

**NEW CORRESPONDENCE
FOR FEBRUARY 25, 2008
COUNCIL MEETING**

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Prominent Victoria Corp.

CITY OF PASADENA
CITY OF PASADENA

135 N. San Gabriel Blvd.

Tel: 626-292-2559 Fax: 626-292-1566

February 19, 2008

The Honorable Bill Bogarrd and City Council members

City of Pasadena
City Hall
100 North Garfield
Pasadena California 91109
Re: 229-243 S. Marengo Ave.
Case #PLN 2006-00348

Dear Mayor Bogaard and Council members,

My name is James Li, the owner of property at 229 S. Marengo Ave. Again, I want to thank you for your time and attention on this project. I noted that our district council member Mr. Madison said more than a few times he called up this project for review by the city council because his constituents complained and expressed their concerns. I just would like to point out we are also your constituents, Mr. Madison. We also like to use this opportunity to ask you to recognize our property rights and help us protect it. Even though none of the units on our property is an affordable housing unit, I also noted that affordability issue was brought up a few times. My experiences will tell to what extent I understand the issue.

About ten years ago, when I first came to U.S. from China I came with one luggage and 500 dollars in my pocket. But at the same time, I also came with something. Some of us call it "American Dream". I believed this is the land of opportunities, the land of law, the land where you can achieve your dreams if you work hard, the land where people are not supposed to tell you that you can not do things just because they do not like you; or they do not like the things you are doing purely based on their personal preference. Ten years ago, I had to live with my parents at this 300 sft house. Maybe I should not call it a house because it is an old garage behind some body's house. We were just renting it. 15 years ago, while I was still in China, one day, my Mother called me from U.S and told me that she went to the beech that day and saw all those beautiful homes. Earlier that day she got fired because she fell asleep while she was cleaning the bath tub at someone else's house. Because she was too tired. She had to work 15, 16 hours a day and 7 days a week. But she told me that she enjoyed looking at those homes from the distant. I stopped her because I cried and the last thing I wanted to do was crying in front of my mother to make her feel sadder. But I told her: "Mama I promise someday I will make sure you will live inside one of those houses so you do not have to look at those houses from the outside anymore!"

I used to be a musician and I played violin, trumpet and French horn. I learned and understood the beauty of the harmony, the essence of being a qualified musician. I understand my neighbors' frustration and where they are coming from. I even told them I will be sending them free car wash coupons once we start the construction. Even though it is not a lot, but I guess I just wanted to show them I was trying and I was making the effort. I did want to get along with them...

Today and at this moment, I am writing to you and asking you: please help me, please help my mother and please help our families achieve our dreams and enjoy the rights we are entitled to.

Yours truly,

James Li

LAW OFFICES OF
ANN HAYES HIGGINBOTHAM
ATTORNEY AT LAW
76 SOUTH GRAND AVENUE
PASADENA, CALIFORNIA 91105

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(626) 792-6741

Tuesday February 19, 2008

The Honorable Bill Bogaard and City Council members
City of Pasadena
City Hall
100 North Garfield
Pasadena California 91109

*Re: 229-247 South Marengo Ave.
Case #PLN 2006 - 00348
Continued January 28, 2008 Agenda Item No. 6B
On City Council Agenda for February 25, 2008*

Dear Mayor Bogaard and Council members,

You have continued this item in order for the staff to answer several questions you had regarding issues **outside the scope of a design review hearing**. We submit this letter to provide you with the information you seek, and to remind the Council that this is a design review hearing at which the sole issue presented for decision is whether the proposed design is consistent with the applicable design guidelines. As you have already been informed by the staff, this project has been found consistent with the guidelines every single time that it has been presented to the Design Commission. All four iterations of the project - which was redesigned only because the Design Commission ordered it to be - have been consistent with the applicable guidelines. Thus, there is no basis for rejecting the project.

This is a hearing on consolidated design review.

