

Agenda Report

June 8, 2015

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: PREDEVELOPMENT PLAN REVIEW OF ART CENTER COLLEGE OF DESIGN MASTER PLAN

RECOMMENDATION:

This report is for information only, no City Council action is required.

EXECUTIVE SUMMARY:

This report provides information to the City Council on a Pre-Development Plan Review (PPR) submitted for the Art Center College of Design 10-year Master Plan. The vision for the Master Plan is to focus growth in the South Campus where the college has recently acquired three new parcels, while upgrading existing facilities at the Hillside Campus.

BACKGROUND:

Art Center College of Design (Art Center) is a university which offers undergraduate and graduate programs in a wide variety of art and design fields, including advertising, film, and photography. It was first established in 1930 in Los Angeles and moved to the current Hillside Campus location at 1700 Lida Street in 1976.

In July 1989, the City of Pasadena Board of Directors approved a five-year Master Plan for Art Center's Hillside Campus. The Master Plan allowed for a 47,472 square foot expansion to the existing campus, 200 new parking spaces and a maximum enrollment capacity of 1,500 students, but with no more than 1,250 students in attendance on campus at any one time.

Thereafter, two Conditional Use Permits (CUPs) were approved, both in 2000, for minor additions to the Hillside Campus. CUP #3749 covered the construction of a 5,000 square foot, 2-story pavilion and CUP #3821 allowed a modular building to be placed in a parking lot to be temporarily used for classroom/workshop space.

In 2004, Art Center opened its first South Campus location at 950 S. Raymond. In January 2006, the City Council approved a 10-year Master Plan for South Campus that focused on student housing uses. The South Campus Master Plan consisted of two parcels at 950 and 988 S. Raymond Avenue and allowed for a new student housing facility with 152 units, 228 beds and three levels of underground parking. There was no maximum enrollment capacity established as part of the 2006 Art Center South Campus Master Plan.

In 2012, Art Center began operating a shuttle system to connect the Hillside and South Campuses which were increasingly becoming interconnected campuses despite their distance. More recently, Art Center acquired three parcels adjacent to the existing South Campus and obtained permits for additional work to the South Campus parcels. In 2013, CUP #6040 was approved for the alteration and adaptive re-use of an existing two-story former postal service building and parking lot at 870 S. Raymond Avenue and 888 S. Raymond Avenue, respectively, both to be used by Art Center.

In 2014, Art Center acquired another parcel at 1111 S. Arroyo Parkway in order to further expand its South Campus operations. Art Center then submitted a PPR for a new 10-year Master Plan which comprehensively identifies a vision for both the Hillside and South campuses. The proposed Master Plan focuses growth on the South Campus while making infrastructure upgrades to the Hillside Campus.

MASTER PLAN PROCESS

The purpose of a Master Plan as established in Pasadena Municipal Code Section 17.61.050 is to reduce processing time and uncertainty by consolidating several Conditional Use Permit hearings over an extended period of time and to ensure orderly and thorough City review of expansion plans for certain public, semi-public, and open space uses, resulting in more compatible and desirable development.

The City Council is the decision-making body for the Master Plan, however, the Design and Planning Commissions will assume an advisory role and make recommendations to the City Council. As the South Campus has grown and operations have shifted to this Campus over time, the interrelationship between the two campuses has become increasingly connected. The applicant will be submitting one Master Plan application that encompasses development on both the Hillside and South Campus.

A PPR is required for all Master Plan applications. The PPR process was established to achieve better projects through early consultation between City staff and applicants, to identify issues that may arise during application processing such as community concerns, to achieve consistency with City regulations and policies, and to avoid significant investment in the design of a project without preliminary direction from City staff. Importantly, the PPR process also serves to inform the City Council and the public of development projects that are of community-wide significance. This presentation is an informational item only and is not intended to be used for the purpose of discussing the merits of the proposed project.

LOCATION:

Hillside Campus:

Art Center Hillside Campus is located in the San Rafael Hills, above the City's Rose Bowl Stadium. It encompasses approximately 175 acres, 33 acres of which have been developed with the remaining 142 acres set aside as natural open space. The Hillside Campus is generally bounded by Lida Street to the north, Rutherford Drive to the south, Glendale City limits to the west and Chamberlain Road to the east.

South Campus:

Art Center South Campus consists of five parcels: 870, 888, 950, 988 South Raymond Avenue and 1111 South Arroyo Parkway. It encompasses approximately 6.5 acres. The South Campus is generally bounded by South Arroyo Parkway to the west, South Raymond Avenue to the east and Glenarm Street to the south.

PROJECT DESCRIPTION:

The PPR is for a 10-year Master Plan (year 2017 to 2027) to expand the South Campus and renovate facilities on the Hillside Campus. Enrollment is anticipated to increase over the period of the Master Plan to account for growth from the existing approximately 1,900 full-time equivalent (FTE) students to a maximum of 2,300 students.

The proposed project includes a Zoning Map Amendment for all parcels within the South Campus to change the zoning from Industrial General, South Fair Oaks Specific Plan, Height Overlay-56 (IG-SP2-HL-56) and Central District Specific Plan, Arroyo Corridor/Fair Oaks sub-district (CD-6) to Public, Semi-Public (PS). It also includes a General Plan Map Amendment to change the land use designation from Specific Plan to Institutional. Refer to Attachment B for a summary of existing and proposed zoning, General Plan land use designations, heights and Floor Area Ratios for all parcels within the South Campus. No changes to the Zoning or General Plan Map designation are proposed for the Hillside Campus.

