

**City of Pasadena Design Commission**

Attention: Michi Takeda  
Hale Building  
175 N. Garfield Avenue, 2<sup>nd</sup> Floor  
Pasadena, CA 91101

RE: 491-577 S. Arroyo Parkway Project

Dear Commissioners:

As a Pasadena resident, owning part of an historic building, (Pasadena's first co-op, The Barcelona,) I write to support the Affinity Project on Arroyo Parkway.

Pete Kutzer is the kind of developer that has a "goodness of fit" for Pasadena. When I was president of the South Pasadena Chamber of Commerce from 2003 to 2015, we got to know each other, and watch as three high-quality firms attempted to create an appropriate infill project called Downtown SouthPas. It was sensitive and right-sized for the community. Yet, all were pushed away for fear of change. Today, that same site is a sensitively designed and vibrant corner at Fair Oaks and Mission – a product of The Kutzer Company, who knew how to proceed to get both residents' embrace and commercial viability.

Pete and I met before the Pandemic and discussed The Affinity plans. Recently I reviewed the project again. It looks like an excellent mix of senior housing, medical offices and retail. It's close to the Metro Gold Line stop at Del Mar Station, and Metro buses 177 and others on Del Mar, as well as Pasadena Transit bus stops on California and S. Arroyo Parkway. If you conclude that the design respects the vision of the Design Review Board in preserving Arroyo Parkway buildings, concentrating the taller buildings near the Gold Line, and providing walkable, pedestrian friendly perimeter, then there are good reasons to approve these plans.

Pasadena, like many California communities, is trying to respond to housing demands, without destroying our neighborhoods. We're even opening up for ADUs. We've allowed density bonuses for housing on all three sides of me – blocking a once protected sightline of the City Hall dome and San Gabriel Mountains, for Barcelona Owners.

I do not see similar downsides to the Affinity. Instead, this proposal brings in a solution for Pasadena's families, with specialized housing, so they can stay local as they transition in their lives. Since it also brings in a healthcare component, it feels like a two-for one deal.

Thank you volunteering, for guiding Pasadena with design sensitivity as well as allowing for commercial viability. When a developer with a track record of respectful, right-sized, historically sensitive projects, such as The Kutzer Company, seek approval – I am very confident, and offer my support. I am at 626-710-2360 if you'd like to reach me.

Sincerely,

  
**Scott Feldmann**  
The Barcelona

cc: Pete Kutzer