We thought that it worth reminding the Council that the matter before it is a request for consolidated design review approval. We do so because at your last hearing, the discussion was wide ranging on a variety of topics having nothing to do with design review. Affordable housing, whether the Transit Oriented Development Standards apply and other issues were discussed, but no information was ever presented to the Council that the project DID NOT comply with the applicable design guidelines, as set forth by your staff and the Commission in the staff report. The evidence in the record all favors the applicant. The staff and the Commission have found four times that this project complies with the applicable design guidelines. Also, under the City's design review procedure, the project CANNOT be denied outright. It can only be sent back to the Design Commission with specific directions on the areas in which the Council feels restudy is called for. The City's Design Review process, as codified in the Land Use Element of the General Plan and the Zoning Code do not authorize a rejection of any project solely on design review grounds. Rather, it envisions continuing the process until the project does comply with the applicable guidelines. Our architect has already re-designed this project four times at the Design Commission's direction. From the first iteration to the last, the staff has found that the project was consistent with the applicable design guidelines. The Commission inserted itself into the design process and directed that the project be re-designed, not because it did not comply, but because it wanted to see a different design at this location.

Design review deals with the skin of the building - the materials, the colors, etc. It is not designed to be an arbitrary process, but is confined to compliance with the guidelines. Those guidelines are in place to prevent personal preferences from entering into the decision. Compliance with the guidelines is necessary to assure that the applicant's due process rights are protected. If personal preferences are injected into the process, only unfairness results. It is not fair to make derogatory comments about the design of the project - as happened at the last hearing - when all that the applicant did was comply with the directions of the Design Commission.

Design review IS NOT a process to determine whether the height, setback or in the case of the current project, whether the main garden is of sufficient size and complies with minimum visibility standards. These are regulations of the Pasadena Zoning Code and must be **strictly adhered to no matter what skin goes on the building**. Further, these regulations are in place to ensure that issues such as the ones the City Council discussed at the hearing on January 28, 2008 related to adequate light and air are met. Applying these standards under the Zoning Code ensures they are equally and fairly

applied to projects in similar zoning districts throughout the City. The Design Commission neither has the authority to adopt a different or more restrictive standard to apply to an individual project nor is it the purpose of Design Review to consider adopting a more restrictive standard to one project when all other projects are subject to the standards of the Zoning Code. The Cinema Lofts project was built pursuant to these standards. The Champion project is being built pursuant to these standards. It is a denial of equal protection to make this similarly situated project comply with some other as yet unarticulated standard.

Applicants in Pasadena cannot even go through the Design Review process unless there has been a thorough review for Zoning Code compliance. To administer Design Review, the staff requires full compliance with the Zoning Code before an application is deemed complete. If a variance is needed, that variance must be obtained before the Design and Historic Preservation staff will review a project and prepare it for a design review hearing. The staff is especially careful of projects such as this one subject to City of Gardens and requires a Preliminary Plan Check to be conducted by the Current Planning staff to determine full compliance with City of Gardens regulations **before** the application for Design Review is deemed complete. The project before you has met all of these steps in the process even before applying for the Consolidated Design Review now before the Council.

Finally, there was mention of “neighborhood compatibility” at the last hearing. The criterion is not applicable in design review matters. It is a criterion in hillside development permits. The applicable criterion here is “Visual harmony” as stated in the applicable design review guidelines. Staff has shown you that the project is visually harmonious with its neighbors by listing the heights of the various nearby projects. The purpose of design guidelines is to respect the past but encourage innovation. As the staff told you, mimicking a past architectural style is intentionally discouraged. The proposed design encourages innovation by incorporating historic materials similar to those used on existing buildings in the neighborhood and applying these materials to a building that reflects the architecture of our time. Architecture built in the first decade of the 21st century should be recognized and respected as such fifty years from now. Comments from the public at your last hearing appear to seek replication of former architecture and past times. The architecture of Pasadena has good reputation for a reason: the City has quality architecture from every period from Victorian to present. If forced to replicate former styles, the City loses the continuum of architectural representation.

The Transit Oriented Development (“TOD”) Criteria are irrelevant because the applicant can comply whether they apply or not.

As the Council knows, the overriding policy which informs the entire General Plan is that high density development will be **targeted** into areas in close proximity to the light rail stations. To implement this policy, the Council re-zoned this area in 2005 to RM-48. The project is in the Central District Specific Plan area of the general plan, and the zoning is RM-48. We were perplexed about why the question of whether the TOD applies could not be answered at your last hearing, when it is common knowledge that one of the entrances to the Del Mar light rail station is on Arroyo Parkway, and this project is on Marengo, which is ONE BLOCK AWAY. Common sense would tell us that the project is within one -quarter mile of a light rail station.

