

PLAYHOUSE PLAZA

680 East Colorado Boulevard
Pasadena, California



Gensler

April 26, 2010

ITEM #1:

Restudy an entrance on Colorado Boulevard at the center of the building. The kind of entrance that would activate the paseo and make some kind of connection from the building to the paseo (and Arcade Lane).

ITEM #2:

Restudy the possibility of having pavilions along El Molino Avenue and how they would interact with pedestrian circulation along El Molino.

ITEM #3:

Study further the following recommendations from staff:

- a. Further refine the terminus of the corner tower on Colorado and El Molino to insure the specifications for glazing, finish details, and locations for preliminary signage are well resolved for final design review. Specialty lighting should also be considered for this portion of the project.
- b. Further study the more heavily glazed area over the entrance to the covered paseo on El Molino to better align the design of this building feature with the glazed tower on Colorado and El Molino. Possibly slightly cantilevering this element to create a glazed volume—or a similar treatment which responds to the corner—would unite these features aesthetically.
- c. Restudy the connection of the tower on Colorado and the adjoining taller mass of the 5-story building module on El Molino to insure there is a unique architectural response to the intersection of these two different volumes.
- d. Restudy the lower building module at the southern edge of the site on El Molino and how it engages the taller, rear office building module to the east and the architectural response or relief that could occur at the intersection of the two volumes.
- e. Restudy the new covered arcade in front of the retail locations along El Molino to possibly lighten this component and better coordinate its design with the landscape plan. The possible removal of the roof covering and substitution with a well-designed trellis feature (e.g., replacing only the solid roof but keeping the piers and spandrels) or other similar revised design approach would help to soften the pedestrian level of the project and bring light into the deeply recessed retail storefront areas.
- f. Continue study for possible shifts in materiality to visually break-down the mass of the building and refine of the overall design premise. Materiality studies should include retail bulkheads and base course materiality as well as spandrel elements within the glazing system for the structure.

ITEM #1

PEDESTRIAN CIRCULATION ANALYSIS

Assumptions:

- Playhouse Plaza represents an excellent opportunity to enliven the District
- 155 public parking spaces will generate additional activity
- Street level retail provides desirable tenant amenities

ENLIVENING OR ACTIVATING PEDESTRIAN WAYS IS PREDICATED ON:

- People
- Effective circulation patterns that enhance and synergize existing patterns
- Successful retail tenants
- Desirable mix of uses

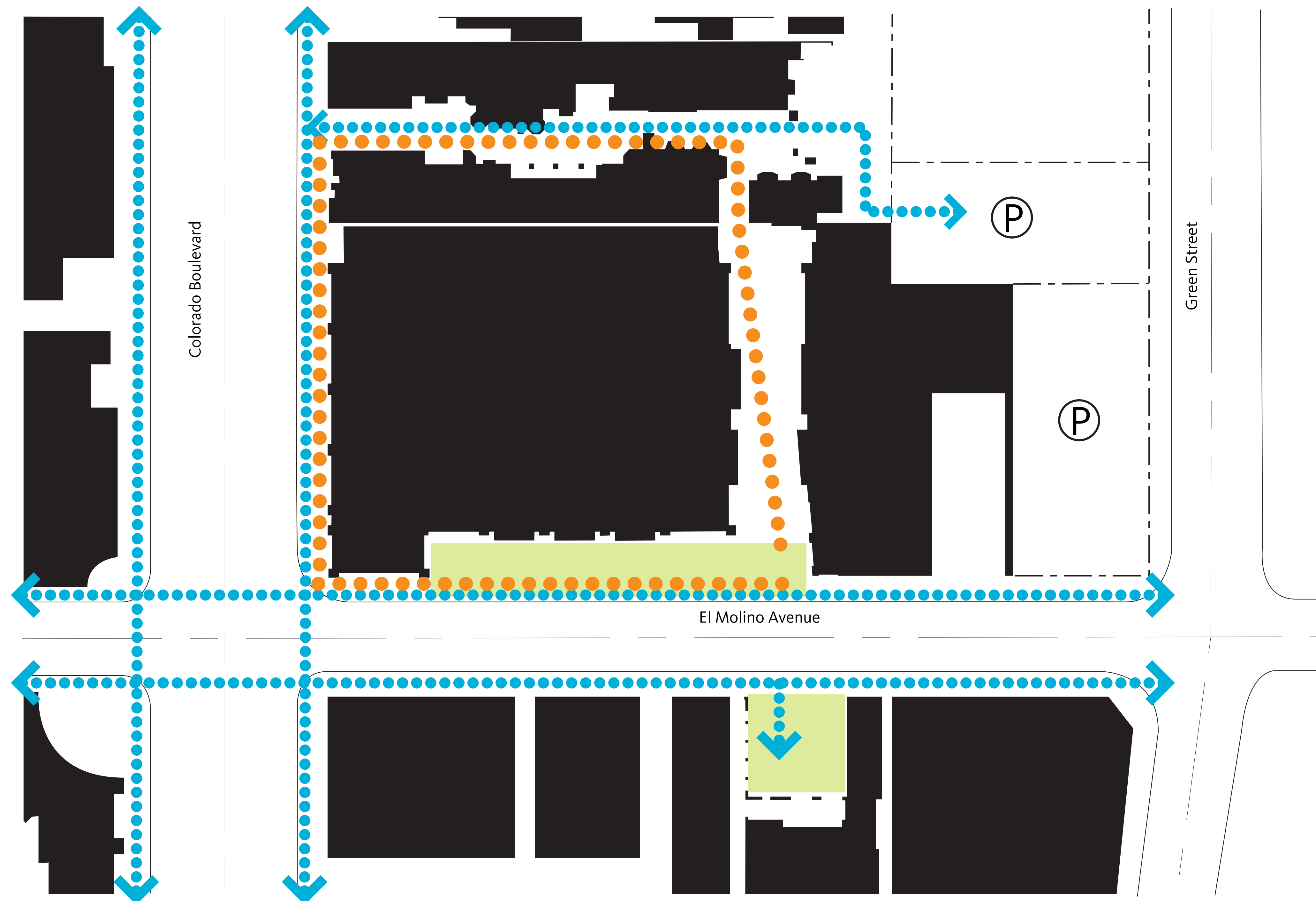
PLAYHOUSE PLAZA MUST:

- Be scaled appropriately at the street level to enhance the pedestrian experience
- Distribute and configure retail for successful uses
- Strategically locate pedestrian connections to increase potential foot traffic

PASADENA DISTRICT-WIDE GUIDELINES:

Objectives:

- Downtown is generally **amenable to walking**, due in part to a fine-grained building and block pattern that offers the **visual and physical connections** advantageous to pedestrian movement. Plazas, courtyards, sidewalks, alley walkways, pedestrian paseos, and mid-block passages create a **network** of spaces that integrates the community, and an intricate network allows an interesting variety of alternative routes between places. Private and public sector investment should extend and enhance this network, providing **safe and accessible paths** throughout the area.
- CC3.2: Promote new development that **extends** existing circulation patterns and **connects** important centers of activity.
- Physical **Connections**: A community should connect through a network of public spaces and paths.
- A street should be an **active and engaging place**.
- Streets must be amenable to walking, strolling, lingering, meeting, and conversing.
- **Integrated Planning**: A site should support the functional and visual integration of on-site facilities and uses.
- A site should have places **amenable to outdoor activity and use**.
- Human Occupation: A site should include amenities for **comfortable social interaction**.
- Development should focus activity and attention upon and along streets.
- Construct a network of creative and inviting outdoor spaces that includes intimate courts and passages.



COLORADO LOBBY

Applicable Guideline:

- CC 2.2: Orient building entrances toward public space, and encourage adjacent ground floor uses that animate and enliven the space.



COLORADO LOBBY

Pedestrian Foot Traffic Generator:

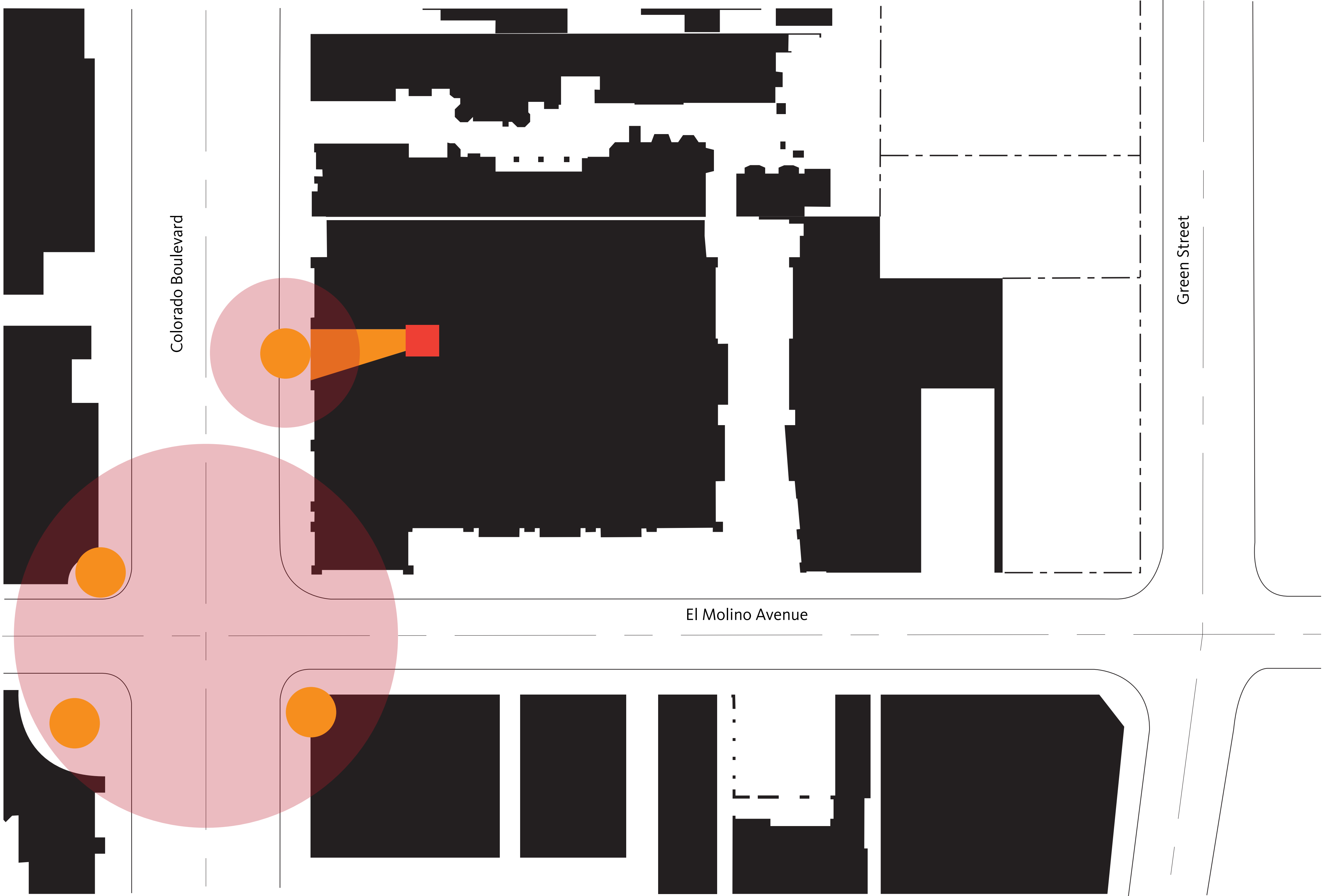
- Office tenants
- Retail customers park under the building
- Playhouse patrons park under the building



