

2915 E. Colorado Boulevard Predevelopment Plan Review

City Council Meeting
November 18, 2019





Predevelopment Plan Review

Planning & Community Development Department

- **Projects of Communitywide Significance**
 - Projects greater than 50,000 square feet in size with at least one discretionary action
- **2 story, 100,080 square feet new vehicle sales and repair facility**
- **Informational Only – No Action Required**



Project Site

Planning & Community Development Department

- **2915 E. Colorado Boulevard**
 - EPSP-d1-IG (East Pasadena Specific Plan, subarea d1, General Industrial district) and ECSP-CG-6 (East Colorado Specific Plan, Subarea 6) Zoning District
 - 220,063 square-foot site area (5.05 acres)
 - Double frontage:
 - > Walnut Street on the north
 - > Colorado Boulevard on the south
 - Site has existing buildings and surface parking lot



Project Location

Planning & Community Development Department

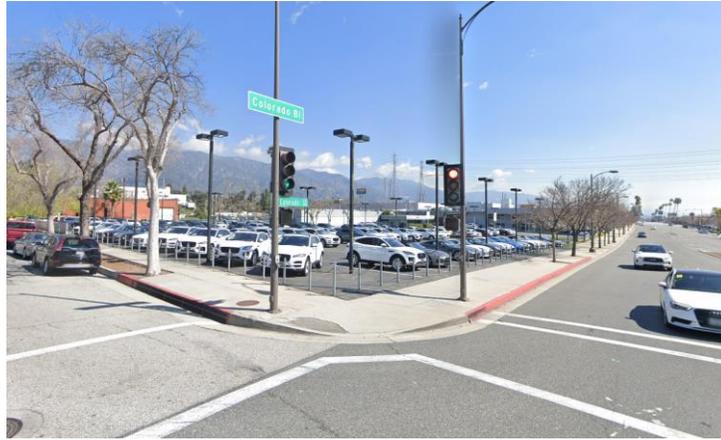


2915 E. Colorado Boulevard



Existing Project Site

Planning & Community Development Department





Project Description

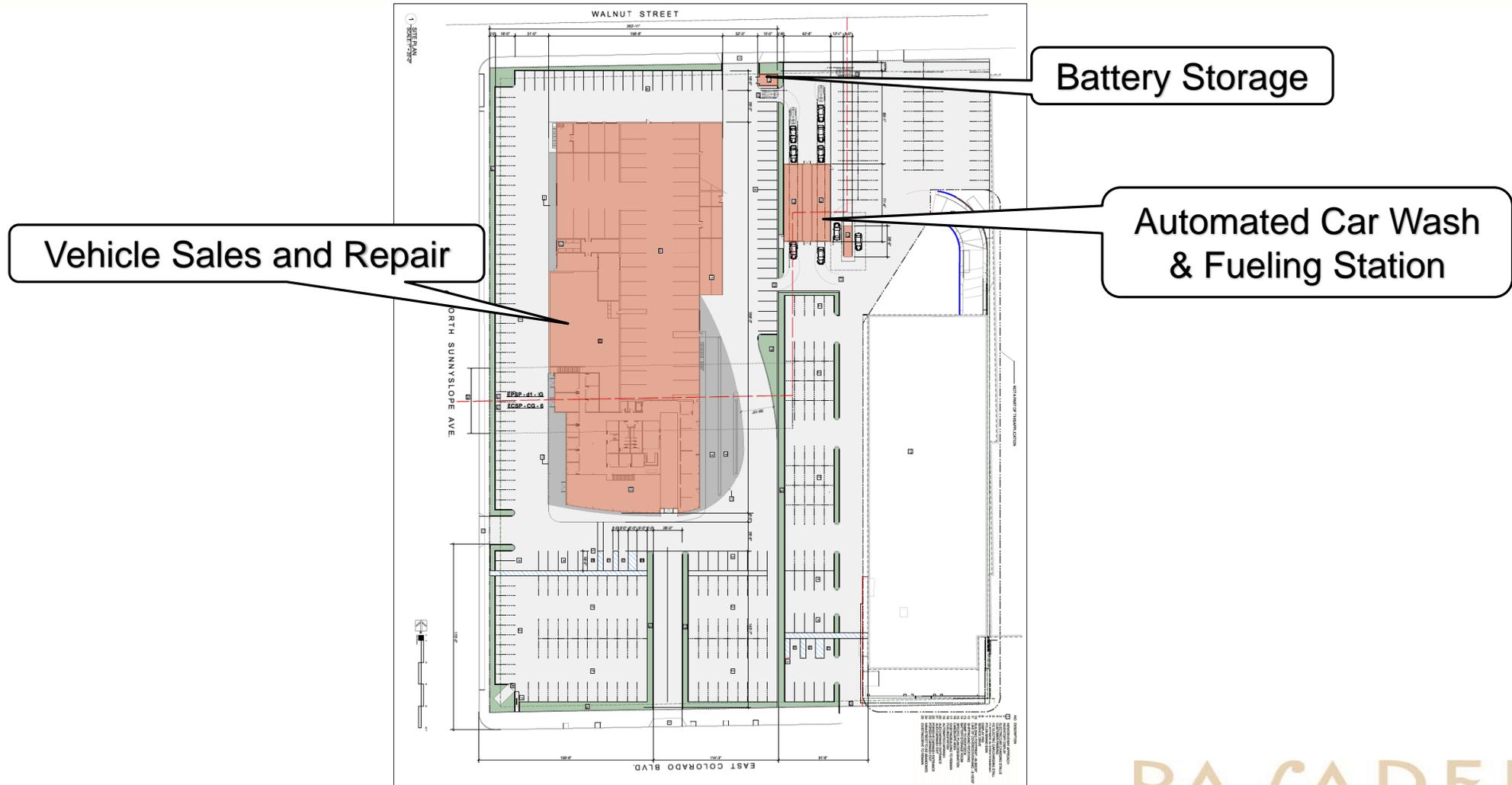
Planning & Community Development Department

- **Vehicle Sales and Repair Facility**
 - 2 stories (32' 6" tall)
 - 100,080 square foot facility
 - > Sales and service building
 - > Battery storage room
 - > Automatic car wash and fueling station
 - 0.45 floor area ratio (FAR)
 - Vacation of Nina Street



Site Plan

Planning & Community Development Department

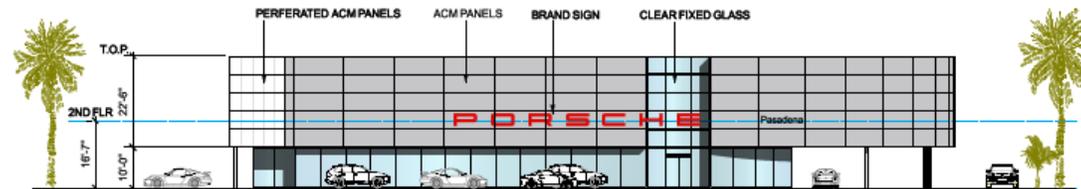




Elevations

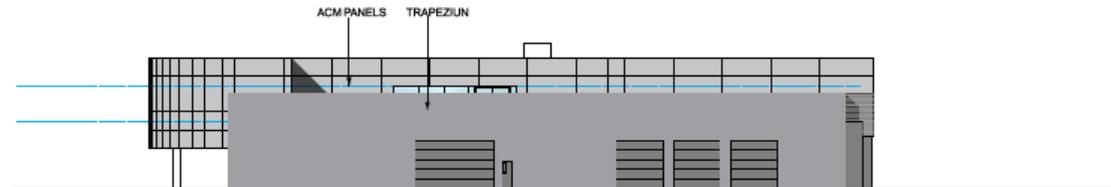
Planning & Community Development Department

Colorado Boulevard (South)