But it does not matter. If the TOD applies, then our parking requirement is 37 spaces. If the TOD does not apply, then our parking requirement is 44 spaces. **The applicant can comply with whichever requirement applies.** Thus, the number of parking spaces is a red herring. More importantly, this is a design review hearing. The number of parking spaces is regulated under authority outside the design review process, chiefly at the building permit plan checking stage. Thus, this question does not affect your decision about whether to grant consolidated design review approval as the Design Commission unanimously recommends.

The issue of affordable housing is outside the design review process.

As the Council will recall, the applicant provided you with the rent schedule for the units which are on site. To provide the Council with the information that it seeks, attached hereto is the same chart amended to show the number of bedrooms for these units. This chart has been forwarded to staff for their use in preparing the staff report for your February 25, 2008 hearing. The studios are 250 square feet and rent for \$650.00 - \$775 per month. The Two bedroom units are 550 square feet and rent for \$1000 - to \$1100 per month. This is approximately \$2.00 per square foot, which is a market rate figure. As you can see from the chart, most units are renting for \$3.00 per square foot, which is market rates under any reasonable person’s calculations.

Once again, the applicant will comply with the City’s current affordable housing criteria , **if applicable**, so there is no basis upon which to deny design review approval, because the affordability of the units has no bearing upon whether the proposed design meets the applicable design review guidelines.

The project complies with the General Plan and the Zoning and is categorically exempt from CEQA.

At the last hearing, the Council was interested in knowing whether the project would have any impact in the area of light and glare/shade and shadow.

This project is categorically exempt from the California Environmental Quality Act pursuant to state law. A categorical exemption is a statement that the project will not have any significant effect on the environment, and as such is declared to be categorically exempt from the requirement for the preparation of environmental documents. The CEQA guidelines provide that infill projects in an urbanized area are categorically exempt. (Cal Code of Regulations Section 15332, Class 32) This project meets that criterion because it is in a fully developed area surrounded by other projects having similar density and heights The Council is not in a position to change state law on this question to require any other sort of environmental clearance for the project.

More importantly, the City itself formally found that this project would not have any significant effects on the environment - including light and air - when it certified the Central District Specific Plan EIR and approved the related zone changes in 2005. When the City adopted the Central District Specific Plan and the related zone changes, it prepared a full environmental impact report. That EIR concluded that there would be no significant effects for projects which complied with the general plan and the zoning, as this project does. For a complete discussion of the impacts of complying with the RM-48 zoning and the Central District Specific Plan designation, please see [http:// www. ci. pasadena. ca. us/planning/deptorg/commplng/GenPlan/gpeir.asp](http://www.ci.pasadena.ca.us/planning/deptorg/commplng/GenPlan/gpeir.asp) For the Council's reference, we have provided an attachment which is a true and correct copy of the discussion of "Aesthetics" section of the EIR. **In each category (Scenic Views and Resources, Visual Character, Light and Glare,) the EIR concludes that the impact will be less than significant.** The EIR does state that " new structures could create glare effects if they incorporate reflective building materials into project design." **There are no reflective building materials in this project's design, and indeed there could not be as such materials would violate the applicable design guidelines.** Therefore, the project impact is presumptively less than significant because it complies with the heights and setbacks set forth in the zoning which was analyzed by this EIR.

As the above discussion demonstrates, this project does not have a significant effect on the environment *as a matter of state law and as certified by the City when it adopted the Central District Specific Plan and related zone changes.* Thus there is no

evidence in the record upon which to change the project's heights or setbacks on environmental grounds. **Compliance with the zoning and the general plan presumptively does not create any light and glare/ shade and shadow significant effects.** The City has so found.

The applicant is not responsible for any of the construction related inconvenience raised by the neighbors at the last hearing.