COLORADO LOBBY

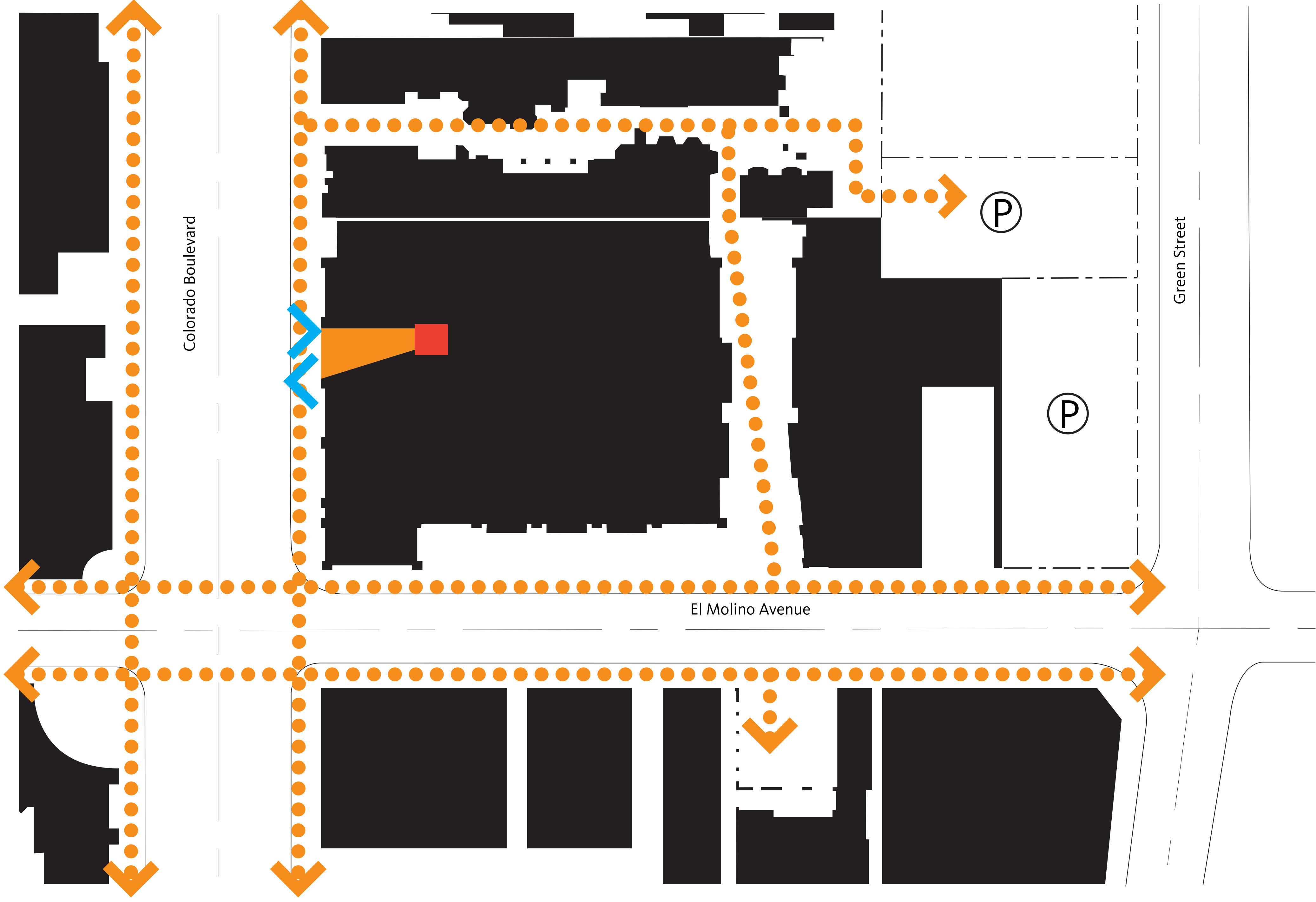
Relationship to major street intersection:

- Moves center of gravity away from the corner



COLORADO LOBBY

Pedestrian circulation pattern



COLORADO LOBBY

Continuous retail frontage



COLORADO LOBBY

Intuitive wayfinding / Public orientation



COLORADO LOBBY

Design guidelines:

Intent:

Building should offer helpful cues to their access and use. **A main lobby entrance to a building serves a different purpose than a storefront entrance to a street level shop.** The differences in use should be accentuated in their design. **Main entrances that are easily distinguishable** provide comfort and ease for the pedestrian searching for their destination. **Prominent entrances also add character, identity, and interest along the street.**

Recommendations:

- **BD 5.1: Provide well-marked, articulated building entrances oriented to streets and public space.**
- **BD 5.3: Relate the size and scale of a main building entrance to the overall width and height of the building and its ground floor “base”.**
- **BD 5.4:** Accentuate the entrance(s) to a building’s main lobby or interior office space; these **main building entrances should be prominent in terms of size, articulation, and use of materials.**
- **BD 5.6: Differentiate main building entrance from streetfront entrances** into street level businesses.



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CORNER LOBBY

[COLORADO/EL MOLINO]

Applicable Guideline:

- CC 2.2: Orient building entrances toward public space, and encourage adjacent ground floor uses that animate and enliven the space.
- BD 5.2: Orient main building entrances to directly face the street; buildings that front multiple streets should provide a main entrance along each street.
- BD 5.5: Consider placing the main building entrance at a street corner, where feasible.

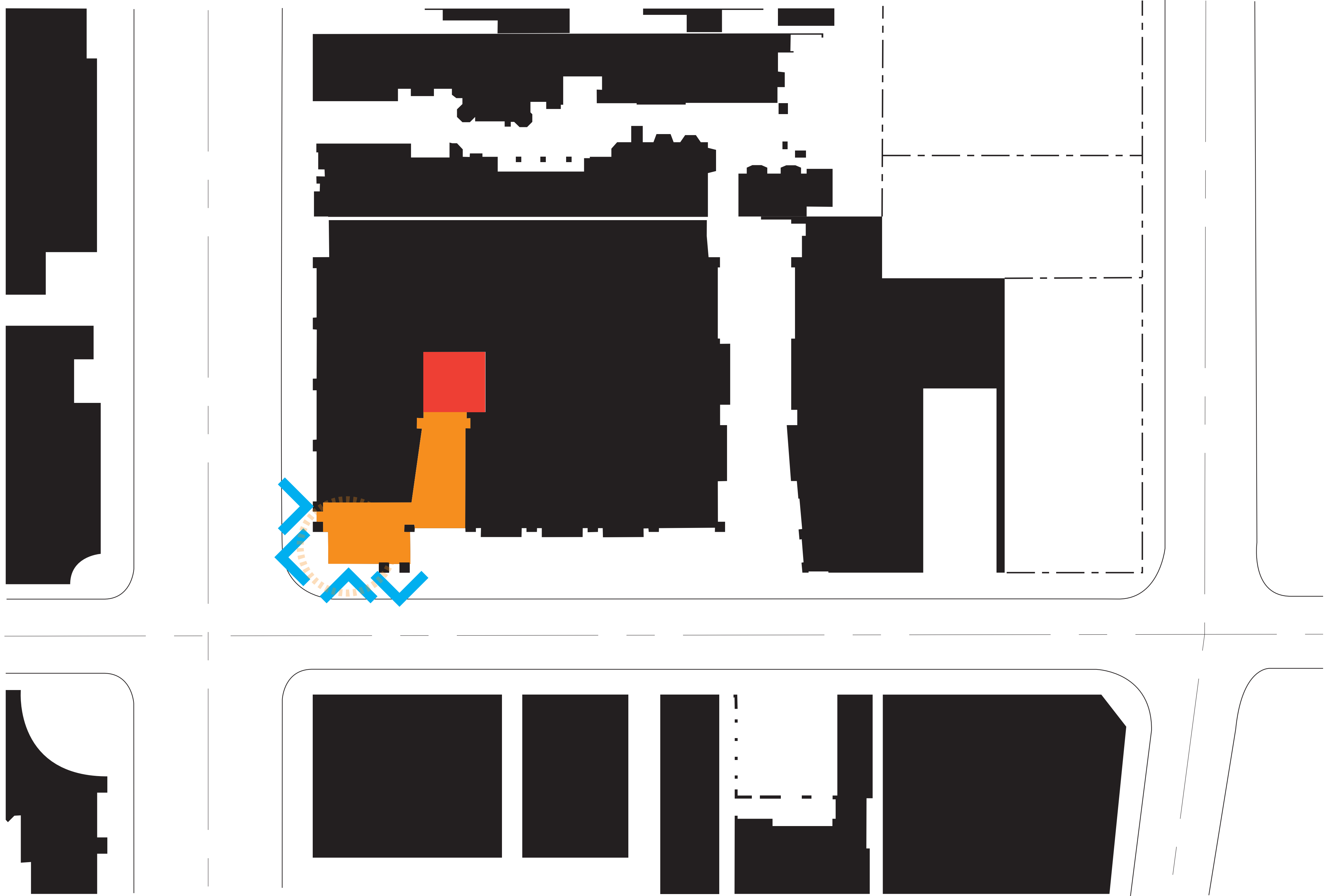


CORNER LOBBY

[COLORADO/EL MOLINO]

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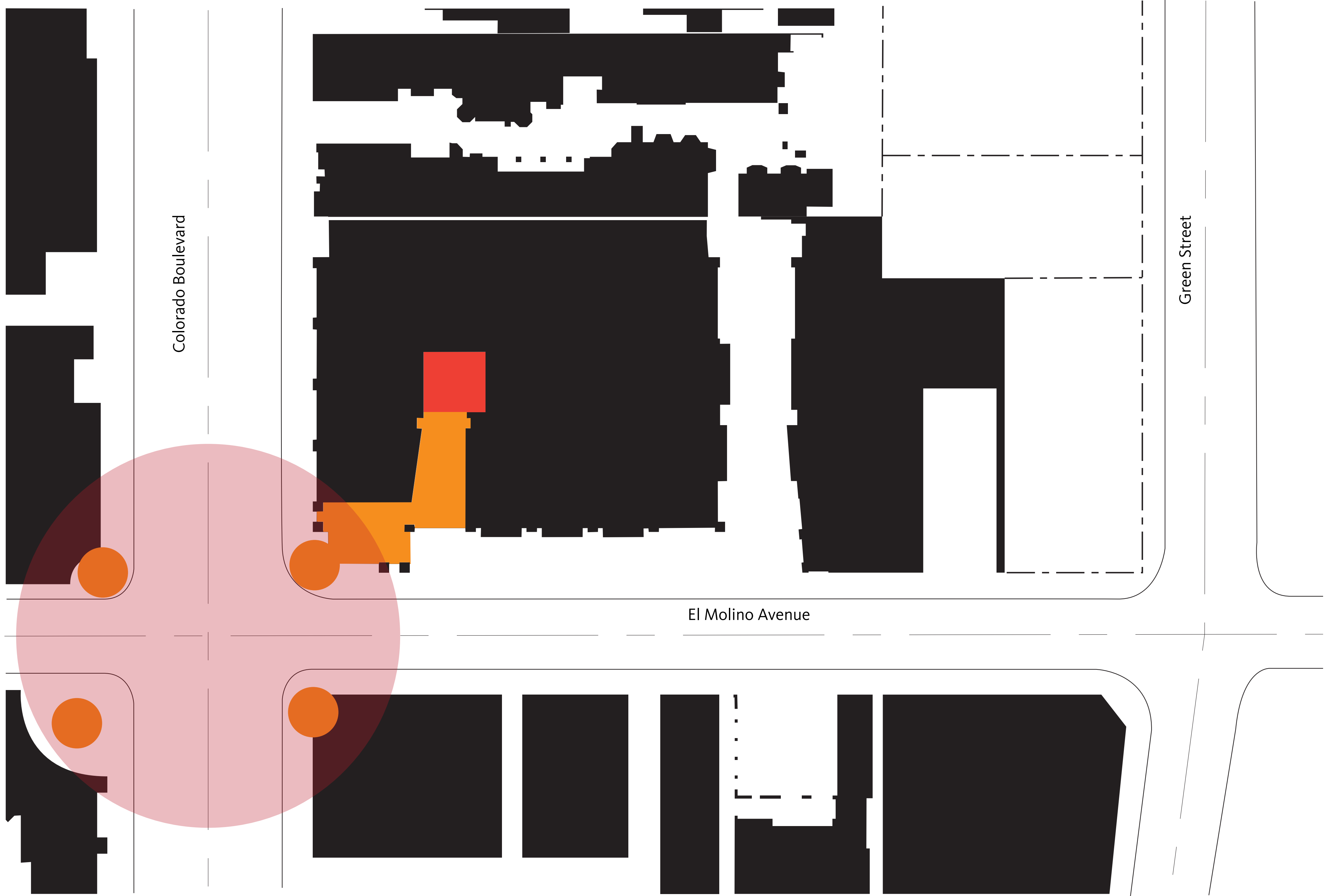


