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PASADENA

MAY-JUNE 2010



Local Beauties Will Win Historic Preservation Awards

HANDFUL OF REMARKABLE PASADENA PROPERTIES WILL BE RECOGNIZED with Historic Preservation Awards during a special program

Thursday, May 27, at 6 p.m. in Caltech's Dabney Hall. Sponsored by the Historic Preservation Commission, this free annual event recognizes hard-working property owners who have preserved. restored and maintained this community's one-of-a-kind buildings.

Pasadena has long been recognized for its impressive

variety of architectural styles and historic buildings, with many designed by noted architects such as Greene & Greene, Myron Hunt, Wallace Neff, Sylvanus Marston and Richard Neutra. The city is now known as a treasure trove, with more than 1,500 properties listed in the National Register of Historic Places, more than 50 works by Greene & Greene, 17 local



This 1917 home on Elizabeth Street was During a second series of

honored in 2009 for restoration efforts. landmark districts and nearly 100 individual landmarks.

The city promotes historic preservation as a great use of land and resources, and the ultimate in "green" building. Preserving older buildings minimizes the costs, waste, demolition, manufacturing, transportation, energy use, and greenhouse gas emissions associated with new construction.

The event is part of a nationwide observance of Historic Preservation Month, sponsored by the National Trust for Historic Preservation, and this year's theme is "Old is the New Green."

For complete details on the Historic Preservation Awards, as well as a database of historic sites, interesting facts and a wealth of resources for owners of historic properties, visit www.cityofpasadena.net/historic or call 744-4009. For more information about Historic Preservation Month and sustainability, visit www.preservationnation.org.

Report Leads the Way to Pasadena's Future

The final Outreach Summary Report for the first phase of the General Plan update will be presented to the city council Monday, May 10. City staff and the General Plan Update Advisory Committee will compare it with the existing General Plan and help pinpoint solutions for the

community's land use and mobility concerns.

The report, summing up key themes heard from thousands of Pasadenans during nine months of events and activities, is at www.city of pasaden a.net /generalplan, the Permit Center, city libraries and community centers.

activities this fall, you'll help select preferred

solutions that will be translated into policies and strategies to be incorporated into a new draft General Plan circulated to commissions and the community before being presented to the city council for approval.

Stay info<mark>rmed by signing up for</mark> e-mail updates on the website and joining our Facebook page (enter "Pasadena General Plan" at www.facebook.com). For more information call 744-6807.

Etcetera ... Etcetera

- 🗷 Enjoy nonstop live jazz music Saturday, May 15, noon to 8 p.m. at the Rose Bowl Stadium during Jazzy Jam 2010 to benefit local youth programs. \$30 at the gate or \$20 in advance. Children under 13 are free. 744-8081 or www.jazzyjampasadena.com
- Eco Community Dialogues continue at Pasadena Central Library, 285 E. Walnut St., with "Climate Change and the Role of Women" by Dr. Alfred K. Neuman Wednesday, May 26, and "Living Lightly on the Earth" by Christopher Nyerges Wednesday, June 30, both at 7 p.m. 795-0376 or
- 🙎 Family Fun Day at La Pintoresca Park and Branch Library (Washington Boulevard between Fair Oaks and Raymond) Saturday, May 29, 10 a.m. to 3 p.m. includes live music, food, arts and crafts, skateboarding competition and more. 744-7268.
- ₹ The histo<mark>ric Castle Green</mark> at 99 S. Raymond Ave. celebrates spring Sunday, June 6, 1 to 5 p.m., with self-guided tours to benefit exterior restoration. \$20; children under 12 free. 577-6765 or www.castlegreen.com.

