

- Int. No. 18: Marengo Avenue and California Boulevard  
P.M. Peak-Hour ICU Ratio = 0.985, LOS E
- Int. No. 23: Los Robles Avenue and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 1.091, LOS F

### 3.3.2.2 Year 2007 With Ambient Growth Conditions

Growth in traffic due to the combined effects of continuing development, intensification of existing developments and other factors was assumed to be 1.5 percent per year up through year 2007. This ambient growth incrementally increases the ICU ratios at all the study intersections. As shown in Table 8 on page 89, 18 of the study intersections are expected to continue operating at LOS D or better during the P.M. peak hour with the addition of Year 2007 ambient growth traffic. With the addition of ambient growth conditions, the LOS level at the intersection of Marengo Avenue and Del Mar Boulevard changes from LOS D to LOS E. The following intersections are anticipated to operate at LOS E or F during the P.M. peak hour with the addition of ambient growth traffic:

- Int. No. 2: Fair Oaks Avenue and Walnut Street  
P.M. Peak-Hour ICU Ratio = 1.018, LOS F
- Int. No. 9: Arroyo Parkway and California Boulevard  
P.M. Peak-Hour ICU Ratio = 1.023, LOS F
- Int. No. 17: Marengo Avenue and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 0.947, LOS E
- Int. No. 18: Marengo Avenue and California Boulevard  
P.M. Peak-Hour ICU Ratio = 1.038, LOS F
- Int. No. 23: Los Robles Avenue and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 1.150, LOS F

### 3.3.2.3 Year 2007 with Related Projects Included

The ICU ratios at all 23 study intersections are incrementally increased with the addition of traffic generated by the identified related projects. As presented in Table 8 on page 89, 17 of the 23 study intersections are expected to continue operating at LOS D or better during the P.M. peak hour with the addition of Year 2007 ambient growth traffic and the traffic due to the related projects. With the addition of the related projects, the LOS level at the intersection of Arroyo Parkway and Del Mar Boulevard changes from LOS D to LOS E. The following intersections

are anticipated to operate at LOS E or F during the P.M. peak hour with the addition of ambient growth traffic and traffic due to the related projects:

- Int. No. 2: Fair Oaks Avenue and Walnut Street  
P.M. Peak-Hour ICU Ratio = 1.055, LOS F
- Int. No. 8: Arroyo Parkway and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 0.902, LOS E
- Int. No. 9: Arroyo Parkway and California Boulevard  
P.M. Peak-Hour ICU Ratio = 1.076, LOS F
- Int. No. 17: Marengo Avenue and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 0.982, LOS E
- Int. No. 18: Marengo Avenue and California Boulevard  
P.M. Peak-Hour ICU Ratio = 1.068, LOS F
- Int. No. 23: Los Robles Avenue and Del Mar Boulevard  
P.M. Peak-Hour ICU Ratio = 1.201, LOS F

#### **3.3.2.4 Year 2007 with the Proposed Project Included**

As shown in Table 8 on page 89, application of the City's threshold criteria (refer to Table 6 on page 87) to the Year 2007 "With Proposed Project" scenario indicates that the proposed Project would not create any significant impacts at the 23 study intersections when compared to Year 2007 with Related Projects Included conditions. The proposed Project would not result in any degradation of the six intersections operating at LOS E or F under Year 2007 with Related Project conditions, and would not impact the remaining 17 study intersections. This results because the Project is not forecasted to increase peak hour traffic volumes within the roadway network. Therefore, the Project would not result in a traffic impact on local intersections.

The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. As such, changes in the design of the Project would not affect Project-related traffic volumes within the road network as analyzed in this EIR.

Table 9

**SUMMARY OF STREET SEGMENT ANALYSIS  
PASADENA CONFERENCE CENTER EXPANSION PROJECT**

<b>Location</b>	<b>Existing ADT Volume</b>	<b>Existing with Project ADT Volume</b>	<b>Percent ADT Growth</b>
Green Street, west of Fair Oaks Avenue	7,754	7,754	0.0%
Arroyo Parkway, between Green Street and Cordova Street	19,568	19,568	0.0%
Arroyo Parkway, south of Del Mar Boulevard	35,081	35,081	0.0%
Walnut Street, between Raymond Avenue and Marengo Avenue	16,689	16,689	0.0%
Colorado Boulevard, between Arroyo Parkway and Marengo Avenue	24,223	24,223	0.0%
Green Street, between Arroyo Parkway and Marengo Avenue	16,009	16,009	0.0%
Marengo Avenue, between Walnut Street and Ramona Street	22,819	22,819	0.0%
Marengo Avenue, south of Del Mar Boulevard	15,020	15,020	0.0%
Los Robles Avenue, between Del Mar Boulevard and California Boulevard	15,434	15,434	0.0%
Green Street, east of Los Robles Avenue	12,974	12,974	0.0%
Del Mar Boulevard, east of Los Robles Avenue	5,562	5,562	0.0%

*Source: Linscott Law & Greenspan, Engineers. June 17, 2004.*

### 3.3.3 Neighborhood Traffic Analysis

The existing and forecasted existing with Project ADT volumes at the 11 study locations are summarized in Table 9 above. The existing ADT volumes, existing with Project ADT volumes, and Project-related percent increase in ADT growth on the analyzed street segments are presented in the first, middle, and last columns, respectively. As shown in Table 9, no Project-related ADT increases are forecasted for the study street segments. This results because the Project is not forecasted to increase total daily trips on average within the roadway network. Since there are no Project-related ADT increases, no impacts would occur, and no mitigation measures are required based on the City's threshold criteria.

### 3.3.4 Parking Supply and Demand

Access to the proposed on-site Parking Structure would continue to be provided through two driveways along Marengo Avenue and along Euclid Avenue, south of the existing Sheraton Hotel. A secondary access point to the Parking Structure would be provided at the existing Euclid Avenue loading dock driveway. The Euclid Avenue loading dock driveway and aisle is currently used as a secondary access to the subterranean parking levels during events with high attendance at the Civic Auditorium. The proposed Project would demolish 530 existing parking

spaces located below Ludwigshafen and Mishima Plazas. A new 7-level Parking Structure, which would contain 897 new spaces, would be constructed south of the Conference Center. The Parking Structure would consist of two levels of below-grade parking, one level at grade, and four levels above grade. In addition, the reconfigured loading dock would provide 24 new spaces for employee use. With the 295 existing spaces to remain, the total number of parking spaces provided at the Project site with the 7-level structure would be 1,216 spaces, which is an increase of 391 spaces when compared with existing conditions. In the event that funding cannot be secured for a 7-level structure, a 5-level structure would be developed. The 5-level structure would have two levels below grade, one level at grade, and two levels above grade. The 5-level structure would contain 653 parking spaces. With the 295 existing parking spaces to remain, the 24 new employee spaces, and the spaces within the 5-level structure, a total of 972 on-site parking spaces would be available, an increase of 147 spaces when compared with existing conditions.