CORNER LOBBY

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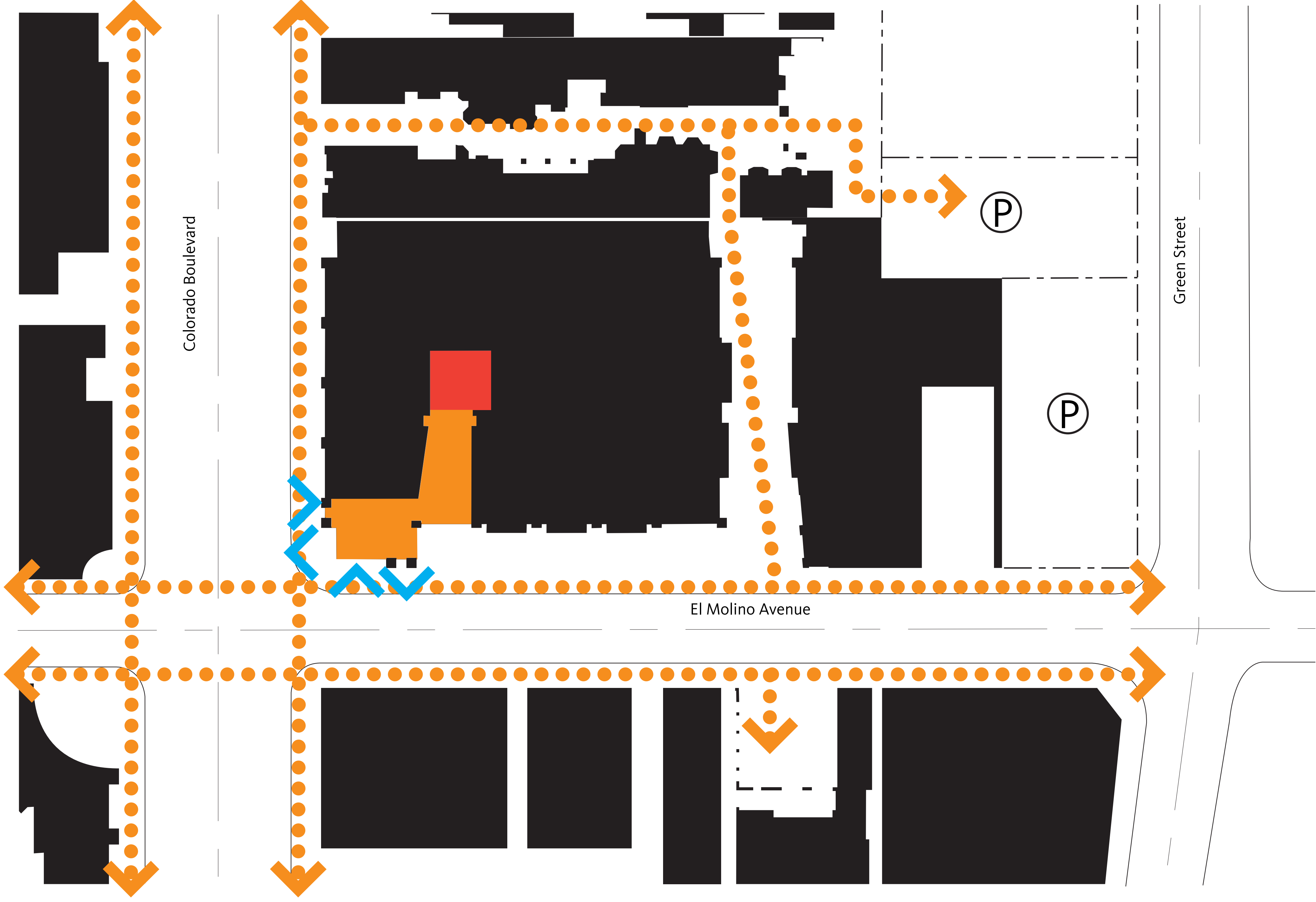
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CORNER LOBBY
[COLORADO/EL MOLINO]

Pedestrian circulation pattern:



CORNER LOBBY

[COLORADO/EL MOLINO]

Continuous retail frontage

- **SP 2.3:** Encourage recessed main building or shop entrances consistent with a traditional “main street” design that is inviting and **does not interrupt street and/or retail continuity.**
- **BD 4.2:** Design buildings to encourage multi-tenant occupancy and walk-in traffic at the street level; as far as feasible **uses which have little need for walk-in traffic should be discouraged from street-front locations.**



CORNER LOBBY
[COLORADO/EL MOLINO]

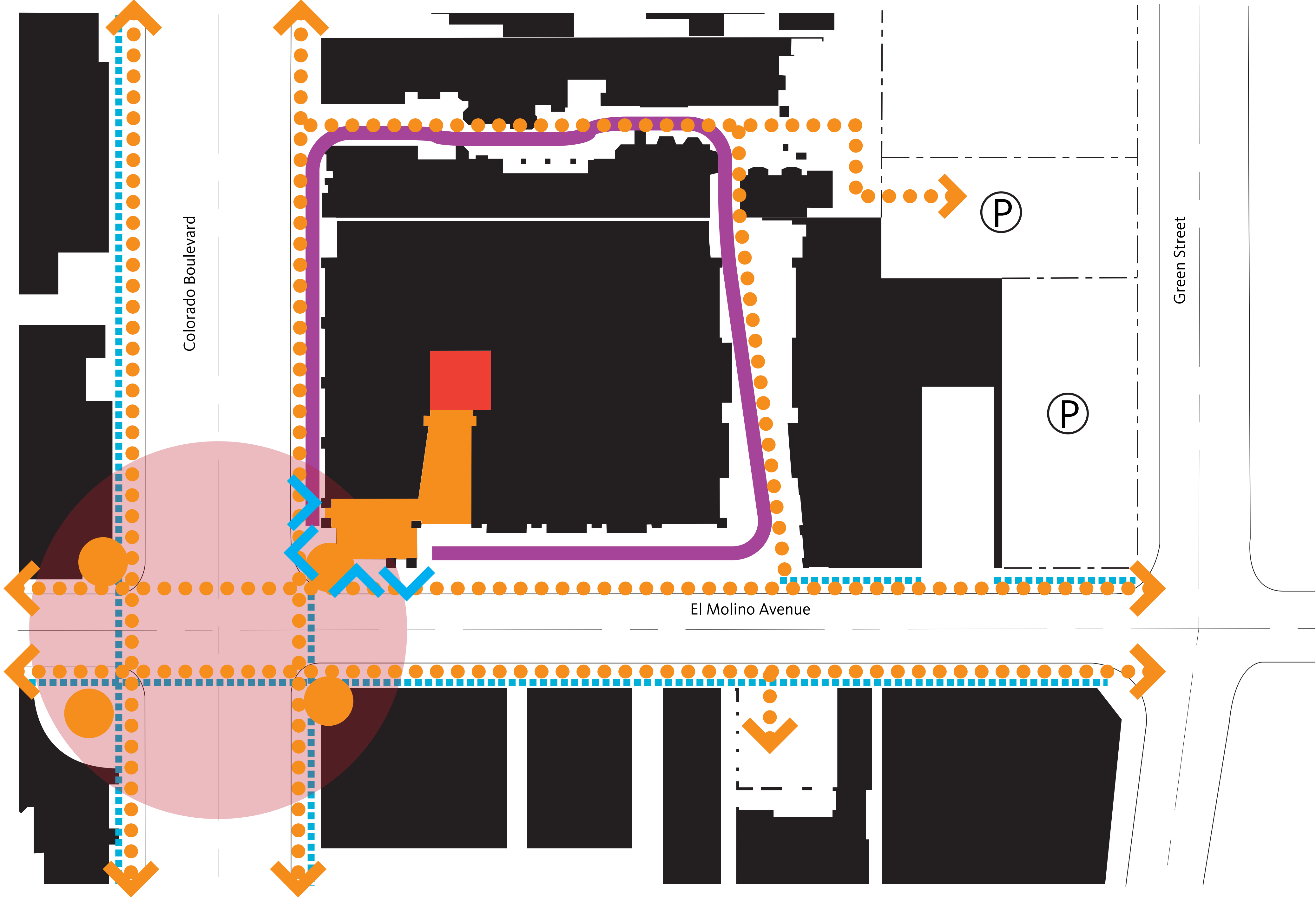
Intuitive wayfinding / Public orientation



CONCLUSION

Lobby located at the corner of Colorado Blvd. and El Molino Ave.