- 🙎 Experts from Pasadena **Humane Society will discuss** how to help your dog behave Thursday, June 10, 6 p.m. at 361 S. Raymond Ave., sponsored by the Code Enforcement Commission.
- About 600 artists will decorate walkways at Paseo Colorado with spectacular murals during the Pasadena Chalk Festival on Saturday and Sunday, June 19 to 20, 10 a.m. to 7 p.m. 795-9100 or www.pasadenachalkfestival.com
- Check out 150 cars, trucks, hot rods and imports plus music, food and raffles at Pasadena Police Department's Classic Car Show on Sunday, June 20, 11 a.m. to 4 p.m. at Paseo Colorado. www.cityofpasadena.net/police or 744-4620.
- Enjoy free concerts every Wednesday through Sunday, June 23 through Aug. 29, at Memorial Park's historic bandshell. Presented by Levitt Pavilion Pasadena, 683-3230 or www.levitt pavilion pasaden a. org.
- Inflate a raft or set a chair on **the deck** to watch the dive-in movie "Shrek" Saturday, June 26, 8:15 p.m. at Rose Bowl Aquatics Center. Free admission.

- Refreshments will be sold; no outside food or drinks allowed. www.rosebowlaquatics.org or
- Huntington Hospital community outreach nurses will provide free counseling and blood pressure screenings from 11:30 a.m. to 12:30 p.m. Wednesdays in June at Pasadena Central Library followed by a 1 p.m. health-themed feature film. 744-4066.
- Americafest at the Rose Bowl Stadium on July 4 includes family festival at 2 p.m., drum corps performance and military tribute at 7 p.m. and fireworks at 9 p.m. \$13; children 7 and under free; active military free with ID. www.rosebowlstadium.com or (800) 745-3000.
- Four new condominiums priced as affordable and funded by the city <mark>of Pasadena ar</mark>e <mark>on</mark> sale at Allen-Brigden Classics, 1142 N. Allen Ave., for income-eligible first-time buyers; two others are live/work space. Priority goes to Pasadena residents and workers. 744-8314.
- Note: All dates and times listed in Pasadena In Focus are as of the publication date. Call the numbers listed to confirm information. All phone numbers are in the (626) area code unless otherwise noted.

Noticias En Breve

Muy pronto: Un lugar más para el Cuidado de la Salud rápida que se pueda costear.

La construcción del nuevo Centro de Cuidado Urgente de Pasadena está en marcha. 3160 E. Del Mar Blvd. al oeste de la calle Madre.

La apertura está programada para este otoño, ofreciendo cuidado que no es de emergencia, visitas sin cita previa y de pacientes de entrada y salida en un mismo día desde las 7 a.m. hasta las 10 p.m. todos los días. Una clínica ahí mismo proporcionará cuidado básico y preventivo de bajo costo para pacientes según sus ingresos.

Esté atento para mayor información en las próximas publicaciones de Pasadena In Focus o llame al 744-6784.

Manténgase seguro en Dos Ruedas

El Departamento de Transporte tiene disponible un nuevo folleto de seguridad en bicicleta en las librerías locales y tiendas de bicicletas; también lo puede obtener por Internet www.cityofpasadena.net/ transportation/Bicycling.

Impreso en inglés y español, el folleto cubre todo, desde las reglas obvias de

Se continua adentro . . .

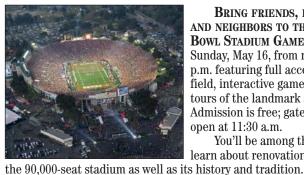
Teen Boot Camp Trains Disaster Volunteers

PASADENA TEENS CAN LEARN HOW TO LEND A HAND DURING A DISASTER at a free Pasadena Emergency Response Training (PERT) boot camp Wednesday, July 14, from 9 a.m. to 3 p.m. at the Rose Bowl Stadium. The event will cover disaster preparedness, basic first aid, fire suppression and search and rescue. Space is limited, so register today by sending an e-mail to vdelacuba@cityofpasadena.net or calling

PERT was developed by the Pasadena Fire Department to give residents of all ages the basic skills they'll need to take care of themselves, their neighbors and co-workers after a major disaster when emergency crews may not be able to respond immediately. The training is perfect for neighborhood associations and community groups. To schedule a training or for more information visit www.cityofpasadena.net/fire/pert.asp or call 744-7276.



It's the First-ever Rose Bowl **Stadium Games!**



BRING FRIENDS, FAMILY AND NEIGHBORS TO THE ROSE BOWL STADIUM GAMES on Sunday, May 16, from noon to 3 p.m. featuring full access to the field, interactive games and tours of the landmark stadium. Admission is free; gates will open at 11:30 a.m.

