

# Agenda Report

**DATE:** JANUARY 14, 2002

**TO:** CITY COUNCIL

**FROM:** CYNTHIA J. KURTZ, CITY MANAGER

**SUBJECT:** PREDEVELOPMENT PLAN REVIEW FOR THE PROPOSED RESIDENTIAL AND RETAIL PROJECT AT E. COLORADO BLVD AND N. MADISON AVE. (621 E. COLORADO BLVD.) WITHIN THE PASADENA PLAYHOUSE DISTRICT IN THE CENTRAL DISTRICT.

## RECOMMENDATION

This report is being provided for information purposes only at this time.

## BACKGROUND

This project summary is being presented to City Council as part of the Predevelopment Plan Review (PPR) guidelines which directs the PPR report for projects of community-wide significance to the City Council for information purposes only. Shea Properties and Counties U.S.A., Inc. have submitted a proposal to develop a site fronting Colorado Blvd. in the Pasadena Playhouse District in the Central District.

## PROJECT DESCRIPTION:

The project site is located at 621 East Colorado Blvd and is approximately 3.8 acres in size. The site is on the North side of Colorado Blvd and fills the entire block bounded by Union Street on the North, Madison Avenue on the West, and El Molino Avenue on the East. The project is a mixed use development consisting of 304 residential units, 14,602 square feet of retail/residential use, and 892 parking spaces. Of the garage spaces, 324 will be designated for general public parking for the on site historic bank building and the medical office building located off Madison Street to the West.

The applicant proposes to retain the existing eight-story bank building on the site, as well as the retail portion of the adjacent parking structure. Two existing commercial buildings on the site will be demolished.

MEETING OF 1/14/02

AGENDA ITEM NO. 10.A.

## **REVIEW OF DISCRETIONARY ACTIONS**

The purpose of the PPR process is to identify site-specific requirements of the various city departments, to give developers direction regarding their projects, and to outline the development schedule. Staff reviewed the following discretionary actions and has determined the following:

**General Plan Review:** The development proposal is consistent with the goals, policies and objectives of the General Plan's Land Use Element. The project site is located in Sub-Area a4 of the Central District Specific Plan. The Specific Plan which implements the General Plan in the area states:

*The Playhouse District Plan, which implements the General Plan in the area encourages mixed-use development and downtown housing to create a lively, arts-oriented urban environment with substantial urban open space such as plazas. Height and density should be oriented toward Colorado Boulevard. Green Street should remain at a lower scale in keeping with the existing character. Total new housing units = 350 Total new non-residential square footage = 825,000.*

On April 11, 2001 the City Planning Commission allocated an additional 100 residential units to the Playhouse District, deeming that the additional units were necessary to develop the mixed-use character encouraged in the General Plan.

**Environmental Review:** An initial study was prepared for the project and determined an Environmental Impact Report would need to be prepared to evaluate project impacts. A draft EIR has been prepared and determined the project will include the following significant unavoidable impacts which will require a statement of overriding consideration:

- Air Quality
- Cultural Resources
- Construction Effects with respect to air quality

The following potentially significant impacts have been identified and can be mitigated to less than significant level:

- Traffic Effects
- Hazards and Hazardous Materials
- Construction Effects (with the exception of short-term air quality)

A draft EIR was circulated December 21, 2001 for public review and comment. A public meeting before the Zoning Hearing Officer will be schedule towards the end of January for review and comment on the draft EIR.

**Variance/Conditional Use Permit:** The project as proposed would require an approval for a variance for the Zoning Code standard for the maximum permitted number of compact parking spaces and a variance from loading requirements.

Design and Historic Preservation: The project as proposed would require architectural review by the Design Commission as well as review by the Cultural Heritage Commission. As stated earlier the project will require a statement of overriding consideration for the demolition of the easterly portion of a historic retail and parking structure on Madison Ave.

Affordable Housing: The project is subject to the Inclusionary Housing Ordinance which at this time is six percent of the residential units. The project contains no density bonus or other affordable units.

Cultural Affairs Review: The project is subject to the Public Arts requirement for new development. One percent (1%) of the building valuation must be allocated for public art. The Arts Commission will review and approve the art program.

Timeline: The following timeline outlines the major stages in the process

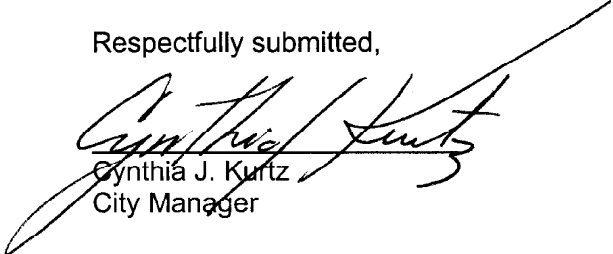
- 12/21/01 Draft EIR circulated for review and comment.
- 01/14/02 PPR report to the City Council as an information item.
- 01/28/02 Presentation before the Design Commission and Cultural Heritage Commission for review of draft EIR.
- 01/30/02 Public Meeting before Zoning Hearing Officer for comments on the EIR.
- 03/15/02 Public Hearing on variances applications before Zoning Hearing Officer and certification of the EIR
- 04/15/02 Public Meeting before Design Commission for Concept Design Review.
- 05/15/02 Final Design Review.

### **FISCAL IMPACT**

Fees will be required to be paid for the discretionary action required for the project. The project will also generate plan check and permit fees, in an amount that cannot be determined at this time.

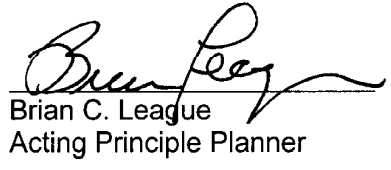
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Respectfully submitted,



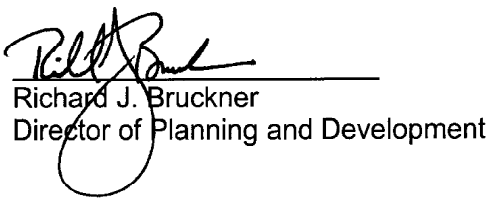
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