Based on the parking demand analysis, a peak parking demand of approximately 300 vehicles could be anticipated for a regional association event. For a regional trade show, a peak parking demand of approximately 190 vehicles could be expected. Finally, a peak parking demand of approximately 833 vehicles could be anticipated with a local Consumer Show. Between 5:00 and 6:00 P.M., it has been assumed that 50 percent of hotel code required parking (i.e., 218 vehicles) would overlap with a large Consumer show. Therefore, the Project's peak parking demand, with the inclusion of the conversion of the Ice Skating Center, would total 1,052 vehicles based on the assumption that both a local Consumer Show and a Civic Auditorium event are scheduled and that an overlap occurs between departures of the local Consumer Show attendees (50 percent or 417 vehicles) and arrivals of Civic Auditorium event patrons (50 percent or 417 vehicles).<sup>6</sup> Based on this conservative analysis, a parking shortfall of 80 spaces would occur between 5:00 P.M. and 7:00 P.M.

During the late evening time period (i.e., between 9:00 P.M. and 10:00 P.M.), it has been assumed that 100 percent of the hotel parking demand (i.e., 437 vehicles) would overlap with a Civic Auditorium event. Therefore, the Project's peak parking demand, with the inclusion of the conversion of the Ice Skating Center, would total 1,270 vehicles based on the parking demand for a sold out Civic Auditorium event (i.e., 833 vehicles) and full occupancy of the Sheraton Hotel (i.e., 437 vehicles). Should a 7-level Parking Structure be developed, this forecast indicates that a parking shortfall of 54 spaces is expected to occur between 9:00 P.M. and 10:00 P.M. In the event that only a 5-level Parking Structure is developed, the shortfall would increase to a total of 298 spaces. Thus, the availability of 54 or 298 off-site parking spaces is

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<sup>6</sup> *This is a conservative estimate in that local Consumer Show attendees vary in their arrival and departure times and it is highly unlikely that half of the event patrons on a single day would leave the Project site within the same hour.*

needed to satisfy the projection of the Project's peak parking demand. These forecasts are consistent with the amount of off-site parking that currently occurs for the site.

While event overlap is not expected to occur on a daily basis, it is important to note that over 2,100 parking spaces are available in several parking structures, particularly during the late afternoon and evening hours when the parking demand related to the adjacent office buildings does not occur. In addition, the anticipated maximum parking demand for local events is likely to decrease as the Pasadena Gold Line is now in operation. Patrons can access the site via the Del Mar Boulevard station, which is within one-quarter mile of the Project site. Pasadena Conference Center staff has indicated that a joint marketing effort with event organizers will be underway to publicize the availability of the Gold Line to access the Project site.

The future parking supply planned as part of the Project would fully accommodate many events held at the Project site. However, in cases where large conference center events overlap with large-scale Civic Auditorium events the anticipated parking demand would be accommodated through available spaces within several parking structures in the vicinity of the conference center (e.g., the Paseo Colorado subterranean parking garage, Los Robles parking structure, Ameron parking structure, and the Marengo parking structure). Existing and future agreements between the Pasadena Center Operating Company and the operators of these facilities would ensure the accessibility of needed parking. Given the synergy of the adjacent uses and the availability of the parking (since many of the structures are used heavily throughout the day by office workers and would, therefore, be available in the early evening), an adequate supply of parking is available to meet the demands of the Project. No parking impacts would occur.

In the event that the Applicant can only secure funding for a 5-level rather than a 7-level Parking Structure, the spaces that would not occur on site would be offset by additional off-site parking spaces. As noted above, off-site parking facilities are available. Existing and future agreements with the operators of these off-site parking facilities would ensure that the parking demands of the Project would be met. Furthermore, the Project would be subject to the parking requirements set forth in the Project's Conditional Use Permit (CUP). Therefore, no parking impacts would occur.

The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. As such, even in the event of a change in the design of the Project, the quantity of parking would be unchanged from that analyzed in this EIR. As such, a Project redesign of the type described herein is not anticipated to result in impacts that are greater than those described in this EIR.

### **3.3.5 Site Access and Circulation**

#### **3.3.5.1 Pedestrian Access**

Pedestrian access to the Project site would continue to be provided primarily along Green Street. The proposed reconfigured steps on Green Street would provide access to the main entrance to the Civic Auditorium. Access to the new Exhibition Hall and Ballroom building would be provided via a new entrance lobby on its northwest corner. A new entrance lobby would also be constructed on the northwest corner of the Conference Center. The newly reconfigured Ludwigshafen and Mishima Plazas would provide pedestrian access to the new Exhibition Hall and Ballroom building, the Civic Auditorium, the Conference Center, and the Parking Structure.

Currently, pedestrians crossing Green Street in the vicinity of the Project site utilize the existing crosswalk located at the mid-block Green Street traffic signal between Marengo Avenue and Euclid Avenue. This crossing is located on the west side of the westerly Paseo Colorado Green Street driveway. The existing crosswalk is 30 feet wide and is well utilized as a formal connection between the Paseo Colorado mixed use development and the Project site. No pedestrian push buttons are provided at this location. Pedestrians traveling from the Gold Line Station at Del Mar Boulevard to the Project site are anticipated to travel east on Del Mar Boulevard to Marengo Avenue, then north to the Project site. Sidewalks, crosswalks, and traffic signal phasings are provided along this pedestrian travel route between the Gold Line Station and the Project site. These existing pedestrian amenities are sufficient relative to the safe movement of pedestrians to and from the Project site. As such, no impacts to pedestrian access would occur.

The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. The Applicant is committed to a final design that would be in substantial compliance with the schematic design presented in this EIR and that would conform to all of the mitigation measures included in this EIR. As such, impacts relative to pedestrian access are anticipated to not be greater than those described in this EIR.