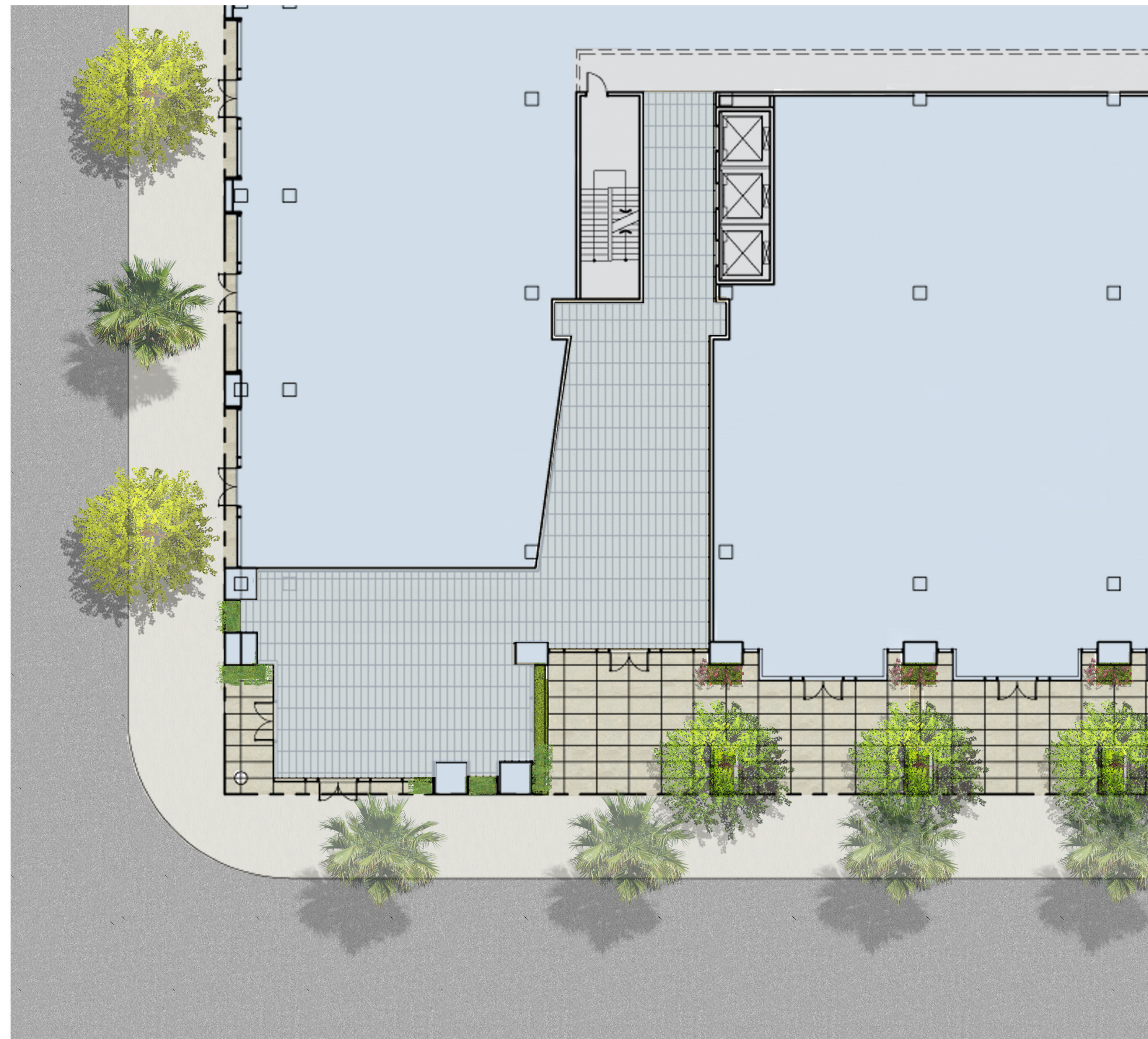
- Distributes office tenants and public in the center of activity
- Equally activates public streets and pedestrian ways
- Allows for uninterrupted street level uses along both Colorado and El Molino
- Locates the main building lobby in the most prominent building feature
- Provides for primary building entries on Colorado and El Molino
- Clearly orients the public, tenant and visitor to the districts amenities and destinations
- Strictly adheres to the district wide design guidelines



CORNER LOBBY

[COLORADO/EL MOLINO]

Lobby design



CORNER LOBBY

[COLORADO/EL MOLINO]

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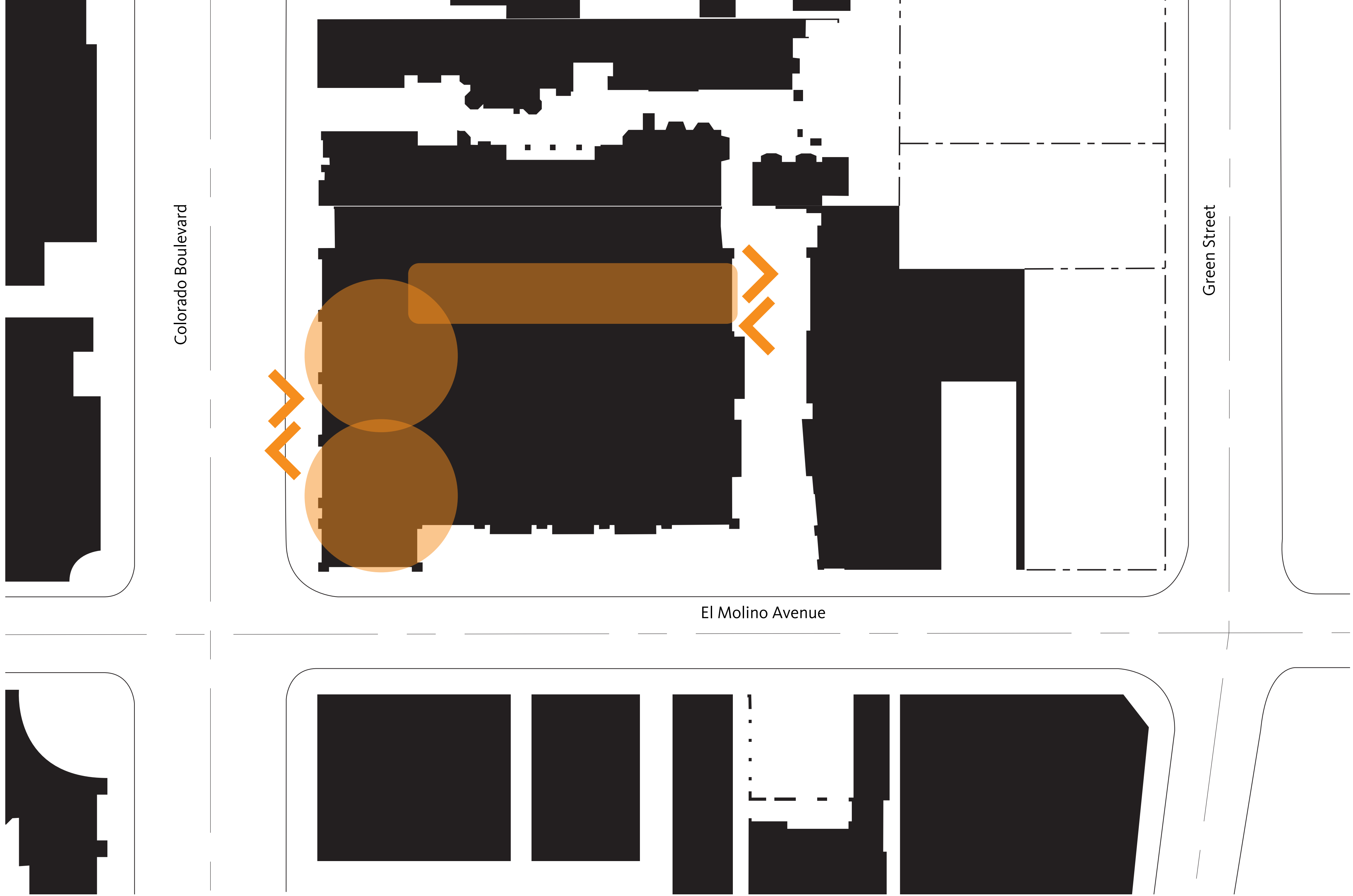
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MOTION 1 - PEDESTRIAN CONNECTOR TO PASEO

