximately 20,000 residents in each Council District, and about 40,000 people living in the Central District, this would suggest two council districts that have a majority of downtown residents.

For the specific interest of Playhouse Village, we are asking that the complete definition of Playhouse Village, from Los Robles to Mentor and Corson to just north of Cordova, be included in one city council district. We believe that the comprehensive vision of Playhouse Village can be best represented as a one entity, rather than being divided among three districts as is the current alignment.

Playhouse Village is emerging as a residential and economically vibrant center of Pasadena. For the City of Pasadena to fully realize the potential for the prominence and prosperity of Playhouse Village, we believe it would be beneficial to have one councilmember who is engaged in the broader array of opportunities and challenges of Playhouse Village. Currently Playhouse Village is divided into three pieces, in three city council districts, represented by very helpful and capable councilmembers. We recognize the benefit of having three councilmembers all supporting the efforts of Playhouse Village, and the current incumbents have done a good job for us.

But the piece of Playhouse Village that each of the three councilmembers represents does not give a single councilmember the full picture of the needs and potential of Playhouse Village. We believe that Playhouse Village would gain more visibility and support if one district included all of Playhouse Village, and, as a result, the City of Pasadena would benefit from a fuller embrace of the great value of a dynamic urban village.

We look forward to engaging in the redistricting effort and expressing the needs of downtown Pasadena. Thank you for your work on this critical process.



Brian Wallace

Executive Director



Margie Lindbeck

Chair, Board of Directors