

Varsh, Tess

From: Paul Little <Paul@pasadena-chamber.org>
Sent: Tuesday, July 27, 2021 2:32 PM
To: Varsh, Tess
Cc: Reyes, David
Subject: Planned Development discussion at the Planning Commission

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Hello Chair Olivas and Planning Commission members,

Thank you for your good work in representing the citizens and businesses of Pasadena on the Planning Commission.

The discussion of Planned Development in Pasadena is an important one. It is also important to review the history of planned developments in our city and the result.

Planned developments in our city was conceived to facilitate growth and development in a manner consistent with the vision and plans of the city and its various constituencies.

The planned development process is intended to provide multiple opportunities for public input that can help shape a project or even point out its flaws and shortcomings. This input can result in changes to a project and also lead to the planned development application not being approved or being withdrawn, as we have seen recently.

Often, in negotiations with the City of Pasadena developers have modified projects to meet the needs of the City and its constituencies or changed them to be more compatible with the surrounding built environment or to be more attractive.

It should also be noted that some of Pasadena's most exciting and important projects resulted from the planned development process. Some of our most attractive projects are the result of planned developments and some of our most underutilized land has been turned to productive and community supporting uses.

I encourage you to look closely at the planned development process but also to look at the projects that have resulted from the process and those that were rejected or withdrawn.

While every process involving government can usually be improved, the planned development process in Pasadena has resulted in some excellent projects.

Thank you for your deliberations on this matter. I appreciate your service to Pasadena.

Sincerely,

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce and Civic Association