#### **3.3.5.2 Loading Dock Operations**

The general locations of the proposed Conference Center loading dock operations are consistent with those currently provided on site, with dock areas located off of both Marengo Avenue and Euclid Avenue. For Civic Auditorium events, loading activities are accommodated on the site, in an area between the Civic Auditorium and the Exhibition Hall, via a gated

driveway on Green Street. The Civic Auditorium loading activities would continue to be accommodated on site with the proposed Project. However, the Project's proposed loading docks may also be available for the Civic Auditorium in the expanded loading area on Marengo Avenue. The loading dock area on Euclid Avenue currently exists on the Project site and is planned to remain in its current configuration as part of the proposed Project. This loading dock area would provide secondary loading activities associated with the Conference Center and catering services.

Main loading activities for the renovated Conference Center would be provided via the loading docks on Marengo Avenue beneath the new Exhibition Hall and Ballroom building at Parking Level B. This 55,800 square-foot loading dock area is located approximately 400 feet south of Green Street, which is generally consistent with its current location. The driveway configuration would be modified slightly to enhance entering and exiting truck maneuvers. The loading dock area on Marengo Avenue is planned to be expanded as part of the proposed Project to provide five loading docks for large trucks (i.e., semi-trailer), two loading docks for smaller trucks (i.e., single-unit trucks, news vans, etc.), five crate storage/RV parking spaces, as well as a trash/refuse area, and 24 new parking spaces for employee use. The main loading docks, as well as the trash/refuse area, are oriented in an east-west direction, while the five crate storage/RV parking spaces have a north-south orientation.

Truck Turning Maneuver Analyses. The City of Pasadena Municipal Code (Section 17.68.200) requires that the location and design of off-street loading spaces shall be designed and maintained so that vehicles do not back in from, nor onto, a public street; provided, the City of Pasadena Director of Transportation provides an exception to this requirement. Therefore, loading operations should be accommodated via "head-in" and "head-out" maneuvers from adjacent streets (i.e., no backing in from adjacent roadways). In order to review the anticipated loading operations at the proposed loading dock area off of Marengo Avenue, an analysis of truck turning maneuvers was conducted using the AutoCAD AutoTurn software package. Copies of the AutoTurn analyses are provided in Appendix B, Traffic Report.

Review of the Main Loading Docks. An analysis has been conducted focusing on entering and exiting truck-turning maneuvers (head-in/head-out movements) for various-sized trucks. All trucks would enter the loading docks via a head-in maneuver from Marengo Avenue and then would proceed to back into the appropriate loading dock. Based on a review of the AutoTurn assessment, 30-foot, single-unit trucks can be accommodated in Dock Nos. 1 and 2. Dock Nos. 3 and 4 are accessible for the 55-foot semi-trailer trucks (WB-50 classification) via multiple maneuvers. In addition, 69-foot semi-trailer trucks (WB-62 classification) can be accommodated in Dock Nos. 5, 6, and 7 in a single backing maneuver. However, due to inadequate space and placement of the columns, Dock Nos. 3 and 4 are not accessible by WB-62 semi-trailer trucks. All outbound truck maneuvers can be accommodated from Dock Nos. 1

through 7. It should be noted that either left-turn or right-turn maneuvers can be accommodated and adequate sight distance exists at the Marengo Avenue driveway.

*Summary of Loading Dock Operations.* Based on the analysis of truck turning maneuvers, no impacts would occur as a result of the reconfigured loading dock facilities. The truck-turning maneuver analysis indicates that adequate loading operations to sustain functions at the Pasadena Conference Center can be performed through head-in and head-out maneuvers from adjacent streets. No impacts related to Conference Center loading operations would occur.

The Project would increase the number of events held annually at the site. Nonetheless, the Project would not increase the size of individual events or concurrent events. Loading docks would be provided in locations consistent with existing operations and would be expanded to accommodate greater capacity. Based on a review of anticipated future events, the proposed loading facility would be sufficient to accommodate the proposed and existing uses on the Project site.

The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. The Applicant is committed to a final design that would be in substantial compliance with the schematic design presented in this EIR and that would conform to all mitigation measures included in this EIR. As such, even in the event of a change in the design of the Project, the analysis of construction traffic impacts in this EIR would be valid.

### **3.3.6 Regional Transportation System**

As required by the 2002 Congestion Management Program for Los Angeles County, a Traffic Impact Assessment (TIA) has been prepared to determine the potential impacts on designated monitoring locations on the CMP highway system. The analysis has been prepared in accordance with procedures outlined in the 2002 Congestion Management Program for Los Angeles County, County of Los Angeles Metropolitan Transportation Authority (June 2002). The following two CMP intersection-monitoring locations are within the Project vicinity:

- CMP Station 119—Arroyo Parkway and California Boulevard
- CMP Station 120—Pasadena Avenue/St. John Avenue and California Boulevard

The CMP TIA guidelines require that intersection-monitoring locations must be examined if the proposed Project would add 50 or more trips during either the A.M. or P.M. weekday peak periods. The proposed Project would not add 50 or more trips during the A.M. or



P.M. peak hours at the two CMP monitoring intersections, which is the threshold for preparing a traffic impact assessment, as stated in the CMP manual. Therefore, no impacts would occur to intersection monitoring locations which are part of the CMP highway system.

The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. As such, changes in the design of the Project would not affect the trip generation of the Project and therefore would not change the impacts to the regional transportation systems described above.

### **3.3.7 Bicycle Circulation**

Development of the Project would not interfere with the City's plans for bicycle improvements to Marengo Avenue. Due to the nature and type of events held at the Pasadena Conference Center, the number of patrons arriving via bicycles is anticipated to be nominal. The majority of patrons using the Project site are anticipated to arrive via automobiles and transit. Many patrons will also walk from adjacent hotels or utilize tour buses, shuttles, taxis or limousines. Data relating to the number of patrons arriving via bicycles is not available or known. Moreover, the Conditional Use Permit (CUP) process shall determine the appropriate amount of bicycle parking facilities to match the unique characteristics and opportunities presented by the proposed Project. The design presented in this EIR is schematic in nature and the architectural features of the Project are subject to change as part of the ongoing design review process. However, the program, scale and scope of the Project shall be as described in this EIR. Refinement in the design resulting from the design review process would have no affect on bicycle circulation.

## **4.0 MITIGATION MEASURES**

The Project would not result in any significant impacts from Project construction or operations. Because the proposed Project would not result in an increase in peak traffic volumes, no significant traffic impacts are expected. The Project would not result in an increase in parking demand, and therefore, no impacts with regard to parking would occur. The Project's reconfigured loading dock facilities would be adequate to accommodate proposed and existing uses and would allow for the requisite truck turning maneuvers. Therefore, the Project would not result in significant impacts to loading/unloading operations. The Project would provide new pedestrian access points and therefore, would not result in impacts to pedestrian access. In addition, the Project would not conflict with applicable bicycle plans or existing bicycle routes. Therefore, no mitigation is required.