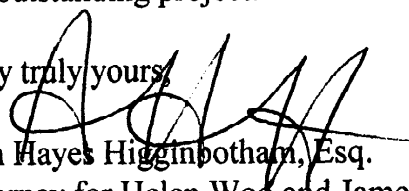
The projects which have caused and are causing traffic delays and noise impacts in the area around our project are primarily City sponsored projects. First the Paseo - a project the City has a multi-million dollar investment in - was built. That took two years. Now the Convention Center is being renovated. That will also last two years. The construction of the Del Mar Station was a government project. The Arroyo Parkway infrastructure improvements is a City project. It is clear that the neighbors are experiencing construction fatigue, as any reasonable person would. It is not reasonable to attribute any of that noise and inconvenience to this project and turn it down as the neighbors asked at the last hearing. The City needs to manage its own construction projects in such a way that the impact is minimized. For example, right now on Green Street traffic lanes are closed due to the Convention Center project as well as the Arroyo Parkway improvements. Perhaps the City could coordinate the construction schedule in such a way as to reduce the lane closures and traffic re-routing to a minimum.

The neighbors also talked about the hammering which goes on with construction. As we said at your last hearing, we met with Mr. Madison's field representative Taka Suzuki and John Pollard of code enforcement, who were nice enough to alert us to the issues created by the two projects which were under construction, one of which is completed (Cinema Lofts) and one of which has moved into doing interiors (the Champion project). Ms. Woo and Mr. Li are most anxious to be good neighbors and will manage the construction quite aggressively to make sure that the problems caused by other construction projects are minimized in ours.

In conclusion, we direct the Council's attention to Mr. Li's personal letter to the Council in which he asks that the Council abide by the rule of law and fundamental fairness and approve this project because it complies in every respect with the applicable design guidelines. Consolidated Design Review must be granted under these circumstances. It would be arbitrary and capricious to refuse to grant consolidated design review to a project which complies in all respects with the design guidelines which the Council approved and which are administered by the Design Commission which the Council appoints. The Design Commission has unanimously granted consolidated design review approval to this project. The Council should do likewise.

We look forward to answering any questions you may have at your continued hearing on Monday, February 25, 2008. The evidence in the record before you only supports one outcome - to uphold the Design Commission's detailed findings and grant Consolidated Design Approval to this outstanding project.

Very truly yours,



Ann Hayes Higginbotham, Esq.
Attorney for Helen Woo and James Li
Principals in Prominent Victoria Corporation,
the Applicant

cc. Clients

3.6 Aesthetics

This section examines whether implementation of the 2004 Land Use Element, Zoning Code Revisions, and Central District Specific Plan will impact aesthetic and visual resources in the project area, degrade the existing visual character of Pasadena, or create new sources of light and glare.

This chapter does not address specific design components of the 2004 Mobility Element. Transportation improvements and components included in the 2004 Mobility Element promote the development of attractive and convenient transportation facilities that provide access to neighborhood districts, community activity centers, and regional centers while preserving Pasadena's unique character. The *Guidelines for Transportation Review of Projects* ensure aesthetic compatibility of transportation improvements relative to new development projects throughout the City.

Environmental Setting

Aesthetic Environment

The City of Pasadena is located in the western San Gabriel Valley. The northern portion of the City extends into the San Gabriel Mountains. The highest point in the City is approximately 1,600 feet above sea level. Pasadena's terrain slopes gently south from the San Gabriel Mountains, with the exception of the foothills distinguishing the western edge of the City. The San Gabriel Mountains are the most dominant visual resource in Pasadena.¹ The mountains are visible from most parts of the City; however, the most notable view corridors are along north-south roadway arterials such as Vista Avenue, Fair Oaks Avenue, Los Robles, Orange Grove Boulevard, Arroyo Boulevard, Lake Avenue, Hill Avenue, Allen Avenue, Altadena Drive, Sierra Madre Villa Avenue, and Michillinda Avenue.

The Arroyo Seco also provides views of the mountains and is one of the most scenic areas in the City. Although the watercourse was channelized long ago through Brookside Park and south of the Colorado Street (Arroyo Seco) bridge, the adjacent open space and dense vegetation along the banks of the Arroyo Seco give it a natural appearance. Views along the Arroyo Seco are enhanced by the Arroyo Seco Bridge (built in 1913 and partially reconstructed in 1991) and the La Loma Bridge (built in 1887 and later replaced).²

The abutting Angeles National Forest and San Rafael Hills, Arroyo Seco, and Eaton Canyon toward the eastern end of Pasadena provide extensive open space that creates scenic viewsheds within the urban environment. The hillsides largely support natural habitats consisting of chaparral, and sections of the Arroyo Seco and Eaton Canyon are interspersed with coast live oaks, cottonwoods, California sycamores, willows, and other riparian vegetation.

