



# PASADENA IN FOCUS



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poles, footings, brackets, labor and administrative costs. Way finding signs have been used throughout history, dating back to ancient Greek, Roman and Egyptian times when sign boards were used to note merchant groups plying a certain trade and the location of taverns or other services. More elaborate carved and painted signs promoting guilds were used extensively in the Middle Ages. In modern times, a resurgence of way finding signs have been installed in many major metropolitan areas to market distinct neighborhoods. Pasadena joins Los Angeles and other cities in Southern California enjoying the economic benefits of a comprehensive, way finding sign program.



## Way Finding Around TOWN

A series of modern, color-coordinated "way finding" signs are now popping up in Pasadena to help guide visitors, workers, bicyclists and residents to key destinations, attractions and other points of interest around town.

The integrated, directional signs have a clean, attractive look with easy-to-read words and arrows noting major landmarks such as the Rose Bowl Stadium, Norton Simon Art Museum, Pasadena Convention Center, Pacific Asia Museum, retail shopping areas, public transit hubs and parking garages, Caltech, Pasadena City College, the Gamble House, Rose Bowl Aquatics Center, Huntington Hospital, Pasadena Playhouse and City Hall.

The signs are being installed in the Old Pasadena, Civic Center, Playhouse, East Pasadena, Hastings Ranch, North Pasadena, Arroyo Seco and South Lake areas. The first six of the 378 new way finding signs were installed March 6. The rest of the signs will be installed during the next few months.

About 150 of the signs are being placed for easy pedestrian viewing within the various districts while the rest of the 228 signs are being strategically located to help motorists navigate.

The first phase of Pasadena's new comprehensive signage project is helping to brand and market the best of what Pasadena has to offer. The second and third phases will include additional signs with changeable data to inform motorists of parking availability at various garages plus monument signs marking main entry points into Pasadena.

The \$2.2 million project includes about \$1.68 million in Proposition C monies from the Los Angeles County Metropolitan Transportation Authority and about \$512,000 in matching funds provided by the City. Total funding for the first phase was about \$1 million, including the 378 signs, steel

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## Pasadena Election News Announced

On April 16, a run-off election will be held to select a representative for Pasadena Unified School District, (PUSD) Board of Education, District 3, City Clerk Mark Jomsky said.

Ruben Hueso and Tyron Hampton received the highest number of votes in the March 5, 2013 election without reaching the necessary 50 percent, plus one, majority needed to be declared elected.

Eligible voters within PUSD District 3 will have an opportunity to cast a ballot at the April 16, 2013 General Municipal (run-off) Election. Detailed election information is available at [www.cityofpasadena.net/cityclerk/election](http://www.cityofpasadena.net/cityclerk/election), or call (626) 744-4124.

Voters re-elected Councilmembers Victor Gordo and Terry Tornek and elected candidate John J. Kennedy to his first term. The City Council certified the results March 18 as Council District 3, Kennedy, 674 votes, 55.8 percent; Council District 5, Gordo, 910 votes, 89.1 percent; Council District 7, Tornek, 1,322 votes, 100 percent.

The City Clerk is scheduled to administer the Oath of Office to the Councilmembers on May 6 in the City Hall Council Chamber.

For PUSD, voters selected for Board District 1, Kimberly Keene, 1,110 votes, 71.8 percent; District 5, Elizabeth Pomeroy, 1,154 votes, 68.8 percent; and District 7, Scott Phelps, 2,100 votes, 60.9 percent.

## EVENTS & UPDATES

Join Pasadena Chamber of Commerce for annual Pasadena Chamber of Commerce Golf Tournament Friday, April 12 at Brookside Golf Club, adjacent to the Rose Bowl Stadium. Shotgun start at Noon. Registration begins at 10:30 a.m. Call the Chamber at (626) 795-3355 or email [Leanne@pasadena-chamber.org](mailto:Leanne@pasadena-chamber.org) for info and sign-ups [www.pasadena-chamber.org](http://www.pasadena-chamber.org).

