



April 2, 2024

Planning & Community Development Department
Attn: Joseph Weaver
Planning Division, Current Planning Section
175 N. Garfield Ave.
Pasadena, CA 91101

Re: 411 W. Colorado Blvd. – CUP #7193

To Alex Garcia,

Pasadena Heritage would like to express support for the work proposed by the Norton Simon Museum and ask that you approve the requested Conditional Use Permit. The Norton Simon Museum is one of Pasadena's most important cultural institutions. These changes will help improve wayfinding, security, circulation and overall visitor experience.

We met with team members representing the Norton Simon Museum, Architectural Resources Group, and SWA to discuss the project. We find the changes compatible and intentional. We appreciate that some of the existing design language will be incorporated into these new improvements. We understand that the wall might be one of the more controversial aspects of the project, but believe it will help mitigate the traffic noise from the very highly-trafficked intersection of Colorado Blvd. and Orange Grove Blvd. This will drastically improve the visitor experience of the sculpture garden, which is one of the most appreciated spaces in the museum but also one that has suffered from high noise levels caused by traffic.

We thank you for hearing our thoughts and this project and hope you will approve the CUP as requested.

Sincerely,

Andrew Salimian
Preservation Director