As there is a potential for a cumulative impact from truck trips related to concurrent construction of the Project and other nearby projects such as the City Hall retrofit project, the following mitigation measure is proposed:

- T1. The applicant shall coordinate with the City of Pasadena, Department of Transportation with respect to construction truck routes during such time as there is concurrent construction of the Project and other Civic Center improvements.

## **5.0 NET UNAVOIDABLE IMPACTS**

The proposed Project consists of a renovation of the Pasadena Conference Center, including the conversion of the Ice Skating Center to ballroom space, to better accommodate future events by providing amenities (i.e., standard technology, food service, etc.) that allow the Conference Center to attract higher profile clients in addition to retaining many existing clients. However, the size of events held on any given day at the new Conference Center would be equivalent to what is currently accommodated at the site and, even with the implementation of the proposed Project, maximum daily attendance levels at Conference Center events are not anticipated to increase in the future. As opposed to increasing the size of events, a primary objective of the Project is to increase the number of events that are booked on an annual basis, in order to take advantage of calendar days on which the facility is currently unutilized. The traffic analysis evaluated potential Project-related impacts at 23 key intersections in the vicinity of the Project site. A review of current and anticipated future events to be held at the Conference Center was conducted and it was determined that because the size of future events would be equivalent to current events, the Project would not result in an increase in daily traffic volumes during event days. Therefore, no significant traffic impacts are expected. A range from 972 to 1,216 parking spaces are planned to be provided at the Project site, depending on whether a 5- or 7-level Parking Structure is built. Parking demand of the Project would be fully accommodated by the on-site parking in conjunction with available off-site parking. Access would remain consistent with the existing access and circulation scheme. A review of the proposed loading operations has been completed and it is concluded that no modifications to the design are necessary.

## **6.0 CUMULATIVE IMPACTS**

All of the identified related projects (shown in Table 3 on page 66) have been considered for the purposes of assessing cumulative traffic impacts. Construction traffic impacts for each related project would be similar to those identified for the proposed Project, and as such, would be less than significant. Cumulative construction traffic impacts would only occur during periods when construction of one or more of the related projects is occurring at the same time that Project construction is anticipated to occur and then only to the extent that construction

traffic is traveling on the same streets at the same time. Since this type of concurrent activity is anticipated to be limited in its occurrence, cumulative construction impacts are concluded to be less than significant.

Cumulative effects on intersection operations attributable to traffic from ambient growth and related projects have been incorporated into the above analysis. A comparison of Year 2007 with related project conditions (see Table 8 on page 89) indicates that based on the stated significance thresholds, cumulative development would result in six intersections operating at LOS E or F. Since no guarantee exists that mitigation measures would be implemented with those projects, it is conservatively concluded that cumulative development would yield a significant cumulative traffic impact on intersection operations. As shown in Table 8, the Project would not contribute to a further cumulative decline in service at local intersections and, therefore, would result in less-than-significant cumulative impacts.

Cumulative growth in the Project area would result in increases in traffic on residential street segments in the vicinity. However, it is anticipated that related projects contributing to cumulative growth would be required on an individual level to mitigate any significant traffic impacts to less-than-significant levels. The proposed Project's impacts on residential streets have been concluded to be less than significant. As the related projects are located distant to the Project site, it is not anticipated that a cumulative impact on neighborhood streets would occur.

The I-710 Freeway Gap Interim Mitigation Project included in the City of Pasadena Draft General Plan Mobility Element (prepared in February, 2003, City of Pasadena Department of Transportation) was reviewed for applicability to the traffic analysis of the Project. The specific physical improvements proposed as part of the I-710 Freeway Gap Interim Mitigation Project (i.e., the widening of California Boulevard to provide a westbound right-turn only lane at Raymond Avenue and the widening of California Boulevard to provide an eastbound right-turn only lane at Fair Oaks Avenue) were reviewed in detail with the City of Pasadena Department of Transportation staff. These improvement projects are not located at any of the study intersections for the Project. Therefore, no conflict is anticipated between the proposed Project and the I-710 Freeway Gap Interim Mitigation Project. Subsequent to the review and approval by the City of Pasadena Department of Transportation of the traffic analysis for the Project, additional signal synchronization projects have been funded as part of the I-710 Freeway Gap Interim Mitigation Project. These improvements have not been incorporated as part of the Project's traffic analysis, thus the analysis can be considered conservative. Although detailed construction phasing schedules are not yet available, coordination will occur in the construction of these two Projects so as to minimize overlap in activities to the extent possible.

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### III. ENVIRONMENTAL IMPACT ANALYSIS

#### C. HISTORIC RESOURCES

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#### 1.0 INTRODUCTION

The purpose of this section is to identify and evaluate historic resources that could be impacted by the implementation of the proposed Project, to analyze the nature of those impacts in association with the identified historic resources, and to propose mitigation measures for those adverse impacts identified, as appropriate.

#### 2.0 ENVIRONMENTAL SETTING

##### 2.1. Regulatory Framework

Numerous laws and regulations require federal, State, and local agencies to consider the effects of a proposed project on cultural resources. These laws and regulations stipulate a process for compliance, define the responsibilities of the various agencies proposing the action, and prescribe the relationship among other involved agencies (e.g., State Historic Preservation Office and the Advisory Council on Historic Preservation). Relevant to this project, the National Historic Preservation Act (NHPA) of 1966, as amended; the California Environmental Quality Act (CEQA); and the California Register of Historical Resources, Public Resources Code (PRC) 5024, are the primary federal and State laws governing and affecting preservation of historic resources of national, State, regional, and local significance. Additional regulations pertinent to the project include the U.S. Secretary of the Interior's Standards for Rehabilitation of Historic Buildings, the Americans With Disabilities Act, the State Historical Building Code, and the City of Pasadena Historic Preservation Ordinance.

##### 2.1.1 Federal Level

###### National Register of Historic Places

First authorized by the Historic Sites Act of 1935, the National Register of Historic Places (National Register) was established by the National Historic Preservation Act of 1966, as "an authoritative guide to be used by federal, State, and local governments, private groups and citizens to identify the Nation's cultural resources and to indicate what properties should be

considered for protection from destruction or impairment.”<sup>7</sup> The National Register recognizes properties that are significant at the national, State and local levels.