The 36th Occasional Pasadena Doo Dah Parade is planned for Saturday, April 27. The free parade begins at 11 a.m., on Colorado Boulevard, between Altadena and San Gabriel Boulevard in East Pasadena. Doo Dah Hotline at (626) 590-7596, or online at [www.pasadenadoodahparade.info](http://www.pasadenadoodahparade.info)

Bungalow Heaven Home Tour, 10 a.m. to 4 p.m., Sunday, April 28. Tour select homes built from 1900 to the 1930s in Bungalow

Heaven, Pasadena's first Landmark District. Call Bungalow Neighborhood Association, (626) 585-2172 or online at [www.bungalowheaven.org](http://www.bungalowheaven.org) for ticket info.

Join the Pasadena Fire Department for its 125th anniversary celebration of protecting and serving Pasadena, 10-11 a.m., Wednesday, May 1 at Pasadena City Hall, 100 N. Garfield Ave.

Pasadena Sister Cities Committee is organizing many events this year, including celebrations marking the 65th anniversary of Pasadena's relationship with Ludwigshafen, Germany and 30th anniversary with Jarvenpaa, Finland. Join them for Celebration Dinner, Tuesday, May 7. Call Michael Warner, (626) 798-3541 for prices and details. [www.pascc.org](http://www.pascc.org).

Concorso Ferrari rolls into Pasadena from 10 a.m. to 3 p.m., Sunday, May 19, on Colorado Boulevard, Old Pasadena. More than 150 Ferraris, from mid-century racers to modern, exotic supercars are expected at free event. Vendors, sponsors and others specializing in exotic automotive styling, accessories, detailing and apparel available.

Pasadena Symphony has announced dates for its 2013-14 classics series, including concerts on Nov. 2, 2013; Jan. 11, 2014, Feb. 15; March 29 and May 10. More info at [www.PasadenaSymphony-Pops.org](http://www.PasadenaSymphony-Pops.org).

Bike Week Pasadena, May 13-18. Celebrate all things bicycling! Details at [www.cityofpasadena.net/trans/bikeweek](http://www.cityofpasadena.net/trans/bikeweek), by e-mail to [contact@cicle.org](mailto:contact@cicle.org) or call (323) 478-0060.

## Noticias En Breve

### El Festival de Pasadena de la Tierra y las artes es el 20 de abril

Celebre un mundo de naturaleza, arte y música en vivo en el Festival de Pasadena de la Tierra y las Artes de 11:00 a.m. a 5:00 p.m., el día sábado 20 de abril en el Memorial Park de Pasadena, a lo diagonal de la calle del Centro para las Artes Armory, ubicada en el 145 N. Raymond Ave., la maestra de Ceremonias será la reconocida compositora, intérprete y comentarista de la radio KPCC (89.3 FM) Sandra Tsing Loh.

Este es el 11º aniversario del Festival de Pasadena de la Tierra y las Artes, uno de los mayores eventos del Día de la Tierra en el sur de California. El festival familiar gratis presenta actividades, exhibiciones y entretenimiento para todas las edades.

También se presentarán los premios Ciudad Verde de 2013 durante el festival.

Viste el enorme eco-mercado donde los expositores promoverán la vida verde, la eficiencia del agua y energía, compostaje, los alimentos orgánicos, el diseño de edificios ecológicos, transporte alternativo y la energía renovable. Personal de diferentes departamentos de la ciudad estarán disponibles para contestar sus preguntas sobre la reducción de residuos, el reciclaje, y la conservación

Se continua adentro . . .

## Pasadena Student Artists Win Bob Hope Airport Tower Banner Art Contest



First Place: Sadie Goff



Second Place: Emma Yervandyan



Third Place: Hannah Smith

Three Pasadena high school art students have been selected as winners for the 2013 Bob Hope Airport Tower Banner Student Art Contest. The winners were chosen from 186 entries across all public school districts in Pasadena, Glendale and Burbank. The First Place winners from each city will have their winning artwork reproduced in a large, 16-by-26-foot size and hung from the outside of the airport tower.