1 SOUTH (E COLORADO BLVD) ELEVATION
SCALE: 1/16" = 1'-0"

Walnut Street (North)



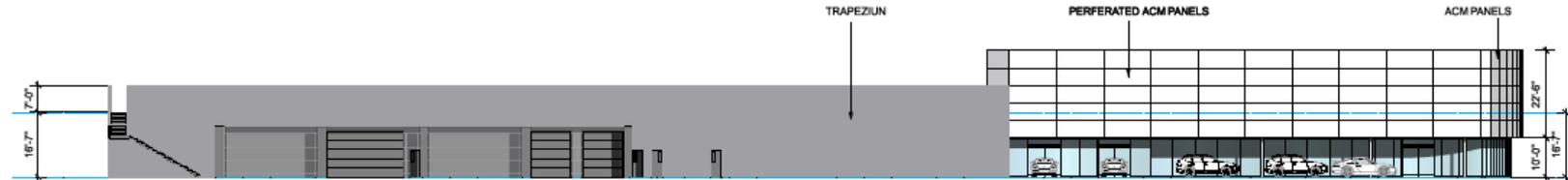
3 NORTH (E WALNUT ST) ELEVATION
SCALE: 1/16" = 1'-0"



Elevations

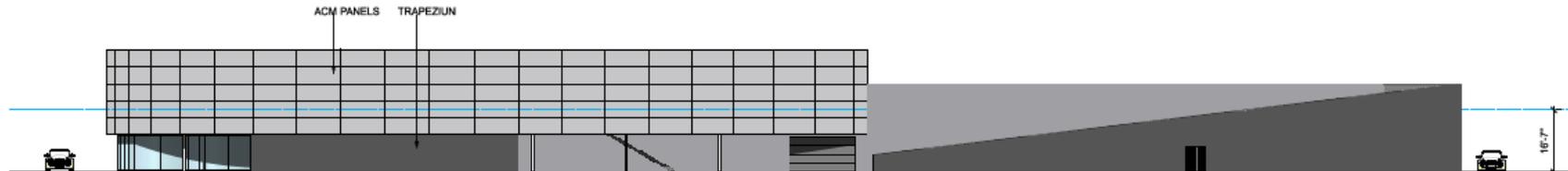
Planning & Community Development Department

Sunnyslope Avenue (West)



④ WEST (N SUNNYSLOPE AVE) ELEVATION
SCALE: 1/16" = 1'-0"

East



② EAST ELEVATION
SCALE: 1/16" = 1'-0"



Challenges in Auto Industry

Planning & Community Development Department

- Pasadena has experienced closure and relocation of many auto dealerships in the last 10-15 years
- Traditional auto-retail model has been challenged by growing online sales, ride sharing services, and changing consumer demands
- Attracting and retaining dealerships has become highly competitive
- Sales of new and used cars, as well as parts and service, are a large source of tax revenue