You'll be among the first to learn about renovation plans for

With a backdrop of great music, a local emcee will lead partic-

ipants and spectators through a soccer challenge, armchair quarterback game, speed pitching, field goal kicks, free-throw challenge, bean bag toss and fitness challenges. Watch the stadium's Jumbotron screens to see the fun as it happens. Little ones can also enjoy bounce houses, face painting and other child-friendly activities.



For more information, or to RSVP or volunteer, visit www.rosebowlstadium.com/games or call 577-3100.

Coming Soon: An Additional Location for Quick, Quality Health Care



CONSTRUCTION IS UNDERWAY AT THE NEW PASADENA URGENT CARE CENTER, 3160 E. Del Mar Blvd. just west of Madre Street.

Scheduled to open this fall, the center will be managed by Huntington Medical Foundation in partnership with the Pasadena Public Health Department and will offer non-emergency, walk-in outpatient care from 7 a.m. to 10 p.m. daily. An on-site clinic, operated by the Community Health Alliance of Pasadena (CHAP) and funded in part by Kaiser Permanente Hospital

Foundation's L.A. Care Health Plan, will provide low-cost primary and preventive care on a sliding-

The center was designed as a new source of convenient and affordable health care for residents struggling with the economic downturn or who have lost their health insurance. Open longer hours than a traditional primary care doctor's office, the center will also help relieve the long waits at Huntington Hospital's emergency room, where more than a third of patients are seen for non-life-threatening concerns including fevers, fractures and minor trauma.



Formerly a day care center and police substation, the city-owned property was chosen for its affordability, easy parking, access to public transportation and proximity to a diverse mix of potential patients.

Watch for additional information in future issues of Pasadena In Focus or call 744-6784.

Register for Emergency Notifications

THE AUTOMATED PLEAS (PASADENA LOCAL EMERGENCY ALERT SYSTEM) sends text and voice messages to people throughout Pasadena whenever there is a major threat to life or property. The system is smart enough to know whether it has reached a live person or voice mail; it will keep calling until it reaches you or the message has expired.

Register at www.cityofpasadena.net/fire/PLEAS. Using a simple form, you may register up to three phone numbers and two e-mail addresses.

In the event of major earthquakes, fires, unplanned utility outages, public health emergencies and other potentially life-threatening incidents, PLEAS sends out instructions on how to protect your life and safety. It will also notify you of red flag parking restrictions on days of extreme fire danger if you live near areas prone to wildfires.

If you have caller I.D. on your phone, you'll know when you you're getting a PLEAS alert - the number is 405-2358; you can also program this number into your digital contact list with PLEAS as the caller ID. Also be sure to read e-mails from PasadenaLocalAlert@cityofpasadena.net and add this address to your contacts to bypass spam filters.

You may also see the full range of current alert opportunities, including PLEAS and the Pasadena Police Department's Nixle alerts, at www.cityofpasadena.net/alerts.

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como andar en bicicleta en la misma dirección que los vehículos motorizados y el utilizar las señales de mano, hasta las éticas menos conocidas de andar en bicicleta: ¿Debería usted zigzaguear entre los autos parados? (no) ¿Es legal el andar en bicicleta fuera de la línea marcada para bicicletas? (sólo si está evitando un peligro) ¿Debería pasar a un auto por la derecha? (no porque el conductor posiblemente no lo ve?

¿Sabia usted?

¿Sabia usted que si compra un celular por Internet, Pasadena no obtiene todos los impuestos de venta? Pasadena depende de los impuestos de las ventas, impuestos de los servicios públicos al usuario y otros ingresos para subsidiar los servicios importantes, incluyendo los oficiales de la policía, bomberos, bibliotecas, parques y centros comunitarios.

¡Por eso compre su teléfono en una tienda en Pasadena! La ciudad recibirá un porcentaje de cada dólar que gasta, y el dinero se va directamente para subsidiar los servicios locales vitales.

Cuando usted active su nuevo celular y firme el contrato de servicio, Pasadena recibirá los impuestos por el uso de servicios públicos listados en su factura mientras sea enviado por correo a una dirección en Pasadena.