Pasadena High School Senior Sadie Goff was selected for First Place from Pasadena; followed by Emma Yervandyan, 11th grade, Pasadena High School for Second Place and Third Place to Hannah Smith, 10th grade, also from Pasadena High School. Goff's artwork will be the first to be displayed among the 2013 winners, beginning in September.

This is the sixth year the Burbank-Glendale-Pasadena Airport Authority has invited high school students in Grades 9-12 to enter the Bob Hope Airport Tower Banner Student Art Contest. Each school district determined its top three entries and the arts and culture commissions from each respective city then made the final selection.

For about three months, each First Place artwork from each school district is displayed on the Bob Hope Airport terminal tower where it will be seen by more than 1 million travelers. The winning entries displayed on the tower are rotated among Burbank, Glendale and Pasadena.

Second and third place winners, along with the first place winners, will be displayed in Terminal B with background information about the next contest beginning September 2013.

All of the winning artwork from each school district can be seen at: [www.bobhopeairport.com/airportauthority/art-contest-winners/art-contest-winners-2013.html](http://www.bobhopeairport.com/airportauthority/art-contest-winners/art-contest-winners-2013.html)

To be eligible, student artists must be enrolled in Grades 9-12 in the public high schools of Burbank Unified School District, Glendale Unified School District or Pasadena Unified School District. Students interested in participating should contact the art faculty or art department at their high school for details.



## Kindergarten Registration April 20

Register your child for kindergarten for the 2013-2014 school year at the Pasadena Unified School District's Kindergarten Registration and Readiness Fair 9:00 a.m. to Noon, Saturday, April 20 at the Rose City Great Room, corner of Oak Knoll Avenue and Del Mar Boulevard in Pasadena.

Free immunizations for incoming kindergartners who are MediCal eligible or uninsured will be available. Families can also learn about how to prepare their child for kindergarten; what pre-kindergarten summer programs are being offered by the Pasadena Educational Foundation and other groups, and more about PUSD's state-recognized transitional kindergarten program.

To be eligible for kindergarten in PUSD, a child must turn five years old by Sept. 1, 2013. PUSD will also be offering transitional kindergarten for children turning five between Sept. 2, 2013 and Dec. 1, 2013. To register for kindergarten, a parent/guardian must provide a copy of the child's birth certificate, immunization records, proof of rent or home ownership within PUSD's boundaries and a recent utility bill in the parent/guardian's name. Call (626) 396-3600, ext. 88340, with your enrollment questions.



## Benefits for Owners of Historic Properties

If you own a historic property, you may qualify for a property tax reduction through the City's Historic Property Contract Program, established under the state's Mills Act. In return, you'll agree to restore and maintain your historic building by creating a program of specific projects to undertake during a 10-year period.

The deadline for filing applications is Monday, May 6, 2013. For more information call the program manager, Kevin Johnson, at (626) 744-7806. In some cases, non-contributing properties in a landmark or National Register district may also be considered. Undesignated properties may also be considered if an application for historic designation is submitted concurrently with the application for Historic Property Contract.

Additional eligibility requirements, including a property valuation cap and a program of future rehabilitation and maintenance work are described in the 2013 Mills Act Program Guidelines, which also include the application form and submittal requirements. The guidelines and application are available at the Permit Center, 175 N. Garfield Avenue, window #4, and online at [www.cityofpasadena.net/millsact](http://www.cityofpasadena.net/millsact).



del agua y la energía, parques y reservas naturales.

El festival anual es patrocinado por la Ciudad de Pasadena, el Centro Armory para las Artes, proyecto de conciencia y el Metro. Para obtener más información, visite [www.cityofpasadena.net/earthday](http://www.cityofpasadena.net/earthday) o llame al (626) 744-4087.

