

DISTRICT UPDATE



CITY OF PASADENA | NOVEMBER 29, 2021



Welcome to District 7

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Dear Friends,

While many of us spent last weekend giving thanks and celebrating family and friends, we also mourned the tragic death of 13-year-old Iran Moreno who was struck by a stray bullet while playing in his bedroom on November 20th. That event, together with last week's disturbing homicide of 70-year-old resident Gevork Minissian and other acts of violence in recent months, has left our community grappling with how we can prevent such tragedies. Our Police department is taking far too many guns off the street, with year-to-date numbers through October totaling 275 seized firearms. We must have a dual strategy of ensuring that people who are coming to our community to do bad things are intercepted while also looking at longer-term systemic issues around gang violence and youth opportunities.

The City Council is extremely focused on resolving these issues through any and all available resources and partnerships so that we can put an end to these tragic events. Please join me in offering your support and prayers for our grieving families.

On one last somber note, you may know that there was a tragic traffic accident involving a pedestrian fatality on Saturday at the intersection of East San Pasqual and South Allen Avenue in District 7. Our hearts go out to all families involved. The Pasadena Police Department's



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investigation is ongoing, and we have asked the City's Department of Transportation to do a comprehensive pedestrian safety review of the intersection. During this busy holiday time, please remember to drive carefully and be especially cautious as pedestrians when traversing busy intersections.

This week, our monthly first Thursday constituent coffee will take place **in person** on Thursday, December 2nd at 8:00 a.m. at Corner Bakery, 345 South Lake Avenue.

I wish you and yours a very happy and safe holiday season.

Andy

DISTRICT 7 ANNUAL ROSE PARADE AND ROSE BOWL GAME TICKET RAFFLE IS BACK!

Please join us on Saturday, December 11th for a year-end Community Meeting and Annual Ticket Raffle. Our Special Guest will be Bryan Stewart, Parade Development Executive from the Pasadena Tournament of Roses.

The meeting will be held at the Caltech Athenaeum Outdoor Patio, 551 South Hill Avenue. Join us for Coffee and Raffle Entry at 8:30 a.m. with the meeting starting at 9:00 a.m.

2022 Rose Parade and Rose Bowl Game tickets will be raffled at this meeting. The Rose Parade tickets are free, and will be raffled in sets of 4. Rose Bowl Game tickets will be raffled off in sets of 2 for either \$165, \$250, or \$280 each depending on seat location. If you wish to purchase Rose Bowl Game tickets, please bring a pre-printed personal check. Note: Rose Bowl Game tickets are Electronic Tickets this year and will be delivered via email within 4 days after the meeting. You must provide a valid email address and cell phone number at the meeting and you **MUST** be able to access your tickets from a smart mobile device. No exceptions can be made! Please call or email Pam Thyret with any questions.

CITY ISSUES REQUEST FOR PROPOSALS FOR CENTRAL LIBRARY; FRIENDS SALE IS DECEMBER 4TH



Given the sudden May closure of Central Library due to its vulnerability to seismic activity, the City has now issued a Request for Proposals (RFP) for the preparation of the environmental document and architectural and

engineering design services for the seismic retrofit, as well as additional services for building systems upgrades and renovations at the library including: installation of a new fire alarm and fire sprinkler system; roof repair/replacement; mechanical, electrical, and plumbing upgrades; Americans with Disabilities Act (ADA) upgrades; and improvements to the exterior courtyard and parking lot. Prospective consultant interviews are expected to commence in early February of 2022, with the award of contract by City Council anticipated in Spring 2022.

In the meantime and just in time for the winter holidays, The Friends of the Pasadena Public Library will offer another segment of its great bookstore inventory for sale on Saturday, December 4th in Central Library's parking lot (285 E. Walnut Street). The Friends' sales are more fun, and a better bargain, than shopping online. While you browse, you'll likely have the post-pandemic pleasure of greeting book loving acquaintances again. Fill a grocery bag for just \$5, **or** make individual purchases at a table featuring premium books. Among the latter: titles donated to The Friends' Bookstore by the Pacific Asia Museum. The event runs from 11 a. m. to 2 p.m.; cash or checks only. Proceeds help The Friends finance programs in all of the city's library branches - a very worthy cause!

"FROM PASADENA, WITH LOVE" HOLIDAY SHOP LOCAL CAMPAIGN KICKS OFF

The City of Pasadena and Visit Pasadena are launching the "From Pasadena, with Love" campaign to put a spotlight on the city's independent businesses and encourage the public to shop and dine locally this holiday season. The 2021 campaign will run from Small Business Saturday (Nov. 27) through Friday, Dec. 24, and will feature welcome stations across the city, Pasadena-branded swag, and experiential gifts unique to Pasadena.