Zoning Requirements

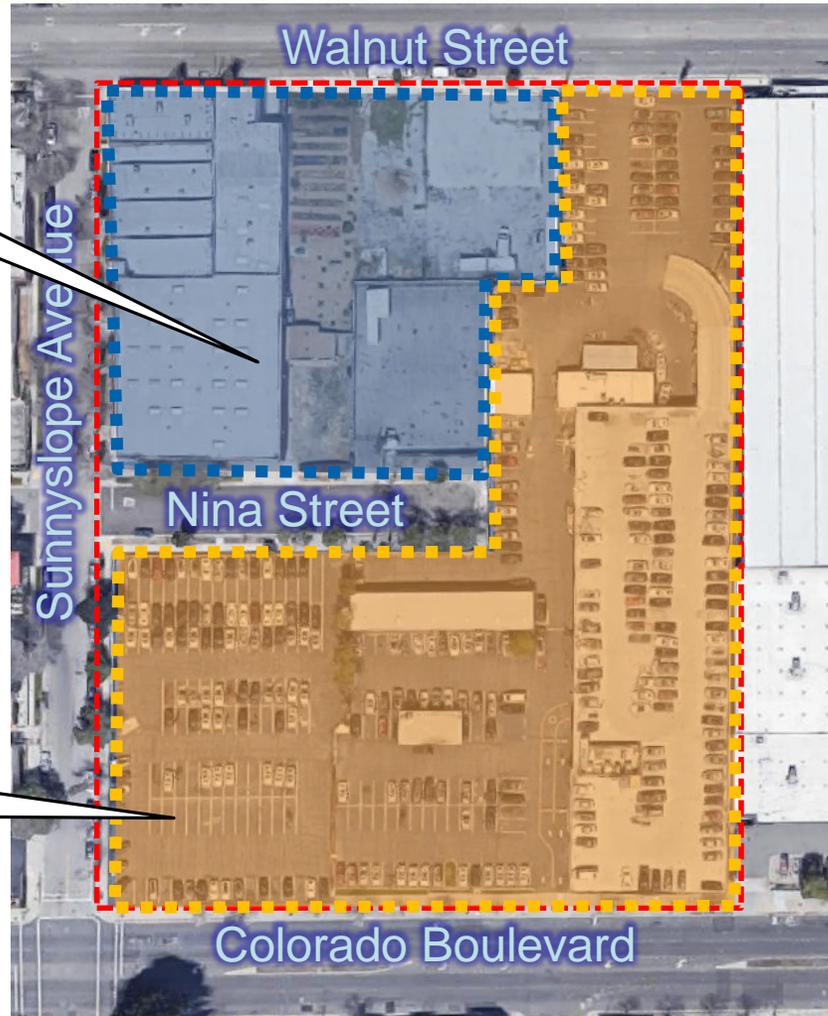
Planning & Community Development Department

Floor Area Ratio (FAR)	
Maximum Permitted	Proposed
EPSP-d1-IG: No maximum	0.45
ECSP-CG-6: No maximum	
Building Height	
Maximum Permitted	Proposed
EPSP-d1-IG: 60'	32'6"
ECSP-CG-6: 45'/60'	
Maximum Floor Space (Vehicle Sales and Repair Service)	
Maximum Required	Proposed
40 percent of lot area dedicated to vehicle repair	Not enough information to determine actual requirement and/or compliance
Parking	
Required	Proposed
1 space per 1,000 square feet	Not enough information to determine actual requirement and/or compliance



General Plan Consistency

Planning & Community Development Department



EPSP-d1-IG
(R&D Flex)

ECSP-CG-6
(Low Mixed Use)

- Lamanda Park Specific Plan
- R&D Flex Space
 - > Industrial uses, light manufacturing, incubator industries
 - > Not consistent
- Low Mixed Use
 - > Mix of retail, office, restaurant, and residential
 - > Consistent

PASADENA



Discretionary Entitlements

Planning & Community Development Department

- **Required**
 - General Plan Land Use Diagram Amendment
 - Conditional Use Permit(s)
 - Tentative Tract Map (Street vacation of Nina Street)
 - Variance (Front and Corner setbacks)
 - > Alternative: Planned Development (PD)
 - Design Review
 - > Preliminary consultation (stage 1 of 3)
 - > Concept design (stage 2 of 3)
 - > Final design (stage 3 of 3)



Next Steps

Planning & Community Development Department

- > Complete Preliminary Consultation process;
- > Conduct environmental review;
- > Public hearing review (Planning Commission and City Council) of General Plan Land Use Diagram Amendment, entitlements (CUP, Variances, PD, TTM, etc.), consider Nina Street vacation, and adoption of environmental review;
- > Design Commission Review