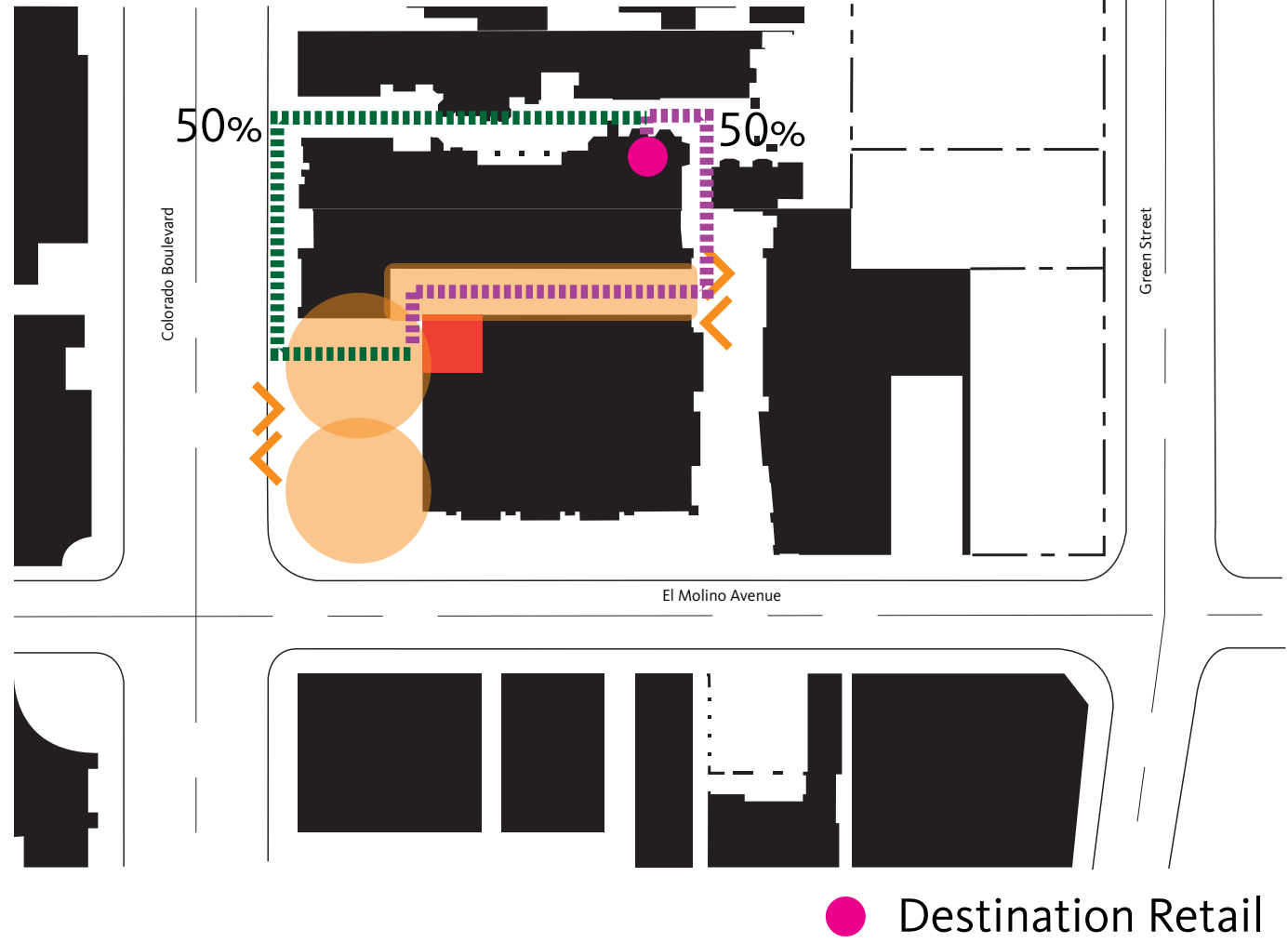
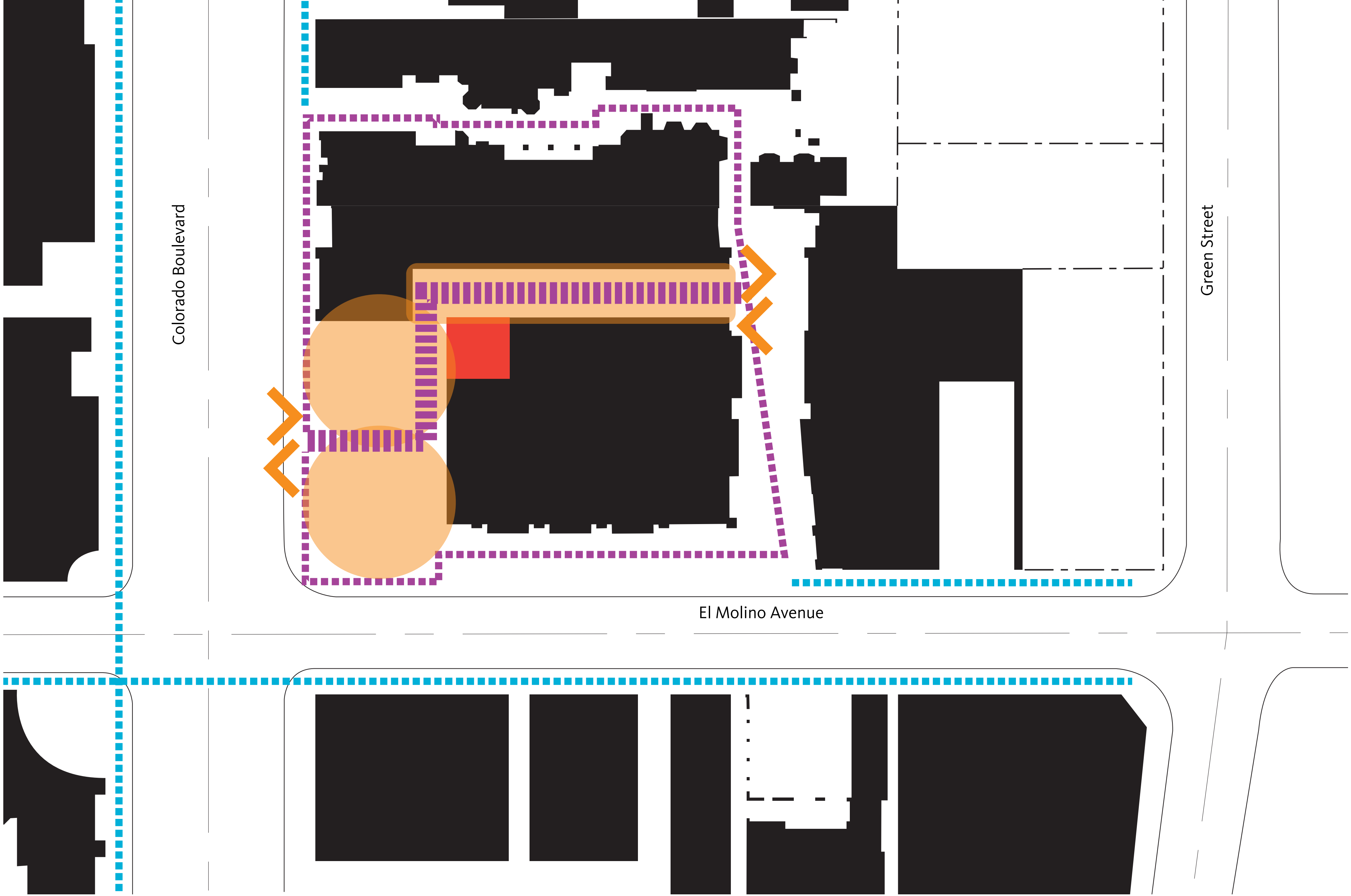
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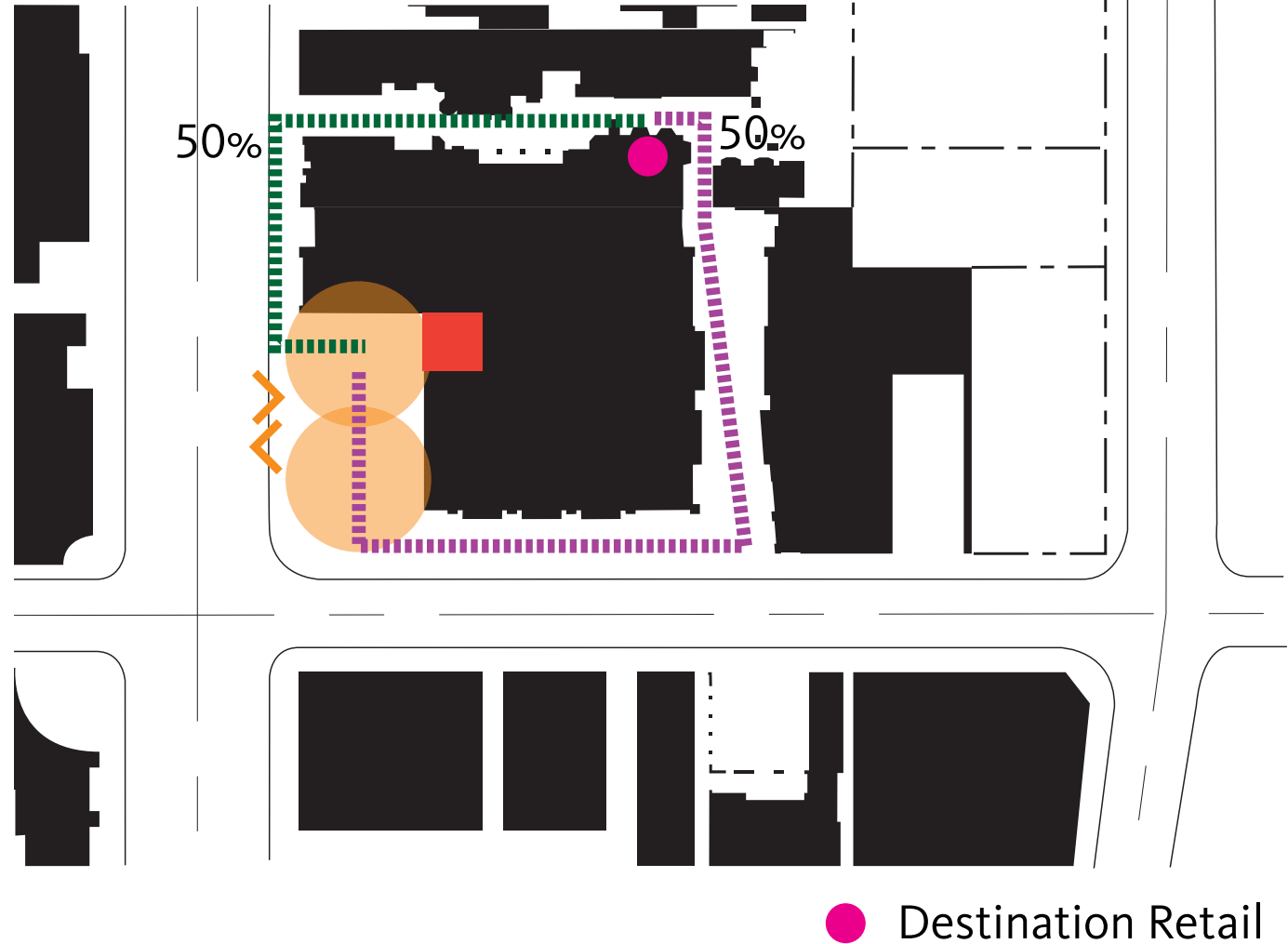
PEDESTRIAN CONNECTOR TO PASEO

Design guidelines:

- **SP 1.3 : Discourage developments that are internally focused at the expense of an active street environment, or developments that result in “left-over” space.**



Decrease Street Pedestrian Activity By 50%



Maximize foot traffic on streets and pedestrian way

PEDESTRIAN CONNECTOR TO PASEO [SCHEME MARCH 2007]

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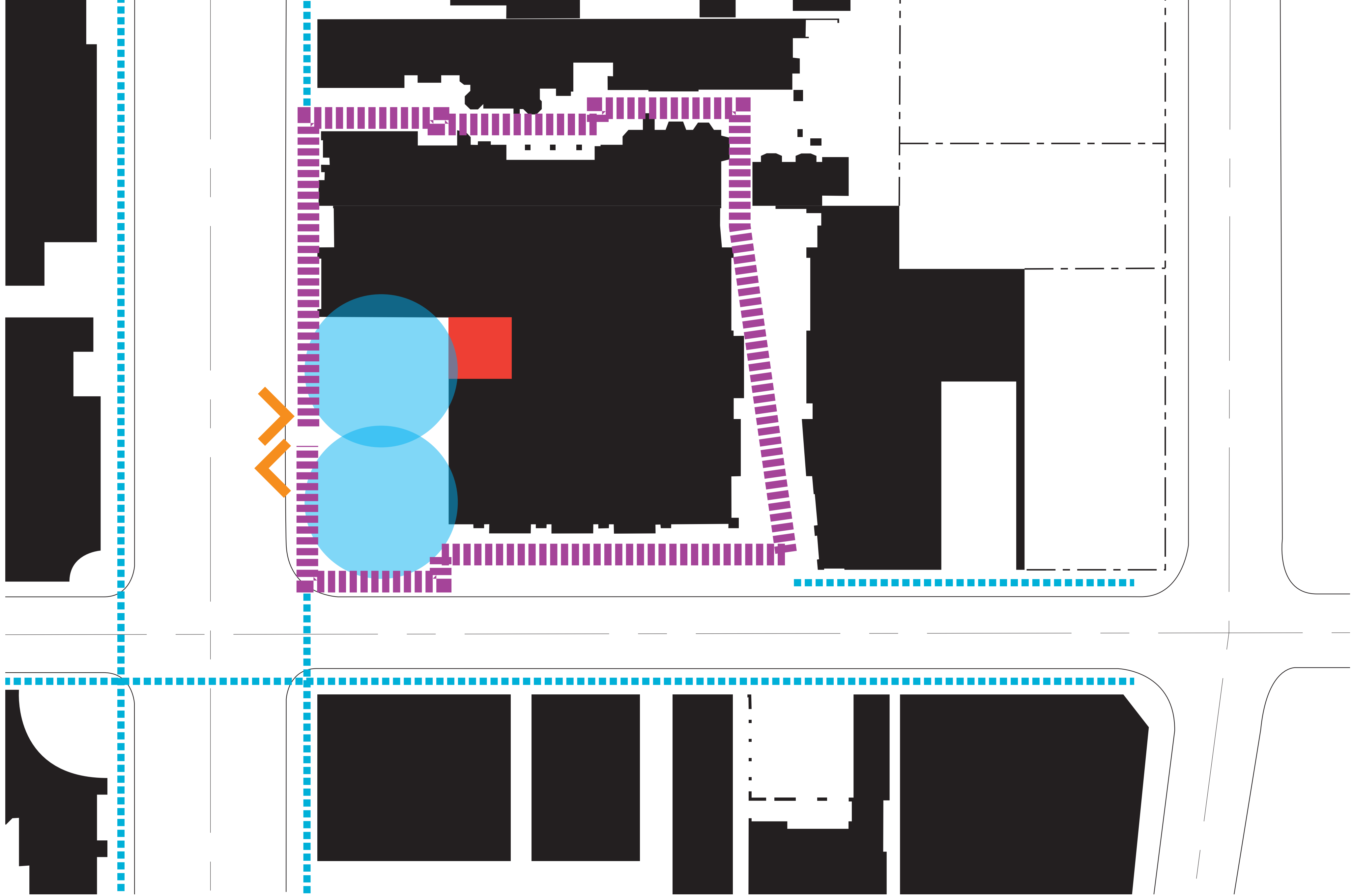
Decrease Street Pedestrian Activity By 50%