Aimed at encouraging the community to shop small and dine local, the "From Pasadena, with Love" theme shows local love for the city while highlighting feelings of gratitude for the public's ongoing support of the local business community. "As we focus on recovery efforts, the importance of supporting our local business community is crucial," says Eric Duyshart, economic development manager for the City of Pasadena. "Shopping and dining local helps to keep dollars in our local economy and people employed, not to mention helps to fund vital community services, schools and parks."

To thank the public, campaign welcome stations will be located at small businesses across the city. Customers who visit a campaign welcome station

will get a chance to win Pasadena-branded swag and experiences. Gifts will range from custom enamel pins and totes to museum admissions, music festival passes and Rose Parade tickets. For more information on where to find the “From Pasadena, with Love” welcome stations, go to [shop local](#).



CITY ANNOUNCES EREWHON SET TO OPEN IN ICONIC I. MAGNIN AND BORDERS BOOKS BUILDING

At long last, a former I. Magnin department store (then Border's Books) will see new life! A local investment group aligned with the Los Angeles-based upscale organic grocery store chain Erewhon has closed escrow on the historic retail building at 475 S. Lake Avenue.

In February 2021, The New York Times ran a feature article on Erewhon, “How Erewhon Became L.A.’s Hottest Hangout,” detailing the chain’s successful rise the past decade to become a hub not only for health-food enthusiasts but also for celebrities and influencers, thanks to a highly-curated food offering that is a combination of organic, gluten-free, biodynamic, free-range and vegan, all in a beautiful setting and tailored to the local community.

Yuval Chiprut, chief development officer for Erewhon, lead the effort over many months to overcome many obstacles resulting from nearly a decade of vacancy. Chiprut was immediately struck by the classic lines of the original I. Magnin and Bullock’s buildings created over 70 years ago. Chiprut and Tony Antoci, Erewhon’s CEO, envisioned the ground floor refurbished and built out for Erewhon, including a makeover of the outdoor common area, landscaping, rooftop and patios surrounding the building for shoppers to eat and hang out. “Erewhon is honored by the prospect of occupying this iconic building rooted in Pasadena’s rich history. We are grateful for the support the City and community have provided,” Chiprut says. “We look forward to a successful rehabilitation of the building and joining Pasadena and the neighboring communities. I have always loved Pasadena and thrilled we found a viable location,” says Antoci.

Chiprut has brought in Erewhon’s retail architecture firm, Long Beach’s RDC Inc., to assist in renovating and modernizing the 70-year-old building while maintaining much of its originality. Terry Todd and Elise Kunihiro of RDC stated that the unique building is “an exciting challenge, and we look forward to seeing it reactivated and serving the surrounding community once again.” The majority of second floor will be occupied by Brella, a new model of app-enabled child care center that offers full-time, flexible, and on-demand infant care and preschool, along with parent education classes and family events. Brella’s flexible model, innovative curriculum and beautifully designed environments are creating a new industry paradigm. Brella launched in Playa Vista in 2019 and, after closing a Series Seed fundraise this year, is expanding to multiple sites across Los Angeles.

The new ownership is also engaged in negotiations with a specialty medical and wellness tenant, for the final portion of the second floor of the building and is also contemplating a built-out wine storage facility for residents in the basement space of the building.

I have been actively working with Erewhon as it was clear this would be an incredible enhancement to the business district. Needless to say, I am thrilled with this transaction and know that our community will benefit from and enjoy these exciting new businesses on South Lake Avenue.

COMMISSIONER'S CORNER

We are making another call for volunteers as District 7 currently has an opening for the Human Relations Commission, and an opening each for a South Lake Business Representative or Owner and a Community Representative for the South Lake Parking Place Commission.

The purpose of the Human Relations commission is to aid the city in achieving better human relations in city government, and to provide assistance to private persons and groups in promoting good will and better relations among all people. The commission is guided by an annual work plan. The commission meets monthly on the first Tuesday at 6:30 p.m.

The South Lake Parking Place Commission operates, manages and controls the parking places within the district, and makes and enforces all necessary regulations for the maintenance and operation of the district. The commission meets bi-monthly on every fourth Thursday at 8:00 a.m.

For more information or to find an application, you can visit the commissioner webpage [here](#), or call District 7 Liaison Pam Thyret at (626) 441-4802.

STAY CONNECTED



Stay connected to the City of Pasadena! Visit us online at www.cityofpasadena.net; follow us on [Twitter](#), [Instagram](#) and [Facebook](#); or call the Citizen Service Center, 7:30 a.m. to 5 p.m., Monday through Friday at (626) 744-7311.