Eventos gratis para toda la familia

Traiga a sus amigos, familiares y vecinos a los juegos del estadio Rose Bowl gratis, el sábado 16 de mayo desde las 3:00 P.m. con acceso a todo el estadio, competencias de deportes, visitas al histórico estadio e inclusive a eventos tras bastidores para los residentes de Pasadena, la entrada es gratis; las puertas se abrirán a las 11:30 a.m. www.rosebowlstadium.com/games o 577-3100.

"Música bajo las estrellas" es un concierto gratis al frente de la Alcaldía de Pasadena el sábado 22 de mayo a las 7:00 P.m. Plaza Centenaria frente a la Alcaldía de la Ciudad. Traiga su silla de acampar y venga tan temprano como a las 5:30 p.m. para hacer un picnic o puede comprar comida gourmet de los camiones y dejar que los niños disfruten las actividades del Museo para Niños Kidspace; el concierto empezará a las 7p.m. www.pasadenasymphony pops.org o 793-7172.

El Día de Diversión
Familiar en el Parque de la
Pintoresca y la Biblioteca (del
bulevar Washington entre la
Fair Oaks y Raymond) es el
sábado, 29 de mayo desde las
10 a.m. hasta las 3 p.m. con
música al vivo, comida,
manualidades, competencia
de patinaje y mucho más
744-7268.



Did You Know?

PASADENA RELIES ON SALES TAX, UTILITY USERS TAX AND OTHER REVENUES to fund city-sponsored programs and services, from police officers and firefighters to libraries, parks and community centers.

Did you know if you buy a cell phone over the Internet, Pasadena won't get its fair share of the sales tax?

Buy your cell phone from a Pasadena store instead! That way the city will receive one percent of the purchase price, which will help fund vital local services.

When you activate your new cell phone and sign up for service, Pasadena will receive the utility users tax listed on your bill as long as it is mailed to a Pasadena address.

For more information call 744-4351.



Jump-start Your Career at La Pintoresca Branch Library

REVIVE YOUR CAREER — OR START A NEW ONE — with free assistance from La Pintoresca Branch Library, 1355 N. Raymond Ave.

Stop in for one-on-one guidance from a Women at Work career counselor (men and women are welcome) Tuesdays, May 11 and 18, from 10 a.m. to 1 p.m. Call 744-7268 to set up an appointment.

Share job-search tips and support with other professionals going through career transitions Fridays, May 14, 21 and 28, from 10 a.m. to 12:30 p.m.

Attend a Job Prep 101 workshop Tuesday, May 25, from 11 a.m. to noon, where you'll learn how to write a resume and cover letter, read and respond to job announcements and prepare for an interview.



Rules of the Road: Stay Safe on Two Wheels

WHEN YOU'RE RIDING A BIKE, A FAUX PAS COULD BE DEADLY. Learn the rules of the road with a new bicycle safety brochure from the Transportation Department. Designed to fit in your pocket, the brochure is available at local bookstores and bike shops; you can also access it at www.cityofpasadena.net/transportation/Bicycling.

Printed in English and Spanish, the brochure explains how to share Pasadena's roads safely with cars and trucks. It covers everything from obvious rules, such as cycling in the same direction as vehicular traffic and using hand signals, to lesser known biking etiquette: Should you weave between parked cars? (No.) Is it legal to cycle outside a marked bike lane? (Only if you're avoiding a hazard.) Should you pass a car on the right? (No because the driver probably won't see you.)

Pasadena is working hard to become a city where it's safe, easy and fun to get around on two wheels. Find more, including a downloadable bike map, news on bike parking and the latest on Pasadena's Bicycle Master Plan, at the website listed above or by calling 744-7254.





The Pasadena POPS with conductor Rachael Worby will present "Music Under the Stars," a free concert that is their annual gift to the community, Saturday, May 22, at 7 p.m. Centennial Square in front of Pasadena City Hall will be transformed into an outdoor concert space where you'll gather with family and friends for a wonderful night of fun and entertainment. Bring a lawn chair and come as early as 5:30 p.m. when you can picnic or purchase food from gourmet food trucks and let the kids enjoy activities from Kidspace Children's Museum. www.pasadenasymphony-pops.org or 793-7172.