¹ City of Pasadena. *Central District Specific Plan*. May 2003.

² *Ibid.*

Beyond the natural landforms, Pasadena contains a rich architectural heritage that defines the scenic character within many neighborhoods. Pasadena is well known for its architecturally distinctive qualities which attract visitors and film and television production companies. Because much of Pasadena developed from the mid-1880s to the early 1900s, numerous examples of architectural styles remain, including Craftsman, Mediterranean, Monterey, Mission, Spanish Colonial, Tudor, and others. Old Pasadena, an 11-block area surrounding West Colorado Boulevard, contains the largest concentration of historic commercial buildings in the City. Pasadena City Hall, built in the Baroque style and completed



Pasadena City Hall

in 1927, stands as a landmark to architecture. According to the City, there are nine residential historic districts in Pasadena, including eight neighborhood landmark districts and nine National Register historic districts. (See Figure 21 in Section 3.7 - Cultural Resources.) Examples of landmark districts include Bungalow Heaven, Banbury Oaks, and Garfield Heights.³ Bungalow Heaven Landmark District is a rare and mostly intact collection of over 800 Craftsman style bungalow homes built from the turn-of-the-century through the 1930s.⁴ Banbury Oaks is one of the oldest neighborhoods in Pasadena with an intact collection of houses built primarily from the late 19th century through the 1920s, also including a few significant houses built from 1930 to 1951. A defining feature to this neighborhood is the wood-framed houses with river rock retaining walls and the rare brick bungalows with porches. In addition to California bungalows, which are the predominant style, there are also excellent examples of Queen Anne, Spanish Colonial Revival, and Minimal Traditional and International style houses.⁵

Central District Specific Plan Area

The Central District's streets and urban land use patterns began developing in the 1880s. Colorado Boulevard and Fair Oaks Avenue were designated as Pasadena's main commercial corridors, Arroyo Parkway accommodated industrial development, and the rest of the Central District was set aside for residential uses of decreasing density with distance from the commercial core. In 1925, Pasadena unveiled a bold vision for the creation of a Civic Center, the so-called Bennett Plan. City Hall, the Central Library, and the Civic Auditorium were subsequently commissioned and built. The Bennett Plan established a precedent for axial views of these three major public buildings and a fourth axial view that is now the Parsons development.⁶

Within the Central District, large-scale single-use projects often built on an auto-oriented suburban model were introduced with increasing frequency after World War II. However, numerous historically significant structures are still found within the Central District, including the largest concentration of historic public and commercial buildings in the City. Vistas of the San Gabriel Mountains contribute to the Central District experience.⁷

³ City of Pasadena Planning Division, Design and Historic Preservation Program. <http://www.cityofpasadena.net/planning/deptorg/dhp/homedhp.asp>.

⁴ City of Pasadena. *Central District Specific Plan*. May 2003.

⁵ City of Pasadena. *Banbury Oaks Conservation Plan*. 2001.

⁶ City of Pasadena. *Central District Specific Plan*. May 2003.

⁷ Ibid.

Today, land uses in the Central District form an identifiable pattern. Colorado Boulevard, Fair Oaks Avenue, and Lake Avenue are dominated by commercial retail and office uses. Arroyo Parkway and areas west include a mix of commercial and light industrial uses, medical office space, and housing. Properties north of Cordova Street support a mix of uses, including many public, educational, and service institutions. A long-established moderate-density residential neighborhood is located south of Cordova Street and east of Marengo Avenue, and is often described as "In-Town Housing." Within this mix of land uses, particular areas of the Central District have developed their own unique identities (see Figure 6 in Section 2.0 - Project Description):

- Old Pasadena is the historic core of the City that has developed into a vibrant regional retail and entertainment destination
- The Civic Center is the governmental center of Pasadena, distinguished by the landmark City Hall building and flanked by the historic YMCA and YWCA structures
- The Pasadena Playhouse District is developing as an arts-oriented area, anchored by the Pasadena Playhouse
- South Lake Avenue is a popular shopping and dining area

Los Robles Avenue north of Cordova Street has been developed to a relatively high intensity, including two major hotels. Properties in the southwest and northwest regions of the Central District are developed at much lower intensities. Central and Memorial Parks are the Central District's two major public parks.⁸

Thresholds Used to Determine Level of Impact

Adoption and implementation of the 2004 Land Use and Mobility Elements, Zoning Code Revisions, and the Central District Specific Plan will result in a significant impact if such implementation will:

- Have a substantial adverse effect on a scenic vista
- Substantially damage a scenic resource
- Substantially degrade the existing visual character or quality of the site and its surroundings
- Create a new source of light and glare which will adversely affect day or nighttime views in the area

⁸ Ibid.

