

# Agenda Report

**TO:** CITY COUNCIL                      **DATE:** June 14, 2004  
**FROM:** City Manager  
**SUBJECT:** Predevelopment Plan Review for the Proposed Museum and Plaza  
of the Americas (350 N. Los Robles Avenue)  
PPR2004-00002                                      *Council Districts 3 and 5*

## **RECOMMENDATION**

This report is for information only.

## **BACKGROUND**

The City's Predevelopment Plan Review (PPR) guidelines identify projects of "community-wide significance" that are presented to the City Council for informational purposes. Martin Zitter, on behalf of Bridge Villages Development, LLC, has submitted a proposal for the development of air space above the 210 Freeway between Los Robles and Lake Avenues (22.4 acres)

Bridge Villages Development, LLC, has prepared conceptual plans for the site and obtained permission from Caltrans to submit plans to the City for PPR comments. Caltrans, however, expressed no approval of his plan at this time.

## **PROJECT DESCRIPTION**

The present plans are very conceptual, and the applicant states in his January 9, 2004, letter to the City that the "eventual scope and shape of this project [are] unknowable at this time." On the west end of the site, a Museum of the Americas (West) will have 380,000 square feet dedicated to the experiences of Hispanics, Latinos and indigenous people of North and South America, with support from the Smithsonian Institution. In the center of the site are up to 200,000 square feet of recreational or open space uses on the roof of a 3,000 space parking garage. On the east end is the Plaza of the Americas, containing approximately 800,000 square feet of mixed-use facilities (retail, residential, and possible elementary school).

## **PPR MEETING SUMMARY**

On April 28, 2004, a PPR meeting for the project was conducted. The purpose of the PPR meeting is to identify the requirements of the various city departments and to give developers direction regarding their projects. The meeting identified the following discretionary actions and issues:

General Plan Amendment: This area is not classified on the Land Use Diagram, and no development intensity is allocated to these air rights. Development intensity can only be provided during a future update of the Land Use Element. The current draft Central District Specific Plan and proposed Land Use Element revisions do not contemplate the development proposed here, and there is not time to incorporate this project before the Land Use Element is presented to Council for approval in August. The general plan amendment that would be required for this project would require a significant revision to the General Plan.

Planned Development Review: The zoning map designates the area as PS (Public and Semi-Public District). A Planned Development application may be submitted for development of the proposed project following approval of the necessary general plan amendment.

Environmental Review – The General Plan amendments needed to facilitate the project will most likely require the preparation of an Environmental Impact Report (EIR).

Infrastructure Review: The Public Works Department identified the need for a sewer study; a grading and drainage plan and hydrology study; and the possible extension of Oakland, Madison and Hudson Avenues through the site. The Transportation Department cited the need for a comprehensive traffic and parking impact analysis.

Design Review – Design review is required for new construction in all zoning districts when the square footage of a project exceeds 25,000 square feet. For projects over 50,000 square feet, the Design Commission conducts this review. It is apparent that the structures shown on the current site plan will be subject to Design Review.

Inclusionary Housing Plan - The project will be required to submit an Inclusionary Housing Plan that fulfills the requirements of the Inclusionary Housing Ordinance. The current ordinance requires that 15% of the residential units be available for families or persons of restricted income.

**TIMELINE**

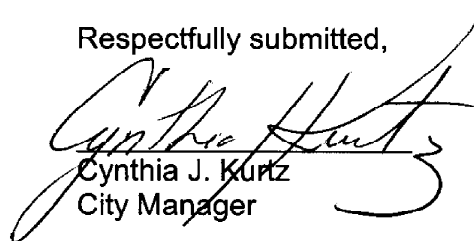
The following schedule outlines the major stages in the process and is governed by the premise that the City cannot approve the necessary General Plan amendment until 2009:

- 4/28/04      PPR meeting between applicant and city department representatives
- 6/14/04      PPR report to City Council as information item
- 2004-07      Applicant refines scope of project and requested General Plan amendments and initiates EIR process.
- 2008-09      Preparation and public review of EIR
- 2009          City Council Public Hearing to Certify EIR and take action on General Plan Amendments
- 2009          Planned Development Review
- 2010          Concept Design Review

**FISCAL IMPACT**

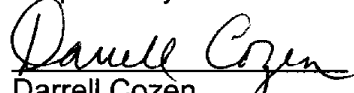
Fees will be required to be paid for the discretionary actions required for the project. The project will also generate plan check and permit fees, in an amount that cannot be determined at this time. In addition, the project will generate property tax revenues not currently assessed.

Respectfully submitted,



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Approved by:



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