CONCLUSION

Single entrance:

Maximize foot traffic on streets and pedestrian way



ITEM #2

PEDESTRIAN-ORIENTED STREETScape ON EL MOLINO

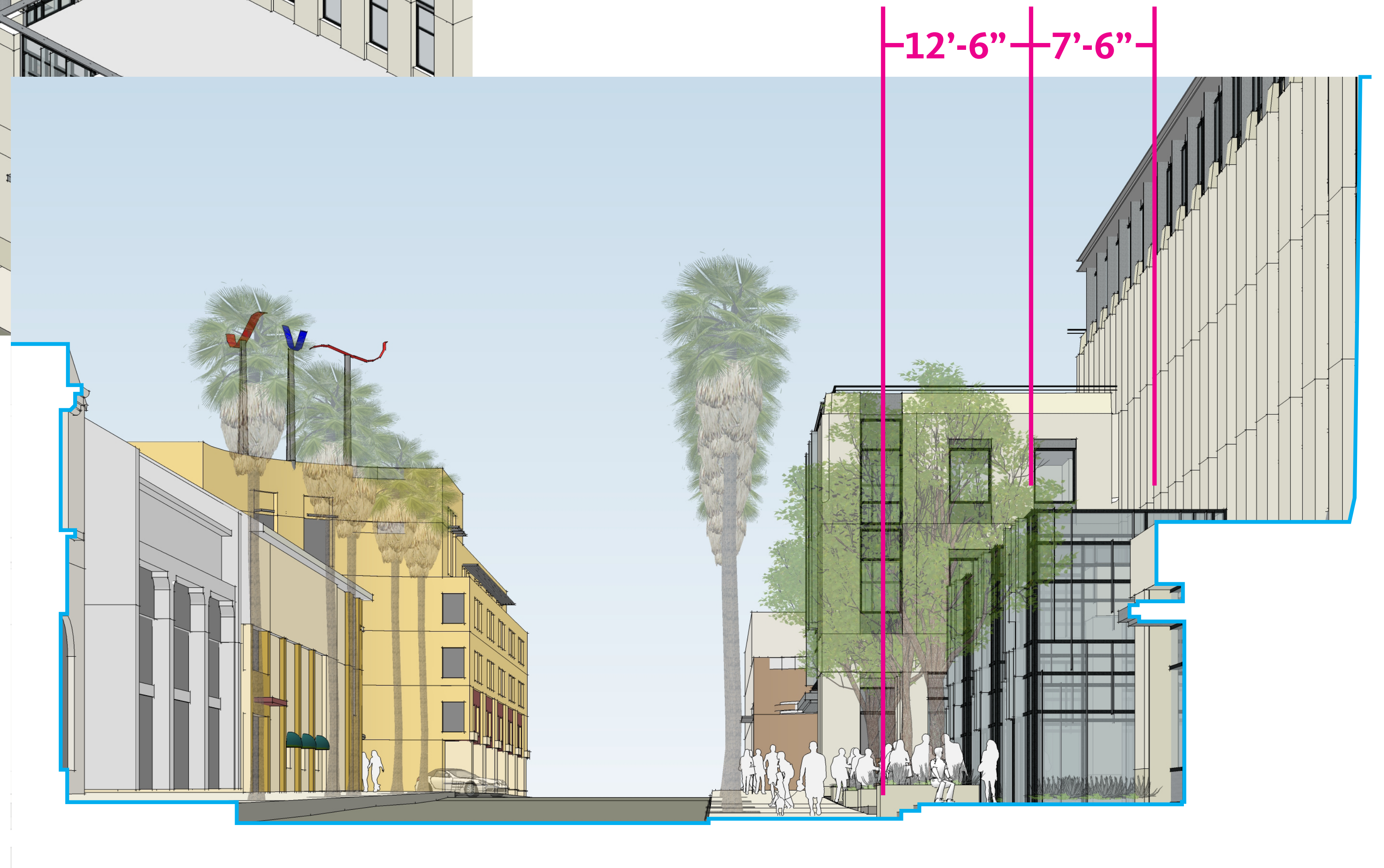
Intent:

“The individual interacts with the street level of a building in an intimate fashion, and this is likely to influence our perception of the entire place. If emphasis is placed on the human-scale, buildings will communicate that Downtown is an inviting and pleasant living environment. Rich visual details at the street level add interest and character to the facade, setting the stage for an active street environment and reinforcing pedestrian comfort.” - *Excerpt from the City of Pasadena Building Design Guidelines*

RECOMMENDATIONS:

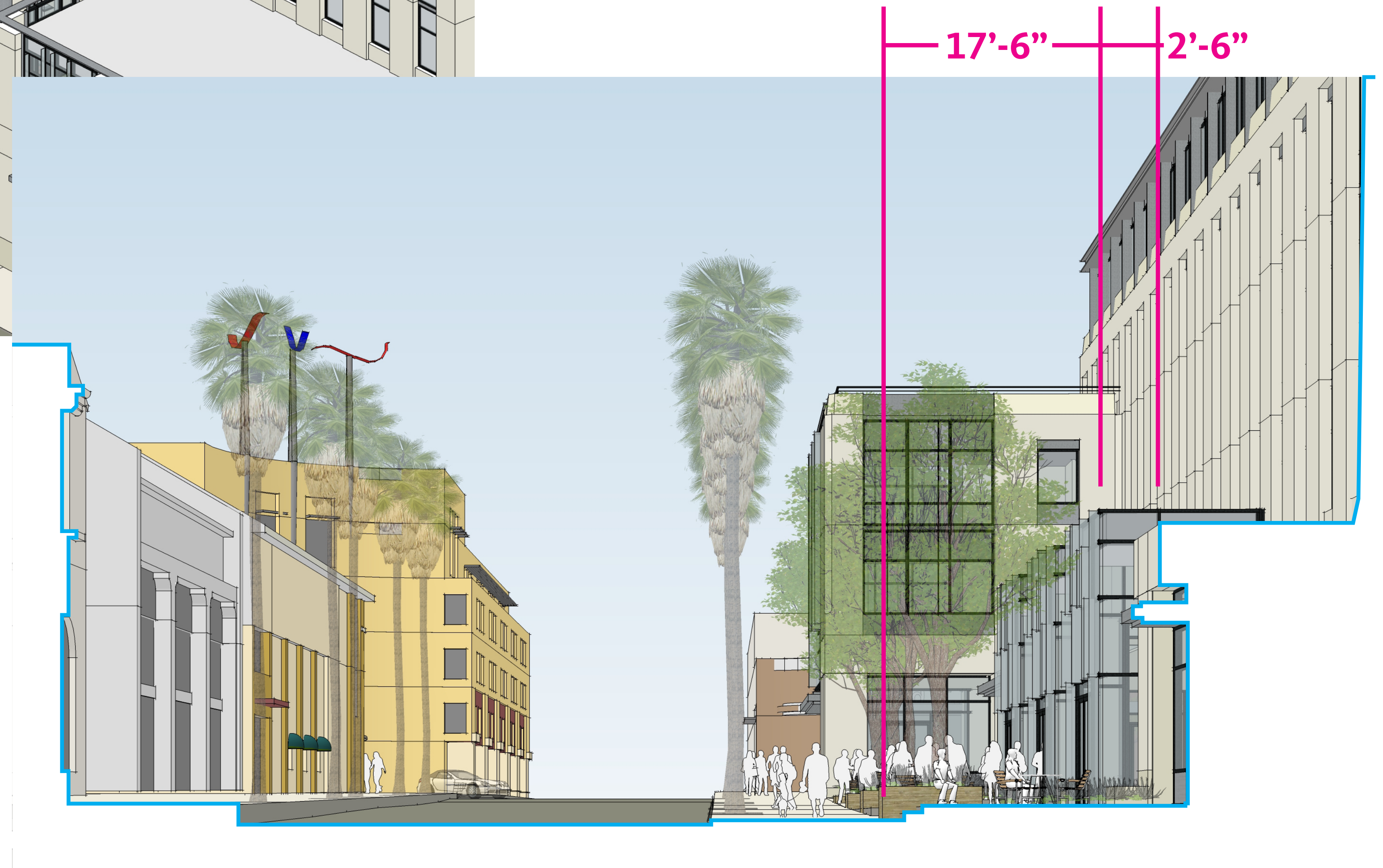
- **BD 7.1** Distinguish the ground level of a building from the upper levels of a building, especially where a building orients to the street and / or defines public space. Effective circulation patterns
- **BD 7.2** Establish a rhythm of vertical elements along the street-level facade; for instance, the regular cadence of display windows and shop entrances enhances the pedestrian experience.
- **BD 7.3** Use design elements such as separate storefronts, display windows, shop entrances, exterior light fixtures, awnings and overhangs to add interest and give a human dimension to street-level building facades.
- **BD 7.4** Give greater attention to detail at the street level of a building to satisfy the pedestrian; emphasize details that modulate the light and provide evidence of artistry and craft.
- **BD 7.5** Show creativity and individual expression in the design of storefronts, and encourage shop windows that reveal multi-layered displays and shifting patterns of activity.

PAVILION OPTION [4.12.2010- DESIGN COMMISSION PRESENTATION]





PROPOSED SCHEME















ITEM #3

Study further the following recommendations from staff:

- a. Further refine the terminus of the corner tower on Colorado and El Molino to insure the specifications for glazing, finish details, and locations for preliminary signage are well resolved for final design review. Specialty lighting should also be considered for this portion of the project.
- b. Further study the more heavily glazed area over the entrance to the covered paseo on El Molino to better align the design of this building feature with the glazed tower on Colorado and El Molino. Possibly slightly cantilevering this element to create a glazed volume—or a similar treatment which responds to the corner—would unite these features aesthetically.
- c. Restudy the connection of the tower on Colorado and the adjoining taller mass of the 5-story building module on El Molino to insure there is a unique architectural response to the intersection of these two different volumes.
- d. Restudy the lower building module at the southern edge of the site on El Molino and how it engages the taller, rear office building module to the east and the architectural response or relief that could occur at the intersection of the two volumes.
- e. Restudy the new covered arcade in front of the retail locations along El Molino to possibly lighten this component and better coordinate its design with the landscape plan. The possible removal of the roof covering and substitution with a well-designed trellis feature (e.g., replacing only the solid roof but keeping the piers and spandrels) or other similar revised design approach would help to soften the pedestrian level of the project and bring light into the deeply recessed retail storefront areas.
- f. Continue study for possible shifts in materiality to visually break-down the mass of the building and refine of the overall design premise. Materiality studies should include retail bulkheads and base course materiality as well as spandrel elements within the glazing system for the structure.