Environmental Impact

Scenic Views and Resources

2004 Land Use Element and Zoning Code Revisions

The 2004 Land Use Element encourages infill development within existing urban areas to protect hillside and natural open space resources to the maximum extent possible. The 2004 Land Use Element includes the following objective and policies to protect scenic resources:

Objective 9 Open Space Preservation and Acquisition: Preserve and acquire open space in Pasadena in order to enhance the quality of Pasadena life.

Policy 9.1 Open Space Corridors: Development of open space corridors, easements and acquisition programs and trails shall be established where feasible.

Policy 9.2 Arroyo Seco: Continue and complete comprehensive planning for, and implementation of, plans for the Arroyo, including restoration of the natural area of the Lower Arroyo and the development of the Hahamongna Watershed Park Plan.

Policy 9.3 Eaton Canyon: Identify and continue protection of Eaton Canyon as an open space and recreation area, and as a nature center.

Policy 9.4 Adequate Open Space: Provide an adequate total quantity and equitable distribution of public or publicly accessible open spaces throughout the City.

The Zoning Code Revisions reflect the policies of the 2004 Land Use Element, including establishment of the Hillside Overlay Districts Ordinance.⁹ The purpose of the Hillside Overlay Districts Ordinance is to preserve the City's environmental and scenic resources by encouraging the retention of natural topographic features and vegetation, as well as to encourage structures on hillside parcels to be designed with scale, massing, architectural design and detailing appropriate to maintain the visual character of the City's hillsides as natural open space. The Ordinance accomplishes these goals by limiting the height and density of the structure based on the slope of the proposed site. Furthermore, each structure is limited to locations in the most accessible, least visually prominent, most geologically stable portion or portions of the site, and at the lowest feasible elevation. Implementation of the above 2004 Land Use Element policies and the Zoning Code Revisions will work to protect open space areas that create scenic vistas. Impact will be less than significant.

Conclusion:

Implementation of the above 2004 Land Use Element policies and the Zoning Code Revisions will work to protect open space areas that create scenic vistas. Impact will be less than significant.

⁹ Pasadena Municipal Code Section 17.29 Hillside Overlay Districts.

Central District Specific Plan

With regard to properties governed by the Central District Specific Plan, the Specific Plan includes design guidelines that are applicable to all proposed development in the area to ensure that development will not obscure scenic views. For example, the Public Realm Design Guidelines include the protection of view corridors through the following goals and policies:

- CC 4.1 Frame important views of natural and man-made landmarks, and look for opportunities to open new views of landmark buildings and features.
- CC 4.2 Discourage developments that obscure existing views along the public right-of-way.
- CC 4.3 Prohibit buildings from locating over or across a public street, including buildings constructed as part of a bridge or overpass that crosses a public street.
- CC 4.4 Restrict the construction of pedestrian bridges across north-south streets, and discourage their construction along all other streets in the Central District.
- CC 4.5 Limit pedestrian bridges to those that are least obtrusive; where provided, they should be of narrow width, open to the sky, and accessible to the public at all times.

Individual development proposals will be required to comply with the above goals and policies to protect scenic viewsheds. Impact will be less than significant with stringent enforcement of the Central District Specific Plan design guidelines.

Conclusion:

With stringent enforcement of the Central District Specific Plan objectives and programs regarding view corridors, significant impact on scenic resources within the Central District can be avoided. Impact will be less than significant.