PASADENA Water&Power

Save up to \$825 on New Appliances

MAXIMIZE YOUR CASH AND ENERGY SAVINGS by purchasing a qualifying Energy Star appliance through May 23. With combined rebates from PWP and a new program called California Cash for Appliances, Pasadena electric customers can save up to \$390 on a qualifying refrigerator, up to \$300 on a qualifying clothes washer and up to \$135 on a qualifying room air conditioner.

California Cash for Appliances is funded with \$35.2 million in federal stimulus funding. You're eligible for the rebates if you purchase one or more qualifying appliances from a traditional retailer (purchases made online, at mall kiosks and from door-to-door vendors do not qualify). You also must have your old appliance(s) recycled.

PWP offers additional rebates with different rules and a separate application process. Visit www.cityofpasadena.net/rebates to find rules for all rebate programs, lists of other qualifying products and rebate applications.



Are You Weathering the Weather?



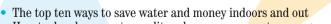
PASADENA SWITCHED TO A WARM-WEATHER WATERING SCHEDULE and restrictions on April 1. Through Oct. 31 you can water three days each week — Tuesdays, Thursdays and Saturdays only before 9 a.m. and after 6 p.m., but experts recommend you monitor the weather carefully and gradually acclimate your plants and turf to a more frequent schedule. Making a drastic switch from the one-day-a-week, cold-weather schedule can shock plants and weaken their natural ability to adapt to weather changes. Reserve the three-day schedule for peak warm weather, typically in July and August.

If you aren't a weather watcher, let a weather-based irrigation controller stand in for you! These "smart" controllers are programmed to be sensitive to your plants' needs and weather pattern changes, turning on your sprinkler system only when needed and saving thousands of gallons each year. Apply for a \$150 rebate on these smart devices at www.cityofpasadena.net/savewater.



Become Water-wise at the H₂0 Academy

FEELING CONFUSED BY ALL THE NEWS ABOUT CALIFORNIA'S WATER WOES? Don't let the water shortage outsmart you – get water-wise at the H₂O Academy. Experts in water conservation and efficient irrigation will share their wisdom during this three-hour seminar, presented free by PWP, where you'll learn:



- How to do a home water audit and compare yours to average and efficient homes
- How much water is right for your landscaping

 How to be an arrangle and according healthy through
- How to keep your landscaping healthy through hot summers and changing seasons
- How to check for leaks and what to do if you find one
- How to understand your water bill
- Which water-wise alternatives to traditional landscaping work best for Pasadena's climate
- And more just ask the experts!

PWP customers who attend the H₂O Academy will also get a free Water Saver Kit (\$40 value) and a chance to win a "smart" irrigation controller (\$800 value).

Attend Saturday, May 15, or Saturday, June 12, from 9 a.m. to noon at the Salvation Army Pasadena Tabernacle, 960 E. Walnut St. Registration is required at www.cityofpasadena.net/savewater or 744-3715.



The Sun Sets July 1 for Higher Solar Rebates



SINCE JANUARY 2008 OUR PASADENA SOLAR INITIATIVE has offered some of the highest rebates for solar PV systems, outshining many other utilities nationwide. Spurred on by a \$3.15-per-watt incentive for residential installations, special rates for non-profits and businesses, competitive retail pricing and a 30 percent federal tax credit, Pasadena is fast approaching a milestone of one megawatt of local solar power generation.

With interest in solar rising sharply over the past two years, Pasadena Solar Initiative funds are being depleted faster than expected. Rebate rates for residential customers will

decrease by 25 percent – to \$2.40 per watt – on July 1. If you're considering solar, be sure to apply soon before the sun sets on the higher rebate rate.

In the near future PWP will refund solar customers for surplus generation and may begin compensating solar PV customers for the electricity they add to the city's grid through feed-in tariff rates and cash refunds for surplus generation. Visit www.cityofpasadena.net/solar to learn more and start the rebate application process today!

Visit www.cityofpasadena.net/waterandpower or call the PWP AnswerLine at 744-6970.