CORNER TOWER ARTICULATION

ITEM #3a

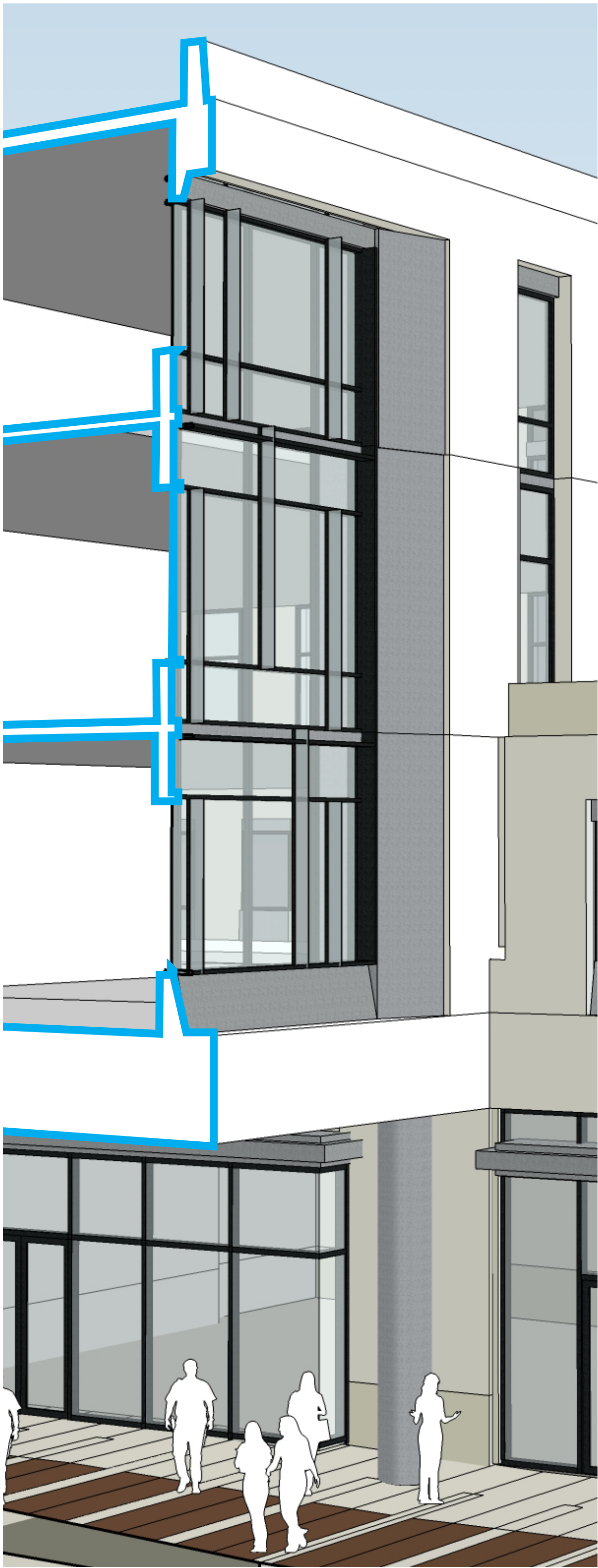
To further refine the terminus of the corner tower on Colorado and El Molino to insure the specifications for glazing, finish details, and locations for preliminary signage are well resolved for final design review. Specialty lighting should also be considered for this portion of the project.



GLAZING ABOVE PASEO

ITEM #3b

Further study the more heavily glazed area over the entrance to the covered paseo on El Molino to better align the design of this building feature with the glazed tower on Colorado and El Molino. Possibly slightly cantilevering this element to create a glazing volume- or a similar treatment which responds to the corner-would unite these features aesthetically.



CORNER TOWER

ITEM #3c

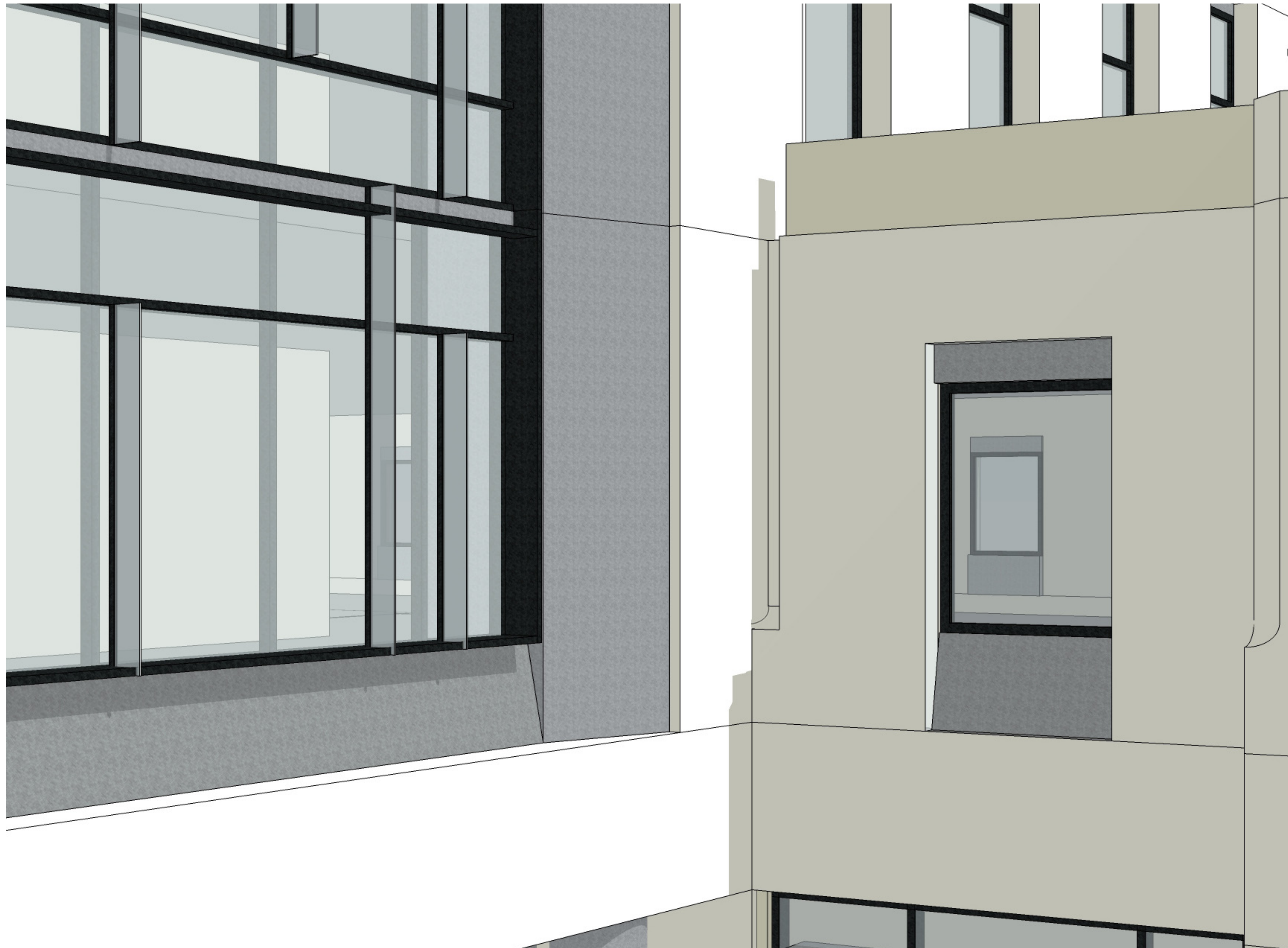
Restudy the connection of the tower on Colorado and the adjoining taller mass of the 5-story building module on El Molino to insure there is a unique architectural response to the intersection of these two different volumes.



BUILDING INTERSECTION

ITEM #3d

Restudy the lower building module at the southern edge of the site on El Molino and how it engages the taller, rear office building module to the east and the architectural response or relief that could occur at the intersection of the two volumes.



ITEM #3f

Intent:

Continue study for possible shifts in materiality to visually break-down the mass of the building and refine of the overall design premise. Materiality studies should include retail bulkheads and base course materiality as well as spandrel elements within the glazing system for the structure.

Coloration:

Generally, color is used widely throughout the district, more pervasively in smaller structures but also found in larger scaled structures like the Trio and the Archstone residential projects. Other significant structures such as the Pasadena Playhouse, Arcade Lane and the Bank of the West incorporate more neutral color pallets of off-whites, warm grays and tans. Coloration varies greatly in the district, but without exception, all fall into the category of warm colors. Within the district, approximately 50% of the surfaces utilize color and 50% more neutral tones.

Objective:

With the diverse use of color in the district, our primary objective is to unify, our approach is to incorporate a neutral pallet of material and coloration compatible with its diverse surroundings. Because of its close proximity to the Pasadena Playhouse and Arcade Lane, the objective from a coloration standpoint, is to be respectful to both. The coloration of the proposed building will be of a neutral hue with a slightly darker value than its historic neighbors. The darker hue will diminish the buildings overall scale, allowing it to recede, enhancing the prominence of the historic structures.

Contrast:

In addition to color, an important aspect found in the buildings within the district is contrast. Through the use of color and material, there exists a consistent theme of highly contrasting material palates, in lieu of equal valued monochromatic pallets. The highly contrasting materials and color are used to differentiate, create variation and punctuate architectural features such as window openings, wainscots, canopies, railings and decorative elements.

Objective:

In a similar approach to its surrounding neighbors, Playhouse Plaza adds richness and character through the use of a contrasting material pallet. The contrasting materials are used to accentuate the buildings prominent features, enhance overall material quality and establish a unique image and identity.

Material Quality

With few exceptions, exterior plaster is used widely as a primary surface of the structures found within the district. Historic structures such as the Pasadena Playhouse and Arcade Lane use the material in manner that characterizes the era in which they were built. Likely built as masonry structures, plaster was applied as a finishing surface to the rigid masonry structures resulting in a more monolithic appearance. True "Bearing Wall" buildings result in an architectural character defined by solidity, depth and permanence. More recently built structures using modern construction methodologies, utilize exterior plaster as a sheathing material over metal or wood framing, requiring control joints, resulting in a contemporary, but in some ways, a less permanent appearance.

Accenting materials such as stone, tile, brick and metal are used extensively to enrich the overall material palate and enhance material quality.