Visual Character

2004 Land Use Element and Zoning Code Revisions

One of the guiding principles of the 2004 Land Use Element is that “change will be harmonized to preserve Pasadena’s historic character and environment.” Complementary change requires that new development and other physical alterations respect the existing character and scale of the City. Change and development must be accomplished in a manner that enhances and blends with Pasadena’s existing qualities, both physical and social. Therefore, the 2004 Land Use Element contains the following objectives and policies to achieve this principle:

Objective 5 Character and Scale of Pasadena: Preservation of Pasadena’s character and scale, including its traditional urban design form and historic character, shall be given highest priority in the consideration of future development.

Policy 5.1 Urban Design Principles: Apply citywide urban design principles to complement the scale and quality of the best of our architectural and urban design traditions.

Policy 5.2 Urban Design Guidelines: Adopt urban design guidelines for each targeted development area and/or each identified design district in Pasadena.

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- Policy 5.3 Character and Identity: Urban design programs, including principles and guidelines, shall reinforce the City's unique character, scale, and identity.
- Policy 5.4 Neighborhood Character and Identity: Urban design programs, including principles and guidelines, shall recognize, maintain, and enhance the character and identity of existing residential and commercial neighborhoods.
- Policy 5.5 Architectural and Design Excellence: The City shall actively promote architectural and design excellence in buildings, open space, and urban design and shall discourage poor quality development.
- Policy 5.6 Human Values: Future development should reflect concern for the well-being of citizens – for workers, visitors, neighbors, and passersby – and should embody the cultural values of the community; it should be accommodating, inspiring, inviting, and enduring.
- Policy 5.7 Enhanced Environment: Development should be shaped to improve the environment for the public; it should support the distinctiveness of the locality and region as well as the special characteristics of the existing fabric of the site's immediate surroundings.
- Policy 5.8 Imagination and Creativity: Encourage creative responses and solutions at many scales and levels of development on the part of the various peoples and cultures involved in designing and creating places.
- Policy 5.9 Contextual and Compatible Design: Urban design programs shall ensure that new development shall respect Pasadena's heritage by requiring that new development respond to its context and be compatible with the traditions and character of Pasadena, and shall promote orderly development which is compatible with its surrounding scale and which protects the privacy, and access to light and air of surrounding properties.
- Policy 5.10 Spatial Attributes: Promote development that creates and enhances positive spatial attributes of major public streets, open spaces, cityscape and mountain sight lines and important "gateways" into the City.
- Objective 7 Residential Neighborhoods: Preserve the character and scale of Pasadena's established residential neighborhoods.**
- Policy 7.1 Mansionization: Ensure that all new development in residential neighborhoods discourages mansionization.¹⁰
- Policy 7.2 Subdivisions: Where subdivisions of existing lots is proposed, provide that the resultant lots in the proposed subdivision are consistent with the prevailing size and

¹⁰ Mansionization is building a large stately house to the maximum area and height permitted on the lot. These houses typically take on the appearance of covering the entire lot.

character of the lots in the immediate vicinity, and that the subdivision would not have a substantial adverse impact on adjacent residences.

Policy 7.6 Hillsides: In recognition of the special character of the hillsides throughout the City, continue strict protections through city grading and hillside ordinances.

Implementation actions of the 2004 Land Use Element require that buildings and open space shall support the distinctiveness of localities and regions. Each new project must be designed to relate to and support the special characteristics of the existing fabric of the site's immediate surroundings, as well as the larger environment of which they are a part. The Design Commission will be responsible for ensuring that all new development subject to design review conforms to the existing character of the neighborhood in which the proposed site is located.

The Zoning Code Revisions, as the implementing tool of the 2004 Land Use Element, sets guidelines on the kinds of building materials that can be used, window styles, setbacks, lot size, height limits, and maximum density allowances permitted in some sections of Pasadena, such as Bungalow Heaven and Garfield Heights. These guidelines ensure that new development conforms to the existing character of the area. Implementation of the above goals and policies, primarily through application of the Zoning Code Revisions and the design review process, will work to preserve the visual character and quality of Pasadena's districts. Impact will be less than significant.

Conclusion:

Implementation of the above goals and policies, primarily through application of the Zoning Code Revisions and the design review process, will work to preserve the visual character and quality of Pasadena's districts. Impact will be less than significant.