To be eligible for listing in the National Register, a resource must be significant in American history, architecture, archaeology, engineering, or culture. Districts, sites, buildings, structures, and objects of potential significance must meet one or more of the following four established criteria:<sup>8</sup>

- a. Are associated with events that have made a significant contribution to the broad patterns of our history;
- b. Are associated with the lives of persons significant in our past;
- c. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- d. Have yielded, or may be likely to yield, information important in prehistory or history.

Unless the property possesses exceptional significance, it must be at least fifty years old to be eligible for National Register listing.<sup>9</sup>

In addition to meeting the criteria of significance, a property must have integrity. Integrity is understood as “the ability of a property to convey its significance.”<sup>10</sup> The National Register recognizes seven qualities that, in various combinations, define integrity. To retain historic integrity a property must possess several, and usually most, of these seven aspects. Thus, the retention of the specific aspects of integrity is paramount for a property to convey its significance.<sup>11</sup> The seven factors that define integrity are location, design, setting, materials, workmanship, feeling, and association.

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<sup>7</sup> *Code of Federal Regulations (CFR), 36 Section 60.2.*

<sup>8</sup> *U.S. Department of the Interior, National Park Service, National Register Bulletin: How to Apply the National Register Criteria for Evaluation (Washington, DC: National Park Service, 1995).*

<sup>9</sup> *Exceptional Significance as defined by National Register Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years. National Register Bulletin: How to Apply the National Register Criteria for Evaluation (Washington, DC: National Park Service, 1995).*

<sup>10</sup> *National Register Bulletin 15, p. 44.*

<sup>11</sup> *National Register Bulletin 15, p. 44.*

### **Secretary of the Interior's Standards**

The Secretary of the Interior has promulgated Standards for Rehabilitation of Historic Buildings (Standards).<sup>12</sup> These Standards may be used by the United States Department of the Interior, National Park Service (NPS) and other federal, State, and local agencies in reviewing and approving work to be performed on historic buildings. The Standards were written to “assist the long-term preservation of a property’s significance through the preservation of historic materials and features. The Standards pertain to historic properties of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building’s site and environment, as well as attached, adjacent, or related new construction.”<sup>13</sup>

### **Americans with Disabilities Act**

The Americans with Disabilities Act (ADA) was signed into law in July 1990.<sup>14</sup> This civil rights statute applies to employment, as well as access to public structures and services or “public accommodations” owned or operated by private entities. In general, alterations to buildings subject to ADA must provide for disabled access. However, there are special rules and minimum access requirements where an alteration “would threaten or destroy the historic significance” of a historic building. Historic buildings include those eligible for listing in the National Register of Historic Places or designated under State or local law.<sup>15</sup> To use the minimum requirements, consultation is required with the State Office of Historic Preservation.<sup>16</sup>

#### **2.1.2 State Level**

The State implements the NHPA through its statewide comprehensive resource surveys and preservation programs. The California Office of Historic Preservation (OHP), as an office of the California Department of Parks and Recreation, implements the policies of the NHPA on a statewide level. The OHP also maintains the California Historic Resources Inventory. The State Historic Preservation Officer (SHPO) is an appointed official who implements historic preservation programs within the State’s jurisdictions.

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<sup>12</sup> *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, U.S. Department of the Interior, National Park Service, Preservation Assistance Division, 1990. Also see 36 CFR § 67.7.*

<sup>13</sup> *Secretary of Interior's Standards, page 5.*

<sup>14</sup> *42 U.S.C. §§ 12101, et seq.*

<sup>15</sup> *See 28 CFR § 36.405.*

<sup>16</sup> *See § 4.1.7 of Appendix A of the 36 CFR Part 800 Regulations.*

## California Register of Historical Resources

Created by Assembly Bill 2881 which was signed into law on September 27, 1992, the California Register of Historical Resources (California Register) is “an authoritative listing and guide to be used by state and local agencies, private groups, and citizens in identifying the existing historical resources of the state and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change.”<sup>17</sup> The criteria for eligibility for the California Register are based upon National Register criteria.<sup>18</sup> Certain resources are determined by the statute to be automatically included in the California Register, including California properties formally determined eligible for, or listed in, the National Register of Historic Places.<sup>19</sup>

A resource must meet one or more of the following criteria for listing on the California Register of Historical Resources:

- Is associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage;
- Is associated with the lives of persons important in our past;
- Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- Has yielded, or may be likely to yield, information important in prehistory or history.

A resource eligible for the California Register must meet one of the criteria of significance described above and retain enough of its historic character or appearance (integrity) to be recognizable as a historical resource and to convey the reason for its significance. It is possible that a historic resource may not retain sufficient integrity to meet the criteria for listing in the National Register, but it may still be eligible for listing in the California Register.

Additionally, the California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register automatically includes the following:

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<sup>17</sup> *California Public Resources Code Section 5024.1(a).*

<sup>18</sup> *California Public Resources Code § 5024.1(b).*

<sup>19</sup> *California Public Resources Code § 5024.1(d).*

- California properties listed on the National Register of Historic Places and those formally Determined Eligible for the National Register of Historic Places.
- California Registered Historical Landmarks from No. 770 onward.
- Those California Points of Historical Interest that have been evaluated by the Office of Historic Preservation (OHP) and have been recommended to the State Historical Commission for inclusion on the California Register.

Other resources that may be nominated to the California Register include:

- Historical resources with a significance rating of Category 3 through 5.<sup>20</sup>
- Individual historical resources.
- Historical resources contributing to historic districts.
- Historical resources designated or listed as local landmarks, or designated under any local ordinance, such as an historic preservation overlay zone.

### **California Environmental Quality Act**

Under CEQA, a “project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment.”<sup>21</sup> This statutory standard involves a two-part inquiry. The first involves a determination of whether the project involves a historical resource. If so, then the second part involves determining whether the project may involve a “substantial adverse change in the significance” of the historical resource. To address these issues, guidelines that implement the 1992 statutory amendments relating to historical resources were adopted in final form on October 26, 1998, with the addition of CEQA Guideline Section 15064.5. The CEQA Guidelines provide that for the purposes of CEQA compliance, the term “historical resources” shall include the following:<sup>22</sup>

- “A resource listed in, or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources.

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<sup>20</sup> See Section III.B.2 of this report for an explanation of significance rating categories.

<sup>21</sup> California Public Resources Code Section 21084.1. Added in 1992 by AB 2881.

<sup>22</sup> State CEQA Guidelines, 14 CCR Section 15064.5(a).