### Inspecciones De Despejar La Maleza De Abril-Junio

El Departamento de Bomberos de Pasadena comenzará las inspecciones de despejar la maleza el 1ro. de abril hasta junio de 2013. Los residentes en las zonas propensas con maleza alta deben de recibir un folleto que les explica los requisitos exigidos por el estado de California para que usted y sus vecinos estén seguros. Los bomberos estarán disponibles para contestar cualquier pregunta que usted tenga acerca de nuestros códigos y ordenanzas contra incendios existentes con respecto al control de la vegetación peligrosa y la limpieza de la maleza.

Para más información llame a la Oficina de Prevención de Incendios en el (626) 744-7178 o visite [www.cityofpasadena.net](http://www.cityofpasadena.net).

### Eliminación Gratis De Las Armas Todo El Año En El Dp De Pasadena

El jefe de policía Phillip L. Sánchez le recuerda a los ciudadanos que pueden deshacerse de las armas de fuego no deseados llevándoolas al Departamento de Policía de Pasadena. Todo tipo de armas de fuego son aceptadas, incluyendo pistolas, rifles, escopetas, antigüedades, o réplicas, sin importar su condición. No hay ningún costo asociado con la entrega de su arma de fuego.

Un evento especial de "compramos su arma de vuelta" está previsto para 11 de mayo. obtenga más detalles en el próximo número de Pasadena In Focus, así como en la página web de la Ciudad. Miembros de la comunidad pueden solicitar que un oficial de policía vaya a su casa o negocio en Pasadena, donde pueden entregar el arma. Las personas también pueden llevar el arma descargada al Departamento de Policía de Pasadena en el 207 N. De la avenida Garfield.

Si va llevar el arma de fuego a la estación de policía, por favor póngase en contacto con el Departamento de Policía de Pasadena antes de llevarla al (626) 744-4241. El operador de la policía le dará instrucciones sobre los medios legales y seguros para llevarla. El registro o documentación relacionada del arma es útil, aunque no es necesario para entregar voluntariamente las armas de fuego.

El departamento de la policía también acepta municiones no deseadas, sin embargo, la ordenanza militar requiere un manejo especial y serán evaluadas para la eliminación segura por el personal de la fuerza de la ley y el orden caso por caso.

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## Brush Clearance Inspections April – June



The Pasadena Fire Department will begin brush clearance inspections on April 1 and continue through June 2013. Residents in high prone brush areas should receive a brochure outlining the requirements

mandated by the State of California to keep you and your neighbors safe. Firefighters will be available to answer any questions you may have about our existing fire codes and ordinances regarding hazardous vegetation management and brush clearance.

The Fire Department does not recommend indiscriminate clearing of native chaparral due to the important role that it plays in slope stabilization and erosion control. Grass and weeds should be mowed and shrubs and trees should be trimmed, however. Re-landscape with ground-covers less than 24 inches tall with high moisture content and retain shrubs and trees 18 feet apart from each other. Plants with high moisture content are recommended such as citrus, oak and oleander.

Other fire safety recommendations include cleaning leaves, needles and twigs from roof gutters, soaking trees and shrubs monthly to maintain leaf moisture content, pruning trees properly, keeping your property free of accumulated combustibles such as dried vegetation, cuttings and wood piles and mulch flat planting areas three inches deep to suppress weeds.

For further information please contact the Fire Prevention Bureau at (626) 744-7178 or go online to [www.cityofpasadena.net/Fire](http://www.cityofpasadena.net/Fire).



## Mayor's Prayer Breakfast

Dr. Jack Scott, former President of Pasadena City College, legislator in the California State Assembly and Senate, and Chancellor of the California Community Colleges, will be the keynote speaker at the 40th annual Pasadena Mayor's Prayer Breakfast, Thursday, May 2, 2013, in the Ballroom of the Pasadena Convention Center, 300 E. Green St. Doors open at 6:30 a.m., with the event starting promptly at 7:00 a.m. and concluding at 9:00 a.m.