2915 E. Colorado Boulevard Predevelopment Plan Review

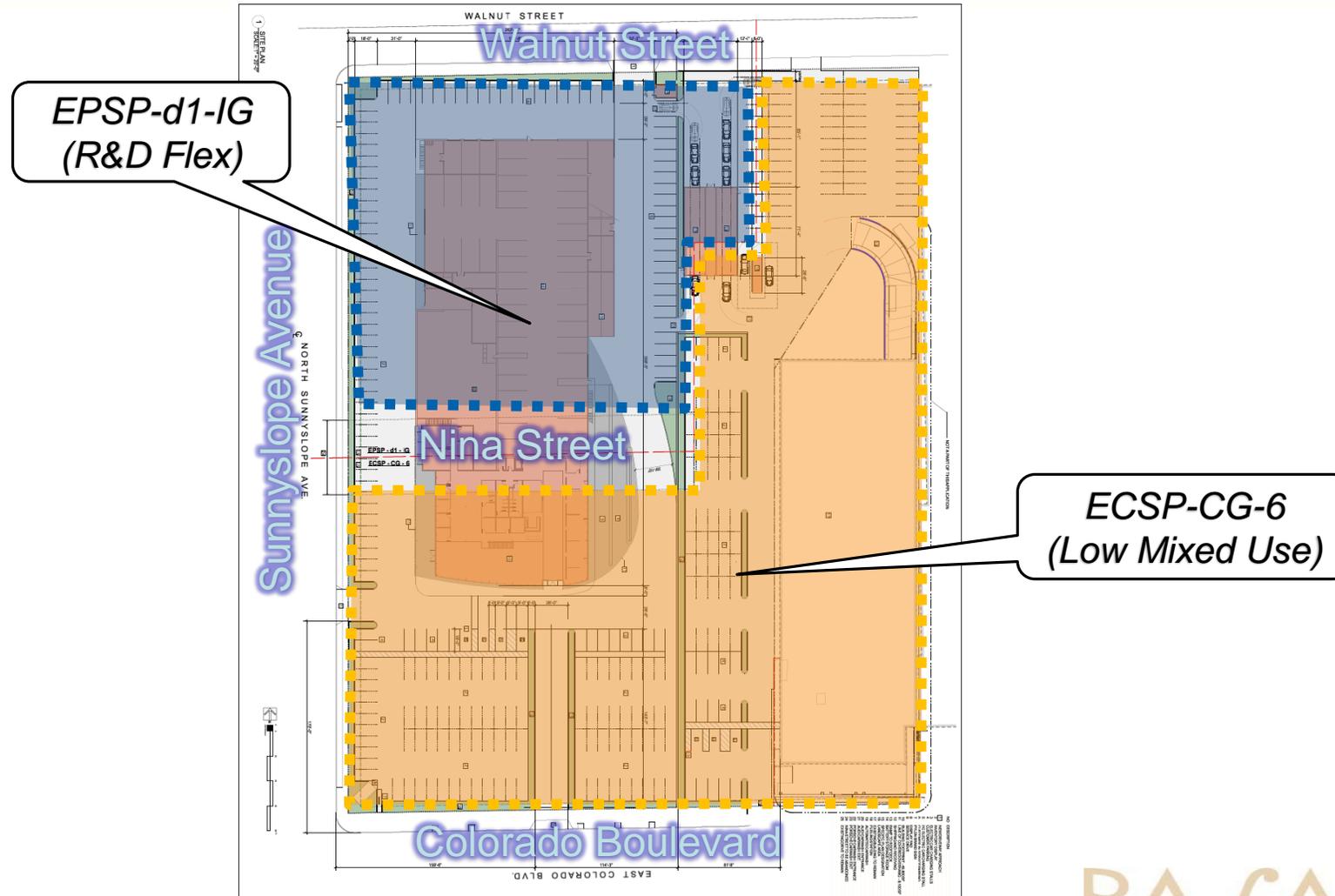
City Council Meeting
November 18, 2019





Site Plan and GP Land Use

Planning & Community Development Department





Existing Buildings

Planning & Community Development Department

2914 E. Walnut Ave.
(96 N. Sunnyslope Ave.)