- A resource included in a local register of historical resources, as defined in section 5020.1(k) of the Public Resources Code or identified as significant in a historical resource survey meeting the requirements in section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.
- Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be a historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources.
- The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historical Resources, not included in a local register of historical resources (pursuant to section 5020.1(k) of the Public Resources Code), or identified in a historical resources survey (meeting the criteria in section 5024.1(g) of the Public Resources Code) does not preclude a lead agency from determining that the resource may be a historical resource as defined in Public Resources Code sections 5020.1(j) or 5024.1."

### 2.1.3 Local Level

#### **City of Pasadena Historic Monuments and Landmarks**

The City of Pasadena, through provisions in the Pasadena Municipal Code, has established processes to protect, enhance, and perpetuate its historic resources that represent or reflect distinctive and important elements of the City's cultural, social, economic, political, archaeological, and architectural history. The provisions of the Pasadena Municipal Code relative to historic preservation (Chapters 2.75, 17.52, and 17.92), referred to hereon as the Historic Preservation Ordinance (Ordinance), provide a planning tool for implementing the City of Pasadena's Comprehensive General Plan. The Ordinance establishes a Historic Preservation Commission and encompasses both the obligations of historic property ownership and a broad range of incentives available to owners of historic resources.

Section 17.52.010 of the Ordinance defines a historic resource as a building, structure, object, landscape, sign or district that is significant in American history, architecture, engineering, archaeology or culture and is either designated or eligible for designation under

city, state, or national significance criteria. Under the City's Ordinance, a historic resource may be designated either a Historic Monument or Landmark. The City's criteria are sufficiently broad enough to include a wide variety of historic resources. However, a proposed historic resource should possess sufficient significance to warrant designation. Though there is no age requirement designation as a Historic Monument or Landmark, sufficient time to develop a historical perspective and to evaluate its significance in context should be considered. A Historic Monument or Landmark must satisfy specific criteria, which are defined as the following:

#### Historic Monument

A historic monument shall include all historic resources previously designated as historic treasures prior to adoption of this ordinance, historic resources that are listed in the National Register at the statewide or national level of significance (including National Historic Landmarks) and any historic resource that is significant at a regional, state or national level, and is an exemplary representation of a particular type of historic resource and meets one or more of the following criteria:

1. It is associated with events that have made a significant contribution to the broad patterns of the history of the region, state or nation.
2. It is associated with the lives of persons who are significant in the history of the region, state or nation.
3. It is exceptional in the embodiment of the distinctive characteristics of a historic resource property type, period, architectural style, or method of construction, or that is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the region, state or nation, or that possesses high artistic values that are of regional, statewide or national significance.
4. It has yielded, or may be likely to yield, information important in prehistory or history of the region, state or nation.

A historic monument designation may include significant public or semi-public interior spaces and features.

#### Landmark

A landmark shall include all properties previously designated a landmark prior to adoption of this ordinance and any historic resource that is of a local level of significance and meets one or more of the criteria 1, 2, 3, or 4 listed below in this subsection. A landmark may be the best representation in the city of a type of historic resource or it may be one of several

historic resources in the city that have common architectural attributes that represent a particular type of historic resource. A landmark shall meet one or more of the following criteria:

1. It is associated with events that have made a significant contribution to the broad patterns of the history of the city.
2. It is associated with the lives of persons who are significant in the history of the city.
3. It embodies the distinctive characteristics of a locally significant historic resource property type, architectural style, period, or method of construction, or that represents the work of an architect, designer, engineer, or builder who is locally significant, or that possesses high artistic values that are locally significant.
4. It has yielded, or may be likely to yield, information important locally in prehistory or history.

#### Landmark District

A landmark district shall include all landmark districts previously designated prior to adoption of the Ordinance and any grouping of contiguous properties with architectural attributes that contribute to the significance of the grouping and that also meet the following criteria:

1. Within its boundaries, a minimum of 60 percent of the properties shall qualify as contributing.
2. The grouping represents a significant and distinguishable entity of citywide importance and one or more of a defined historic, cultural, development and/or architectural context(s) (1991 citywide historic context, as amended, historic context prepared in an intensive-level survey or historic context prepared specifically for the nominated landmark district).

#### Historic Resources Categories

According to the Ordinance (Section 17.52.010), there are three categories under which Monuments and Landmarks are categorized as historic resources:

A Category 1 Historic Resource is a historic resource that is designated a historic monument, landmark or historic sign, a property listed in the National Register (individually listed or a building in a listed district), a contributing building in a designated landmark district or a non-contributing building in a landmark district if the district designation ordinance specifies such review, and a work of Greene and Greene (including a significant fixture).

A Category 2 Historic Resource is a historic resource not in category 1, but documented in an intensive-level survey completed since 1990 on an inventory form authorized by the State of California Office of Historic Preservation (DPR 523 form) and that has been evaluated with a National Register status code of any 2, 3, or 4 level or 5S1 or 5D1, or in a special historic resources study that is completed using professional evaluation standards and has been adopted by the commission.

A Category 3 Historic Resource is a historic resource not in category 1 or 2, but located within a historic resource planning area identified in the 1993 citywide reconnaissance survey or a subsequent survey that updates the 1993 survey or any historic resource that the planning director determines to meet criteria for designation as a category 1 historic resource.

## **2.2. Historic Context**

### **2.2.1 Pasadena's Urban Development**<sup>23</sup>

Pasadena's settlement as a distinct community dates from 1873, when a group of entrepreneurial farmers from Indianapolis formed the "Indiana Colony" with a view toward the purchase of land in a milder, more hospitable climate than the Midwest afforded, and settled on the Pasadena region. Their initiative was undertaken in direct response to the aggressive promotion of tourism by the railroad industry, which had just completed the transcontinental railroad to San Francisco in 1869. Dr. Thomas Elliot and his brother in law, Daniel Berry, conceived of the speculative real estate plan and sought participants. Though willing investors joined, many of the original shareholders withdrew following the Panic of 1873, and Berry subsequently formed the San Gabriel Orange Grove Association and filed for incorporation. The heart of present-day Pasadena, then still part of Rancho San Pasqual, was promptly acquired by the Association, surveyed and platted in January 1874. The first Indiana Colony settlers arrived shortly thereafter and by 1875, an estimated 40 homes were in place and 10,000 acres of citrus were in cultivation, together with deciduous fruit trees, olives and grapes and a variety of row crops.