This ever-popular event continues to grow in attendance every year, selling out seating, so don't delay in getting your tickets today. Due to demand for tickets, the event has been moved to the Convention Center for the first time this year as its new venue.

Join with local community members, plus Pasadena's civic, business, religious and educational leaders in seeking blessings for our city.

Deadline to purchase tickets is April 19. Single Tickets by Mail are \$25, Online \$26; and tables of 10 by Mail are \$240 or Online at \$250. Online Registration is at: [www.workingfaith.com](http://www.workingfaith.com).

Mail check and a stamped, self-addressed return envelope for your tickets to: Working Faith, 958 N. Mar Vista Avenue, Pasadena, CA 91104.

Contact Joyce Millikan at [jmillikan@workingfaith.com](mailto:jmillikan@workingfaith.com) or (626) 486-0691 for more information.



## Free Gun Disposal Year-Round at Pasadena PD

Police Chief Phillip Sanchez reminds citizens that they may dispose of unwanted firearms through the Pasadena Police Department. All types of firearms are accepted, including pistols, rifles, shotguns, antiques, or replicas, regardless of condition. There is no cost associated with surrendering your firearm.

A special "Gun Buy-Back" event is being planned for May 11. Look for more details in the next issue of Pasadena In Focus as well as on the City's website.

Community members can request a police officer to respond to their home or business in Pasadena, where they can surrender the weapon. Individuals may also transport the unloaded weapon to the Pasadena Police Department at 207 N. Garfield Avenue.

If you intend to transport the firearm into the police station, please contact the Pasadena Police Department beforehand at (626) 744-4241. The police operator will provide instruction on the safe and legal means for transportation. Gun registration or related paperwork is helpful, although not necessary to voluntarily surrender the firearm.

The police department also accepts unwanted ammunition; however, military ordinance requires special handling and will be evaluated for safe disposal by law enforcement personnel on a case by case basis.

Removing unwanted firearms by turning them into law enforcement is an important step citizens can take to ensure guns never end up in unintended hands and possibly used in a violent crime.



## Get A Charge Out Of Driving An EV

With the high price of gasoline and more electric charging stations being installed in California, there's never been a better time to consider taking a plug-in electric vehicle (PEV) for a spin.

A variety of car manufacturers have local showrooms throughout Southern California filled with a variety of shiny new models that will help clear Pasadena's air and give you a fun, efficient, cheaper, whisper-quiet ride—best of all, right past the gas station!

Buy one this year and you'll most likely qualify for a long list of incentives, including federal tax credits of up to \$7,500; a \$2,500 rebate from the California Clean Vehicle Rebate Program, a carpool-lane sticker and lower time-of-use (TOU) electric rates from PWP when you charge your car overnight.

Out on the road, you'll continue to see more chargers around town as Pasadena aims to make PEVs super-convenient for drivers. You can now find charging stations at public parking garages in Old Pasadena, the Playhouse District, Pasadena City College and Caltech.

Find complete details on how you can get behind the wheel of an EV, including a charging station map and TOU electric rates, at [www.PWPweb.com/EV](http://www.PWPweb.com/EV).



## Spring Cleaning – In Your Own Backyard

Like Bermuda grass in winter, PWP's Turf Removal Rebate Program is set to go dormant this summer. But you still have plenty of time to revamp your yard and earn cash this spring!

The popular program offers \$1 per square foot to homeowners who replace at least 250 square feet of thirsty, living grass with water-wise plants and groundcover, with rebates up to \$2,500. More than 150 customers have taken advantage so far, mowing down their monthly water bills and saving Pasadena 10 million gallons of water!

Don't delay your turf-removal plans another day. You can join the club by submitting your rebate application and completing your turf-removal project by April 30, 2013.