There are two phases of development in both the Hillside and South Campuses, described in detail below. Please refer to Attachment A for detailed Project Plans.

Hillside Campus:

Phase 1 consists of a net increase of 1,520 square feet, including:

- removal an existing 17,280 square foot, temporary, modular classroom building in the north parking lot;
- enclosure of an existing 3,500 square foot open air pavilion;
- installation of new photovoltaic canopies above both existing parking lots; and
- improvement of vehicular circulation that includes a new security guard kiosk and widening of the Lida Street entrance.

Phase 2 consists of:

- a 15,300 square foot addition to an existing 4,200 square foot maintenance building and conversion of this space for administration and transportation-related services; and
- vehicular improvements in the south parking lot for improved turn radius for larger vehicles and to accommodate additional maintenance and transportation facility needs.

South Campus:

Phase 1 consists of:

- an interior remodel of the Wind Tunnel Building at 950 S. Raymond Avenue;
- construction of a 130,000 square foot, seven-story, 100 foot tall student housing building (retail, student housing, and parking) at 988 S. Raymond Avenue;
- interior renovations of the 1111 S. Arroyo Parkway building to convert existing commercial space to college administrative and academic use; and
- construction of a pedestrian bridge that spans across the Metro Gold Line light rail connecting the 1111 S. Arroyo Parkway building with the proposed student housing building on 988 S. Raymond Avenue.

Phase 2 consists of:

- an addition of a new 200,000 square foot, seven-story, 100 foot tall mixed use building (housing, campus amenities, and parking) at 888 S. Raymond Avenue; Art Center is also contemplating using this building as all academic space as an alternative use;
- further expansion of the pedestrian bridge resulting in an elevated quad greenspace spanning over the Metro line;
- an addition of a 22,000 square foot gallery/exhibition space located beneath the quad green space on the ground level of the building located at 1111 S. Arroyo Parkway; and
- renovations of the exterior facade to the 1111 S. Arroyo Parkway.

PREDEVELOPMENT PLAN REVIEW SUMMARY:

Please refer to Attachment D for a summary of comments provided by various City Departments related to Art Center's entitlement and permitting process.

PROJECT APPROVALS:

The proposed Master Plan would require the following discretionary entitlements and approvals:

- Environmental Impact Report
- Zone Change
- Master Plan
- General Plan Map Amendment

Design Review:

The proposed Master Plan is also subject to Design Review. Pasadena Zoning Code Section 17.61.030 provides thresholds for when projects require Design Review. Phase 1 of the Hillside Campus renovations are not subject to Design Review because the 15,520 square foot addition to the maintenance shed is not located along a street frontage, not along a major corridor, and does not exceed 25,000 square feet. The proposed structures on 888 and 988 South Raymond Avenue, however, will require Commission-level Design Review because they both exceed 25,000 square feet individually.

In addition, the Design Commission will also act as an advisory body in conjunction with the overall Master Plan proposal. The applicable design guidelines for the project are: the Citywide Design Principles in the Land Use Element of the General Plan, the Design Guidelines in the South Fair Oaks Specific Plan, the Design Guidelines for Neighborhood Commercial and Multi-family Residential Districts and the Central District Specific Plan.

Preliminary Consultation

On February 3, 2015, the Design Commission conducted a Preliminary Consultation for the proposed Master Plan. The Commission's comments are included as Attachment C. In summary, for the Hillside Campus, the Design Commission requested the preservation of the Craig Ellwood Building as part of the Master Plan and for special attention to be given to the final design and installation of the solar/photovoltaic panels in the parking areas. For the South Campus, the Design Commission suggested that Art Center should consider internal campus linkages to the general outside community, and external linkages to the streetscape and the broader community. Art Center should also consider active streetscapes, incorporate some level of interaction in spaces between the proposed and existing buildings, and utilize the location of the historic elevated bicycle track that existed in the vicinity of the newly proposed elevated quad structure upon the rail line as future inspiration. The Design Commission also commented that the South Campus improvements are generally in an area of Pasadena that could accommodate the proposed height and density and could result in revitalization of the area.

NEXT STEPS/PROCESS:

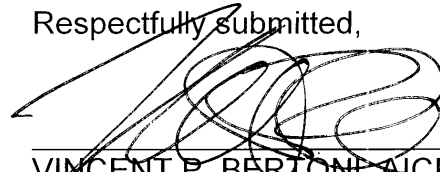
The following list identifies next steps in the review process:

- Submittal and review of the Master Plan
 - Interdepartmental review
 - Neighborhood meeting(s)
- Environmental review subject to CEQA
- Review of Master Plan by the Design Commission
- Review of Master Plan by the Planning Commission
- City Council consideration of the Master Plan

FISCAL IMPACT:

This report is for information only and will not result in any fiscal impact. Any cost associated with the Master Plan application and associated environmental review will be borne by the applicant.

Respectfully submitted,



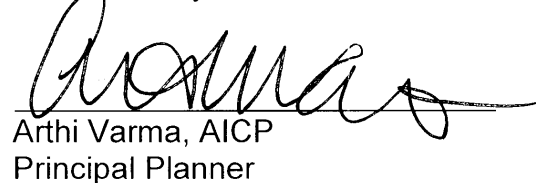
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Attachments: (4)

- Attachment A – Project Plans
- Attachment B – South Campus Zoning and Land Use Tables
- Attachment C – Preliminary Consultation Design Commission Comments
- Attachment D – Summary of Pre-Development Plan Review Comments