Central District Specific Plan

Within the Central District Specific Plan, design guidelines require that all proposed development make a positive contribution and add significant value to the community.¹¹ This means that the proposed project will blend with the existing architectural pattern of the neighborhood in which the development will take place. In some cases, there is no defined visual context or setting of a neighborhood and new buildings can define the area's image. The intent of these design guidelines is to create continuity between existing and new uses in terms of outward appearance. Thus, the Public Realm Design Guidelines of the Central District Specific Plan include the following:

- CC 5.1 Encourage the recycling of Downtown buildings and landscapes; in particular, retain historically and architecturally significant buildings through adaptive use.
- CC 5.2 Maintain the distinguishing qualities and features of a historic or architecturally significant building, structure, or site.
- CC 5.3 Repair and retain, rather than replace, original building materials, as far as feasible.
- CC 5.4 Allow contemporary alterations and additions to historic or architecturally significant buildings, structures, or sites, provided they do not substantially alter or harm the distinguishing qualities and features, and are compatible in terms of scale and character.

¹¹ City of Pasadena. Central District Specific Plan. May 2003. Page 137.

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- CC 5.5 Support rehabilitation and restoration of historically significant buildings according to the Secretary of Interior's Standards.
- CC 5.6 Retain the following landscape elements unless removal or replacement supports long-term planning objectives: street trees; tree lawns; granite curbs; ornamental tree grates; historic street lights; and similar landscape elements.

Implementation strategies of the Central District Specific Plan call for the City to adopt revised Central District Zone Development Standards that meet the intent and are consistent with the Specific Plan's goals, policies, and recommendations for development. These development standards will include restrictions on building mass and placement to blend new development with the intended visual character of the area, if there is one. With stringent enforcement and implementation of the District-Wide Design Guidelines of the Central District Specific Plan, impact on visual character will be less than significant.

Conclusion:

With stringent enforcement and implementation of the District-Wide Design Guidelines of the Central District Specific Plan, impact on visual character will be less than significant.

Light and Glare

2004 Land Use Element, Zoning Code Revisions, and Central District Specific Plan

Pasadena is already highly urbanized, and land use policies concentrate development into previously developed areas of the City. Thus, light levels within Pasadena will not substantially increase with implementation of the 2004 Land Use Element, the Zoning Code Revisions, and the Central District Specific Plan. However, new structures could create glare effects if they incorporate reflective building materials into project design. Therefore, depending on the location and scope of development, impact could be significant at a localized level. Mitigation measures will be required to reduce the impact to a less than significant level.

Conclusion:

Mitigation measures will be required to reduce the impact on light and glare of individual development projects to a less than significant level.

Mitigation Measures

The following mitigation measures will be applied at the individual project level to avoid potential new light and glare effects:

1. For development proposals subject to environmental review and/or design review, the City will examine potential light and glare effects associated with structures and on-site activities, and will ensure that features are incorporated into projects to avoid any adverse light and glare impacts.
2. The Zoning Code Revisions will limit the use of reflective and glare-producing building materials.

3. The Zoning Code Revisions will require that all nighttime lighting be focused down onto the site and not onto adjacent properties.
4. The City will establish a program to encourage the use of low-wattage bulbs in nighttime lighting by offering an incentive that discounts the cost of energy-conserving nighttime lighting.

Level of Impact after Mitigation

Impacts relative to scenic views and resources and visual character are less than significant and require no mitigation.

With regard to light and glare, with mitigation, impact is less than significant.

PRORATIONS/ADJUSTMENTS

Taxes at \$4422.11/semi-annually from 06/29/2007 to 07/01/2007
 Rent at ~~\$885.00~~/monthly from 06/29/2007 to 07/01/2007
 Rent at \$725.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$675.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$730.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$775.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$650.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$675.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$695.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$775.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$830.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$775.00/monthly from 06/29/2007 to 07/01/2007
 Rent at ~~\$1000.00~~/monthly from 06/29/2007 to 07/01/2007
 Rent at \$1150.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$1000.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$1100.00/monthly from 06/29/2007 to 07/01/2007
 Rent at \$800.00/monthly from 06/29/2007 to 07/01/2007
 security deposit

\$ 950

← approximately 250 sqft

\$ 1050

← approximately 550 sqft

250 sqft

550 sqft

One bedroom
 studio
 studio
 studio
 studio
 studio
 studio
 studio
 studio
 studio
 studio
 One bedroom
 One bedroom
 two bedroom
 two bedroom
 Small One bedroom