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September 16, 2021

VIA ELECTRONIC MAIL ONLY

Planning Commission
City of Pasadena
175 N. Garfield Ave.
Pasadena, CA 91101
c/o Mr. David Reyes
E-Mail: davidreyes@cityofpasadena.net

Re: Draft East Colorado Specific Plan

Dear Planning Commission Members:

We contact you on behalf of the Rusnak Group ("Rusnak") regarding the Draft East Colorado Specific Plan (the "Plan").

Rusnak is contemplating development of a possible 240 unit, multi-family, mixed use project at the site of its current Volvo Dealership located at 2025 E. Colorado Boulevard in Pasadena (the "Property").

While we are pleased that the Plan as currently drafted permits Multifamily Residential in the Eastern Corridor of the Plan, we are greatly disturbed by the extremely tight-fisted development standards.

Under the Plan as currently drafted, the Eastern Corridor has the following development standards: a Maximum Residential Density of 32 units per acre (the lowest anywhere – with the adjacent Gateway District allowing 87 units per acre); a Floor Area Ratio of 1.0 (the lowest anywhere - with both adjacent districts allowing and FAR of 2.25); and, a building height limit of 39 feet (again, the lowest anywhere – with both adjacent districts allowing 51 feet).

If you wanted to discourage development of any new projects in this area, you have done a masterful job. Many local homeowners associations often advocate for just such results – let's keep things exactly the same, and no new developments in my back yard.

Conversely, if the City of Pasadena is serious about creating more affordable housing for its residents, these standards need to be increased substantially. Otherwise, property owners and

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developers will very likely leave existing properties just as they are and not seek to upgrade their uses along Colorado Boulevard. This area of Colorado will remain a virtual "no man's land."

Rusnak can always find other areas providing greater incentives to develop housing.

Thanks for listening to our thoughts. We appreciate all the thoughtful planning work done to make the East Colorado area a more desirable location. Again, we urge you to increase the development densities in the Eastern Corridor.

Very truly yours,

A handwritten signature in blue ink that reads "R. Scott Jenkins". The signature is written in a cursive style with a large, stylized "R" at the beginning.

R. Scott Jenkins
of HAHN & HAHN LLP

RSJ:jh
cc: Mr. John Beed

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