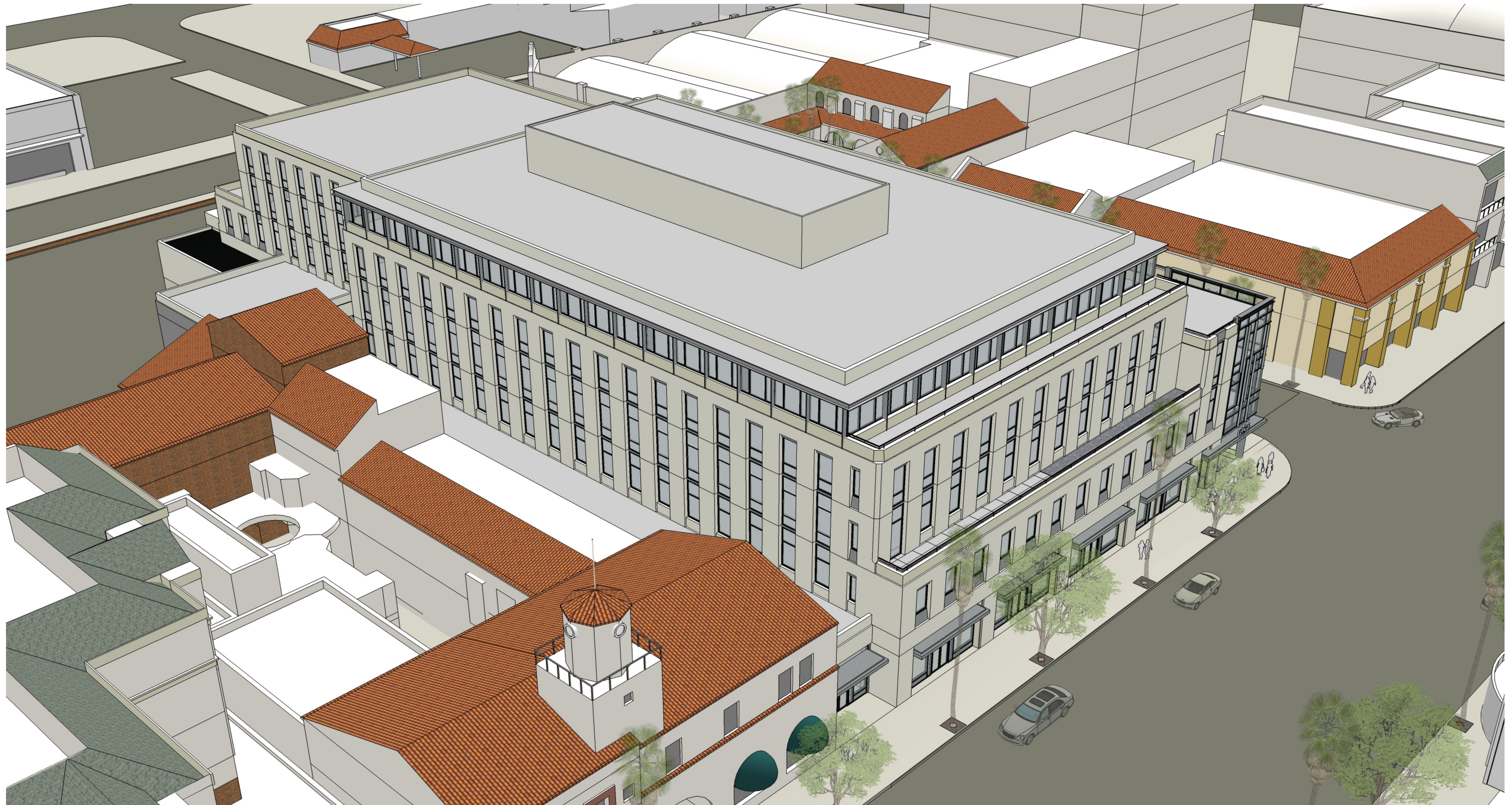
- The primary surface of the new building will incorporate pre-cast architectural concrete panels or similar GFRC (Glass Fiber Reinforced Concrete) panels. The panels will be of a natural concrete finish, with a light warm grey integral color.
- To comply with current energy codes, the glazing will be high performance IG (insulated glass) units, allowing for high level of transparency and lower reflectivity. Gray substrate will be used to neutrally accent the building.
- All office glazing and storefronts will incorporate extruded aluminum frames with high performance coatings.
- All architectural roof elements, trellises and retail canopies will be constructed of high quality architectural zinc coated metal panels.
- At the ground floor base, dimensional stone wainscots and accents will be utilized to enhance the quality and durability of the pedestrian experience.

RECOMMENDED SCHEME

















IDS - CALSTRS PLAYHOUSE PLAZA PROJECT

OWNER / APPLICANT CONTACT INFORMATION

DAVID SAETA
 IDS REAL ESTATE GROUP
 515 S. FIGUEROA STREET
 LOS ANGELES

SITE LOCATION: 680 E COLORADO BLVD

ZONE: CD-4

LOT AREA: 57,762 SF

EXISTING BUILDING TO BE DEMOLISHED 36,391 SF

FLOOR AREA/ FAR: 17.30.040

			INCL.10% DENSITY BONUS 17.30.050C
ZONE 1, FAR 3.0	170.75' x 175' x 3.0 =	89,644 SF	98,608 SF
ZONE 2, FAR 2.0	109.3' x 175' x 2.0 =	38,255 SF	42,081 SF
ZONE 3, FAR 2.0	60' x 145' x 2.0 =	17,400 SF	19,140 SF
		145,299 SF	159,829 SF

	GROSS FLOOR AREA
Proposed Floor Area	
1st FLOOR	34,429 SF
2nd FLOOR	38,777 SF
3rd FLOOR	33,362 SF
4th FLOOR	31,804 SF
5th FLOOR	21,457 SF
ROOF	0 SF

TOTAL PROPOSED GROSS FLOOR AREA 159,829 SF

FLOOR AREA PROVIDED:

50% OF STREET FRONT FOR PEDESTRIAN ORIENTATED USE	14,407 SF
OFFICE: APPROX.	145,422 SF
	159,829 SF

BUILDING FOOTPRINT:	34,429 SF	60%
SITE AREA COVERED:	44,633 SF	77%
LANDSCAPE AREA:	1,758 SF	3%
PAVED AREAS:	8,446 SF	15%

BUILDING HEIGHT

17.30.030	ALLOWED
ZONE 1	75' (90')
ZONE 2	50' (60')
ZONE 3	35'

BUILDING STORIES:	5
UBC BUILDING TYPE:	2A
UBC OCCUPANCY GRC	B, A-3, M, S-2

LOADING	REQUIRED	PROVIDED
17.46.260		
1/40,000 SF OFFICE BUILDING	4	2
COMMERCIAL USE 8,000 SF TO 20,000 SF	1	

PARKING CALCULATIONS (BASED ON 17.30.030B)	
EXISTING PROJECT PARKING SPACES TO BE DEMOLISHED	45

NEW PARKING 17.30.040	REQUIRED
OFFICE 2.25/1,000 SF (INCL. TOD)	145,422 SF 328
RETAIL 2.7/1,000 SF (INCL. TOD)	14,407 SF 39
TOTAL REQUIRED/MAX. ALLOWED # OF STALLS	367

17.50.340 - Transit-Oriented Development (TOD)
 25% OFFICE TOD REDUCTION 17.50.340D1a
 10% OTHER NON RESID.TOD REDUCTION 17.50.340D1b (RETAIL)

PUBLIC PARKING SPACES/ COMMERCIAL OFF-STREET PARKING	155
17.50.340 D2a.	522

PROVIDED PARKING:	
P1	INCL. 11 ADA STALLS (2% OF TOTAL) 65
P2	98
P3	99
P4	99
P5	99
P6	62
	522

ALL PARKING PROVIDED IS LOCATED BELOW GROUND.

PARKING GARAGE FLOOR AREA	
P1	38,380 SF
P2	36,073 SF
P3	36,073 SF
P4	36,171 SF
P5	36,171 SF
P6	23,243 SF
	206,109 SF

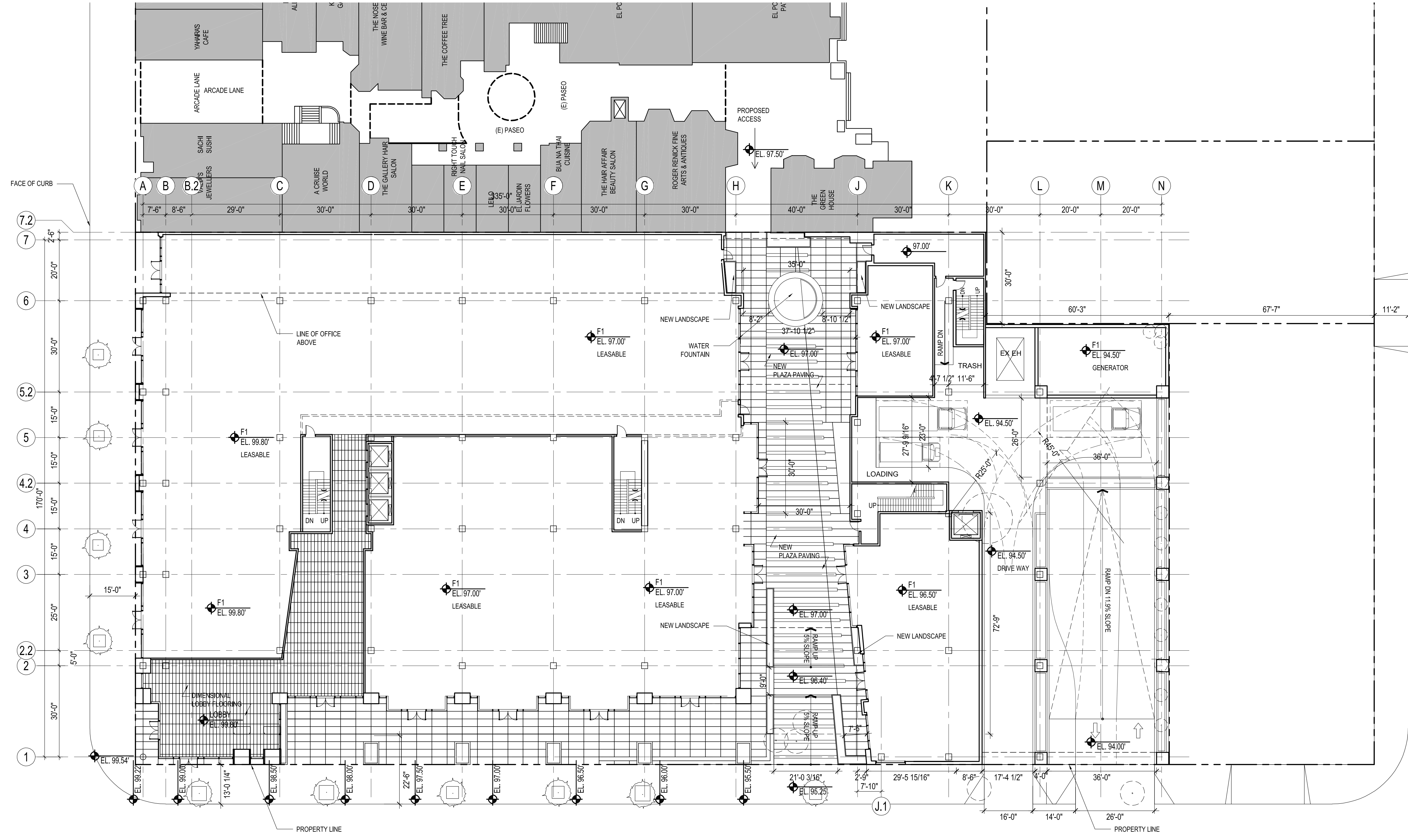


LEGEND

- ① EXISTING GINKGO STREET TREE TO REMAIN
- ② EXISTING FICUS STREET TREE TO BE REMOVED BY CITY
- ③ EXISTING CARROTWOOD STREET TREE TO BE REMOVED BY CITY
- ④ EXISTING MEXICAN FAN PALM STREET TREES TO REMAIN
- ⑤ NEW MEXICAN FAN PALM STREET TREE TO REPLACE PALM DISPLACED BY CONSTRUCTION
- ⑥ CITY SIDEWALK TO REMAIN
- ⑦ ORNAMENTAL ACCENT TREE
- ⑧ VERTICAL ACCENT TREE
- ⑨ SPECIMEN CANOPY TREE
- ⑩ ACCENT SHRUBS
- ⑪ VERTICAL SHRUBS
- ⑫ DRAPING SHRUBS
- ⑬ BRICK ACCENT PAVING
- ⑭ COLORED CONCRETE BANDS
- ⑮ LOBBY ACCENT PAVING
- ⑯ ENHANCED PAVING
- ⑰ STEPS
- ⑱ EXISTING MEXICAN FAN PALM STREET TREE TO BE REMOVED
- ⑲ PROPOSED MEXICAN FAN PALM STREET TREE
- ⑳ CHINESE ELM TREE

COLORADO BOULEVARD

GREEN STREET



EL MOLINO AVENUE