Get started by taking pictures and calling (626) 744-7926 to schedule a pre-inspection of your existing living lawn. Once you get the go-ahead from PWP, we'll reserve your rebate. You can then stop watering, let your lawn die, remove it and replace it with a colorful mix of water-wise plants, trees, decomposed granite, gravel and mulch.

Find full details, plus hundreds of ideas, photos and tips for creating your own money-saving outdoor oasis, at [www.PWPweb.com/TurfRemoval](http://www.PWPweb.com/TurfRemoval). After April 30, the program will resume in August.



## Pasadena Worships The Sun



Celebrate Earth Day in April with three cheers for the sun! Our beloved glowing orb gives us Earthlings an invaluable source of clean, limitless energy that can power our homes and businesses with ZERO emissions.

PWP is proud to report that Pasadena is on its way to making the sun our fuel of choice! Through PWP's Pasadena Solar Initiative, hundreds of savvy homeowners have installed rooftop solar systems that are now churning out a megawatt of power every day, relieving the burden on our power grid, weaning Pasadena's reliance on coal and cutting solar

customers' energy bills to jaw-dropping lows.

With new systems installed every week, Pasadena is already a quarter of the way to its goal of installing 14 megawatts of solar by the year 2017.

Get in on the action; lower your energy bill and reduce your carbon footprint! Buy or lease a new solar system and you can earn super-low power bills, generous PWP rebates, a federal tax credit worth up to 30 percent of the cost (through 2016), plus compensation for any surplus electricity your home doesn't use. And watch for a streamlined PowerClerk solar rebate application this spring, used by utilities throughout the state.

Learn more about the stellar benefits of solar at [www.PWPweb.com/Solar](http://www.PWPweb.com/Solar).



## Pasadena Earth and Arts Festival Is April 20

Celebrate a world of nature, art and live music at the Pasadena Earth and Arts Festival, 11:00 a.m. to 5:00 p.m., Saturday, April 20, at Pasadena's Memorial Park and, across the street at the Armory Center for the Arts, 145 N. Raymond Ave. Master of Ceremonies is noted author, performer and KPCC (89.3 FM) public radio commentator Sandra Tsing Loh.

This is the 11th anniversary of Pasadena's Earth and Arts Festival, one of the biggest Earth Day events in Southern California. The free, family friendly festival features activities, exhibits and entertainment for all ages. The 2013 Green City Awards also will be presented during the festival.

Browse through a huge eco-marketplace where exhibitors will promote green living, energy and water efficiency, composting, organic foods, green building design, alternative transportation and renewable energy. City staff from many city departments will be on hand to answer your questions about waste reduction, recycling, water and energy conservation, and parks and nature preserves.

Organizers are striving for a Zero Waste event by seeking to be creative in minimizing waste and environmental impact. Convenient recycling and composting stations will be located throughout the festival. The Sustainable Beer and Wine Garden will feature artisan lagers and ales from Pasadena's Craftsman Brewing Company and Los Angeles's Eagle Rock Brewery with drinks served in fully compostable, corn-based cups. Pita Pita Restaurant of Pasadena will be serving food inside and outside of the beer garden.

In addition to providing free youth art workshops throughout the day, Armory Center for the Arts is bringing MIA "Moving Images Art" which will feature projections of artists work using the moving images from experimental film, video art, installation art, performance art, essay films and animation.

The City's Department of Transportation asks the you consider using the Metro Gold Line to come to the festival. Show your Metro pass at the transportation booth to receive an Earth Day reusable bag, while supplies last. Alternatively, join the 5.7-mile Earth and Arts Festival Bike Ride through town, led by C.I.C.L.E. Perfect for riders of all ages and skill levels, the guided tour will highlight the City's Rotating Public Art Exhibition Program.

The annual festival is sponsored by the City of Pasadena, Armory Center for the Arts, Conscientious Projector and Metro. For more information, visit [www.cityofpasadena.net/earthday](http://www.cityofpasadena.net/earthday) or call (626) 744-4087.

