



December 24, 2022

City of Pasadena Design Commission
Attn: Michi Takeda
Hale Building
175 N. Garfield Ave., 2nd Floor
Pasadena, CA 91101

Re: 1336 E. Colorado Blvd.

Dear Members of the Design Commission,

Pasadena Heritage feels that this design does not live up to the spirit of the previously approved Planned Development, and we ask that you send the design team back to the drawing board on this project or suggest that a new design team be considered. These architects inherited the project from a previous firm, but much of the grace and quality has been disregarded or value engineered out of the building in this concept. What was a stately building has become a muddled complex of volumes, stepbacks and different styles. This project will serve as an anchor at this major intersection and should be well executed, as was promised to the public when the City Council approved the Planned Development. Although difficult to provide constructive criticism at this phase when we believe major redesign is required, we ask for the following conditions to be met:

- Appropriate treatment and transitions from the F. Suie One Co. and Pasadena Ford buildings. The Pasadena Ford building would serve well as a pedestrian entry portal, but that would require moving or eliminating the parking ramp.
- A restudying of the massing to move the building away from a ziggurat typology, which makes the building appear more fortified and imposing.
- A redesign of the Colorado Blvd./Hill Ave. corner, which should take a stronger stance and relate to the neighborhood.
- Reduction or elimination of projecting balconies from the hotel portion of the project, which are unnecessary and clutter the appearance.

We understand that these changes might dramatically change the project, but we believe that is warranted. The concept as proposed is simply not appropriate for the site, not the design excellence that was promised, and should be reconsidered.

Susan N. Mossman
Executive Director

Andrew Salimian
Preservation Director