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New high rise condominium could be a boon to Pasadena

By:ANDREA TANTILLO , News Editor

A proposed high rise condominium at the south tip of Pasadena will improve the city's property tax base, boost its potential for commercial and residential growth, and bring more homeowners to the city, say local officials.

p>According to Melvin Embry, assistant to the mayor for planning and development, the proposed 30-story condominium building, The Endeavour, will be built on the Clear Lake waterfront within the Pasadena city limits.

"This will bring a nice addition to that part of Pasadena," Embry said, "and more people can buy homes, which improves the tax base."

Shea Kane, director of marketing for The Endeavour, said the building will include 88 fully finished condos, ranging in price from \$300,000 to \$2 million.

"We will have a 24-hour concierge and valet parking," Kane said.

She added the building will include an infinity pool outside and a resistance pool inside. Plus, there will be three cabanas for residents to rent, and each condo will have a view of the lake.

"Everything will be top-of-the-line," Kane said.

Embry said the city's planning commission has given preliminary approval to the design, but it will have to go before city council for variance reviews.

"Our jobs will be enforcing ordinances and codes," Embry said.

Tim Tietjens, planning, housing and community development director for the city of Pasadena, added the new building should kick-start additional growth in surrounding areas.

"The value effect is also beneficial. We should see increases in (property) values throughout the area," Tietjens said. "It's not just Pasadena, this is good for the Bay Area."

Safety is also a concern for the new construction which, if approved, will be south of NASA Parkway and west of Kirby Road.

According to J.D. Gardner, Pasadena Volunteer Fire Department chief, the department has a standard operating procedure in place for high rise firefighting.

Plus, he said, one of the department's district chiefs sits on the board of the Bay Area Firefighters Committee, which has a mutual aid plan for high rise emergencies.

"We have met with a representative for the building and have made our request for additional access, floor plan information and additional firefighting capabilities," Gardner said. "We are ready for anything that could occur."

Tietjens added the nearest city fire station, located near Taylor Lake Village, also houses a police sub-station.

The proposed high rise will be the tallest in the city limits. Currently, the 13-story Pasadena Bank building is the tallest structure in Pasadena.

The project was initially a 26-story building with 77 condos, a plan that the Pasadena Planning Commission approved.

However, the developers made additions to the building, and have brought the changes back to the planning committee. Once all approvals by the commission are made, Tietjens said, the proposal will be brought before the city council to look at variances.

Kane said council is set to hear the proposal on May 24.

Tietjens explained that if the council grants the variances, the proposal will go back to the planning commission for final approval.

Officials are optimistic that council will move forward with the necessary approvals. Council has already approved an ordinance to allow the Clear Lake Water Authority to supply services to the site where the high rise is proposed.

Once the city gives the developers the green light, Kane said pre-sales of the condos will begin. Construction on the site will not begin until at least half of the units are sold.

"The developers (Robin Parsley and Carlo Marzano) came across this property and wanted to build on the lake," Kane said. "There has never been anything like this on the lake. It's a great location."

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