The name "Pasadena," generally believed to be a phonetic English translation and combination of the Chippewa words for "valley" and "between the hills," was chosen in 1875 for the new settlement, supplanting various earlier names including the Indiana Colony, California Colony of Indiana, the Orange Grove Association and Muscat. A commercial center known as "The Corners" developed by 1880 at the intersection of Fair Oaks Avenue and Colorado

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<sup>23</sup> Adapted in part from a report entitled "Architectural/Historical Settlement of the City of Pasadena: Historic Context/Property Type Report," by Pamela O'Connor and the Urban Conservation Section, Planning Division, City of Pasadena, January 13, 1993.

Boulevard, which remains the heart of Pasadena's central business district. By 1880 Pasadena's population was 392, and the City incorporated on June 7, 1886, following a referendum vote.<sup>24</sup> The City's population peaked at an estimated 12,000 to 15,000 citizens by 1886, coincident with the great southern California land speculation and population "Boom of the '80s" then taking place. Contemporary historical accounts credit the subdivision and sale in 1886 of the City's 5-acre public Central School property at Colorado Boulevard and Fair Oaks Avenue with sparking real estate speculation and development of Pasadena's business district in earnest and "ignit[ing]" the boom in Pasadena.<sup>25</sup>

To a considerable degree, Pasadena owes its presence to two southern California industries that developed simultaneously with its settlement: agricultural cultivation (especially the citrus industry) and tourism. Together with neighboring foothill communities, Pasadena occupies a portion of the so-called "citrus belt," a climatic sub-region reaching from the San Gabriel Valley to San Bernardino. A direct outgrowth of the completion of the transcontinental railroad, which greatly increased marketing opportunities for the fruit, the citrus industry flourished in southern California from 1880 to roughly 1940 and was one of Pasadena's earliest industries. An infrastructure that included growers' exchanges and associations developed rapidly. Local citrus production peaked around 1891, when Pasadena out produced its neighboring cities, and remained an integral part of the City of Pasadena's economy until the early twentieth century, when urbanization overtook agricultural production.<sup>26</sup>

The legacy of these early agricultural roots remains in Pasadena's "Garden City" reputation, which originated with the subdivision of the Indiana Colony's San Gabriel Orange Grove Association lands. Present-day Orange Grove Boulevard formed the center of the Association's tract, originally planned by the Association for development with large lots, street alignments accommodating preservation of native trees and planting of island parks with the eponymous orange trees. Citrus cultivation initially formed the basis of the local economy following settlement of Association lands in 1874. Additionally, public roadways were planted with ornamental trees by the town's citizens. Formal ornamental landscaping enhancement efforts throughout the City began with a tree-planting program in 1905. Pasadena residents were encouraged to landscape their properties, coinciding with the prevalent Victorian-era passion for horticultural gardening and collecting, as well as the "City Beautiful" movement inspired by the 1893 World Expo in Chicago. The City Beautiful Organization shortly became one the City's first civic associations. Adolphus Busch, the brewery magnate, created Busch Gardens, a famous public garden along the Arroyo Seco, and other horticultural institutions were established

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<sup>24</sup> Scheid, *Ann, Pasadena: Crown of the Valley*, Pasadena: Windsor Publications, 1986, p. 58.

<sup>25</sup> *Ibid.*, p. 59.

<sup>26</sup> *Architectural/Historical Development of the City of Pasadena: Historic Context/Property Type Report*. Pamela O'Connor and Urban Conservation Section, Planning Division, City of Pasadena, January 13, 1993.

during this time. The Arroyo Seco itself was gradually acquired by the City beginning in 1911 and developed as a public park; numerous additional City parks were designed by the most prominent architects and landscape architects of the day, including Myron Hunt, Ralph Cornell, Florence Yoch, Beatrix Farrand and Theodore Payne.

Tourism, the other engine of Pasadena's development, cemented both the City's growth and its long-standing reputation as a resort destination. The completion of the transcontinental railroad accommodated the shipment of produce out of state, but it also allowed great numbers of tourists and would-be residents into the state, and southern California absorbed much of the influx. The earliest tourists to Pasadena came in response to aggressive promotion of southern California's "curative" climate; the foothills above Pasadena were especially popular as they were believed to offer particularly healthful properties associated with mountain air. Numerous sanitariums were established to accommodate the influx of health-seeking tourists and the San Gabriel Valley was nicknamed "The Great Orange Belt and Sanitarium."<sup>27</sup> A variety of day trips and other amusements showcasing the natural recreational amenities that graced the Pasadena area, especially the nearby San Gabriel Mountains, were developed for the amusement of visitors and contributed to the area's reputation as a prominent tourist destination by 1886-1887.

Pasadena gained a national reputation as a destination for wealthy, intellectual, culturally-inclined and socially advantaged Easterners and Midwesterners. Responding to the influx of tourists and, later, seasonal residents, a series of grand resort hotels opened between 1887 and shortly after the turn of the century; around the same time, the New Year's Day Tournament of Roses parade was established to further promote tourism and highlight the region's favorable climate. By the mid-1890s, many tourists had made Pasadena their seasonal or permanent home and year-round residential settlement began in earnest. Pasadena's wealthy residents attracted many architects, among them Charles and Henry Greene, Myron Hunt, Frank Lloyd Wright, and Wallace Neff, and the City accumulated a renowned architectural heritage that encompasses Craftsman bungalow, California Mediterranean, and a variety of period revival styles. The streets in the central business district of Fair Oaks Avenue and Colorado Boulevard and the surrounding area were paved late in the nineteenth century and developed commercially in order to enhance the City's urban image. Over time, Pasadena's annexation of adjacent, outlying areas and towns contributed to its development as a sizeable, albeit predominantly suburban, residential community with a substantial commercial center.

### **2.2.2 Pasadena Civic Center**

At the beginning of the twentieth century interest grew in making cities more beautiful and livable. The 1893 World's Columbian Exposition in Chicago featured a White City of

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<sup>27</sup> John Baur. *The Health Seekers*.

buildings and boulevards that influenced the future of America's urban landscape. Before the twentieth century civic enhancement and beautification, while of concern, were not systematically addressed. As progressive reformers began to direct their attention to the nature of urban elements, city planning emerged. Planners believed that the growth of cities should be purposefully directed and coordinated.

Civic enhancement and planning in Pasadena paralleled national patterns. Pasadena's early civic improvement endeavors tended to be isolated and reactive rather than based on any plan. These enhancement efforts concentrated on cleaning up streets, vacant lots and the Arroyo, which had been turned into a dumping ground. Progressive women's organizations such as the Outdoor Art Association promoted development of a plan for streets and the planting of street trees. They also recommended the preservation of natural sites and the establishment of parks. The prestigious Shakespeare Club sponsored lectures by planning proponents and were especially interested in the work of Daniel Burnham, who had helped design the 1893 Chicago exposition.

