

**From:**  
**To:** [Acevedo, Gloria](#)  
**Subject:** CIP Budget Comment  
**Date:** Monday, April 29, 2024 11:05:25 AM  
**Attachments:**

---

You don't often get email from [brian@playhousevillage.org](mailto:brian@playhousevillage.org). [Learn why this is important](#)

[ ] **CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0010263" on the DoIT portal.

Dear Mayor Gordo and City Council:

On behalf of the Playhouse Village Foundation Board of Directors, I am writing to respectfully request that the City Council allocate up to \$200,000 in funding for the conversion of Mentor Avenue from Walnut to Colorado to a two-way street. Listed in the existing CIP as item 42 under Transportation, this project would:

- **Address longstanding safety issues**, with frequent wrong-way traffic, collisions, and pedestrian conflicts created by the confusion in the direction of the street and design for high-speed through traffic
- **Increase visibility and access** to regional venues including Boston Court Pasadena and The Ice House, supporting Pasadena's cultural vibrancy
- **Enhance the viability and connectivity** of adjacent office buildings, restaurants and independent businesses, promoting greater economic health
- **Provide the needed change to transform Mentor into a vibrant entertainment district** to benefit the entire city

At its meeting last week, the PVA Board of Directors endorsed a strategy to focus this year's CIP funding advocacy solely on Mentor Avenue. To increase economic vitality, the PVA has invested over \$400,000 since 2019 to develop a comprehensive streetscapes vision and implement a public realm activation strategy. While Colorado Blvd, Lake Ave and Union St have seen enhancements since then, areas along and east of Lake continue to struggle with high office vacancy, a tired public realm, and increasing public safety challenges - and are in need of public investment to transform the experience.

Funding for Mentor Avenue would be a small investment towards significant opportunities for revitalization and economic development. As a possible incentive, the Playhouse Village Foundation Board of Directors, of which I am a member, are poised to consider seed funding from its recent successful fundraiser as an incentive to leverage potential public funding.

We look forward to your consideration of this important request and your support of transforming Mentor Avenue into a thriving entertainment district within Playhouse Village.

**Brian Wallace**

President/CEO

**Playhouse Village**

709 E Colorado Blvd, Ste 160

Pasadena, CA 91101

626.744.0340

[playhousevillage.org](http://playhousevillage.org)



**From:**  
**To:** [Acevedo, Gloria](#)  
**Subject:** CIP Budget Comment  
**Date:** Monday, April 29, 2024 11:40:21 AM

---

You don't often get email from margiel@pacbell.net. [Learn why this is important](#)

[ ] **CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0010263" on the DoIT portal.

Dear Mayor Gordo and City Council:

I just heard about today's meeting! I am out of town today or I would attend today's meeting. Since I cannot get there in person, I am writing to you as a Board member on both the Playhouse Village Association and Playhouse Village Foundation Boards and as a property owner to respectfully request that the City Council allocate up to \$200,000 in funding for the conversion of Mentor Avenue from Walnut to Colorado to a two-way street, item 42 under Transportation.

This project and two other priority projects of the Playhouse Village Association have been in the CIP list as approved projects but without any funding attached to them. We are now advocating for this one project in particular of the three priority projects of Playhouse Village Assn to move forward with City funds earmarked to enable this important project to move forward with the necessary studies prior to implementation. This street has great potential for the City as an entertainment district and can drive big economic development in that corridor. It also has issues with homelessness in the neighborhood, and activating Mentor would improve this situation. The one-way street creates traffic congestion with cars circling to figure out how to get there and has significant numbers of drivers going the wrong way. It is a safety issue as well as an important area that can be an economic engine for the community.

I am aware of the letter submitted on behalf of the Board of Directors of Playhouse Village Association by Brian Wallace and I heartily endorse his comments.

We look forward to your consideration of this important request and your support of transforming Mentor Avenue into a thriving entertainment district within Playhouse Village.

Thank you,

Marjorie

---

Marjorie Lindbeck