In the early decades of the twentieth century, Pasadena was a community proud of its residential neighborhoods, but a consensus was growing that the community needed civic buildings of stature. Some citizens viewed the proposal for a new post office building in 1908 as an opportunity to create a civic center. Although prominent urban planners, Charles M. Robinson and Daniel Burnham, visited Pasadena at that time nothing directly resulted from the visits.

Interest in a civic center emerged again around 1914 and coincided with the upcoming San Francisco Panama-Pacific Exposition and the San Diego California-Panama Exposition. A civic center was seen as the cornerstone of an urbane and cosmopolitan city. A City Beautiful Association was formed with representatives from community organizations including the Women's Civic League, the Tournament of Roses and the Chamber of Commerce. A plan was proposed but its scope seemed beyond the community's resources.

The vision and abilities of George Ellery Hale were to make a civic center a reality. Hale was interested in the City Beautiful planning movement and was a friend of Daniel Burnham. Hale envisioned Pasadena as the "Athens of the West" and he used his professional and civic reputation, along with his abilities to raise funds and motivate people to challenge Pasadena residents to create a civic center of international stature. In a 1922 address on "A City Plan for Pasadena" Hale recommended that a City Planning Commission be appointed with its first task to be the preparation of plans for a civic center. The Commission was established with Hale as a founding member.

Within a month, the Planning Commission directed the hiring of the successor firm of Daniel Burnham, Parsons and Frost of Chicago, to create a plan for Pasadena. The plan included a civic center located on two axes, Garfield and Holly Streets, to take advantage of buildings already in place—the 1915 Post Office, the 1911 YMCA, and the 1922 YWCA.

Recognizing the growing importance of the automobile, Edward Bennett proposed two major automobile entrances to the city with the western entrance at the Colorado Street Bridge, and the eastern entrance at Lamanda Park. Crossing the bridge, the motorist would see panoramic views of the Arroyo Seco with the San Gabriel Mountains as the city's backdrop. A broad tree-lined boulevard would take the driver past the memorial flagstaff and an art museum. Farther east would be the monumental City Hall, the heart of the Civic Center. He also suggested widening and cutting through Green and Walnut Streets to create additional east-west arteries in the city center. Landscaped medians along major auto routes were also proposed. Central to the plan were Pasadena's residential character and its garden nature. He also suggested changes to the zoning ordinance that would limit population growth.

The Civic Center portion of the plan was adopted by the City's Board of Directors, and in 1923 a bond issue was approved to construct three buildings, a city hall, a library, and a civic auditorium. A competition was held to select architects for the buildings. Three firms were selected: the San Francisco firm of Bakewell and Brown was selected to design the City Hall building (1927), the Pasadena architect Myron Hunt was chosen for the Central Library (1927), and the architectural firm of Bergstrom, Bennett and Haskell, was picked for the Civic Auditorium (1932). The existing YMCA building was later remodeled to harmonize with the Civic Center and the YWCA building. Several buildings were built to the west of the Civic Center. Among them were the First Baptist Church (Carlton Winslow with Frederick Kennedy, Jr.), the Hall of Justice (J.J. Blick) and the American Legion Building (Marston, Van Pelt and Maybury). Existing residences in the Civic Center area were either moved to residential neighborhoods or demolished to make room for the new construction.

### 2.2.3 Pasadena's Post-World War II Development

With the creation of the Civic Center, Pasadena's commercial center continued to move eastward along Colorado Boulevard. After World War II, Pasadena's business community experienced another burst of prosperity, with its focus along South Lake Avenue, spurred by the construction of Bullock's (1947) an auto-oriented, suburban department store (now Macy's).<sup>28</sup> A

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<sup>28</sup> "Architectural/Historical Development of the City of Pasadena. Historic Context/Property Type Report." submitted to the California State Office of Historic Preservation by Pamela O'Connor and Urban Conservation Section Planning Division City of Pasadena. January 13, 1993, pp. 27-28.



new shopping center, predominated by Sears, Roebuck & Company, opened in the Hastings Ranch area in 1956.

The Pasadena Art Museum of Modern Art (now the Norton Simon Museum) was opened in 1969. The 1970s were a period of economic revitalization. Large corporations relocated their headquarters to Pasadena, the Conference Center and Exhibition Hall facilities were built, and the Plaza Pasadena retail shopping mall was completed. The 1970s also introduced the Foothill Freeway (Interstate 210) through Pasadena, linking it to major arteries on the east, west, and north. Growth continued, and the 1980s saw a proliferation of new small residential condominium units and several high-rise office buildings along Lake Avenue and Colorado Boulevard. The area known as Old Pasadena was revitalized throughout the 1980s and early 1990s. In 2000, the out of date and out of style Plaza Pasadena was demolished to make way for the construction of Paseo Colorado, a three-block, open-air urban village. By removing the old shopping mall, the original Pasadena Plan (also known as the Bennett Plan), with its two axes, was reestablished and reconnected the Civic Auditorium with the rest of the Civic Center.

#### **2.2.4 Pasadena Civic Auditorium**

The Pasadena Civic Auditorium was designed by the architectural firm Bergstrom, Bennett, and Haskell of Pasadena in 1924. Built by William C. Crowell, it was completed in 1931 at a cost of \$1.25 million. The building was designed for the staging of dramatic productions, concerts, operas, conventions, trade shows, and dances. It also became the home of the Pasadena Symphony Orchestra. Initial advanced bookings indicated that the Auditorium would become a central cultural and civic center for a variety of activities.

According to the Pasadena Civic Auditorium Dedication Week Official Program, the building was dedicated on February 15, 1932, and was followed by a week long celebration that included dedication speeches, a variety of dramatic productions, concerts, exhibitions, a grand ball, tours, and dances.

Stylistically, the Auditorium was designed in the Italian Renaissance style with a rusticated base and decorative stonework surrounding the second floor windows. It originally featured an open front terrace with approach steps, which were framed by a decorative balustrade; a large foyer space; two lecture halls (second floor of foyer space); a well-designed main auditorium with a balcony and stage area; and a separate exhibition hall. Seating capacity of the main auditorium was set at 3,000. The auditorium space initially contained 1920s Moeller theatre organ, claimed at that time to have been the largest of its kind west of the Mississippi. The pipe organ was replaced in 1979 with a newer type Moeller pipe organ under much publicity.