

# CHAPTER 2

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## Project Description

### 2.1 Project Background

The proposed project is the Master Development Plan for the Pasadena Art Center College of Design. The plan, which is included in **Appendix A** of this EIR, would be implemented over 25 years from the date of approval, and would provide for the modernization and updating of the Hillside Campus (alternately North Campus or Lida Campus), located at 1700 Lida Street through the year 2033. New facilities are proposed including, the Design Research Center (DRC, 48,183 sf), the expansion of the Tyler Addition (42,226 sf), a new parking structure (729 spaces), and operations and maintenance facilities within the new parking structure (15,145 sf), as well as renovation and remodeling of the existing Ellwood Building. The City of Pasadena has prepared this EIR (State Clearinghouse, SCH No. 2007061083) for the proposed project, in accordance with CEQA, the *CEQA Guidelines* and City requirements.

### 2.2 Project Location and Environmental Setting

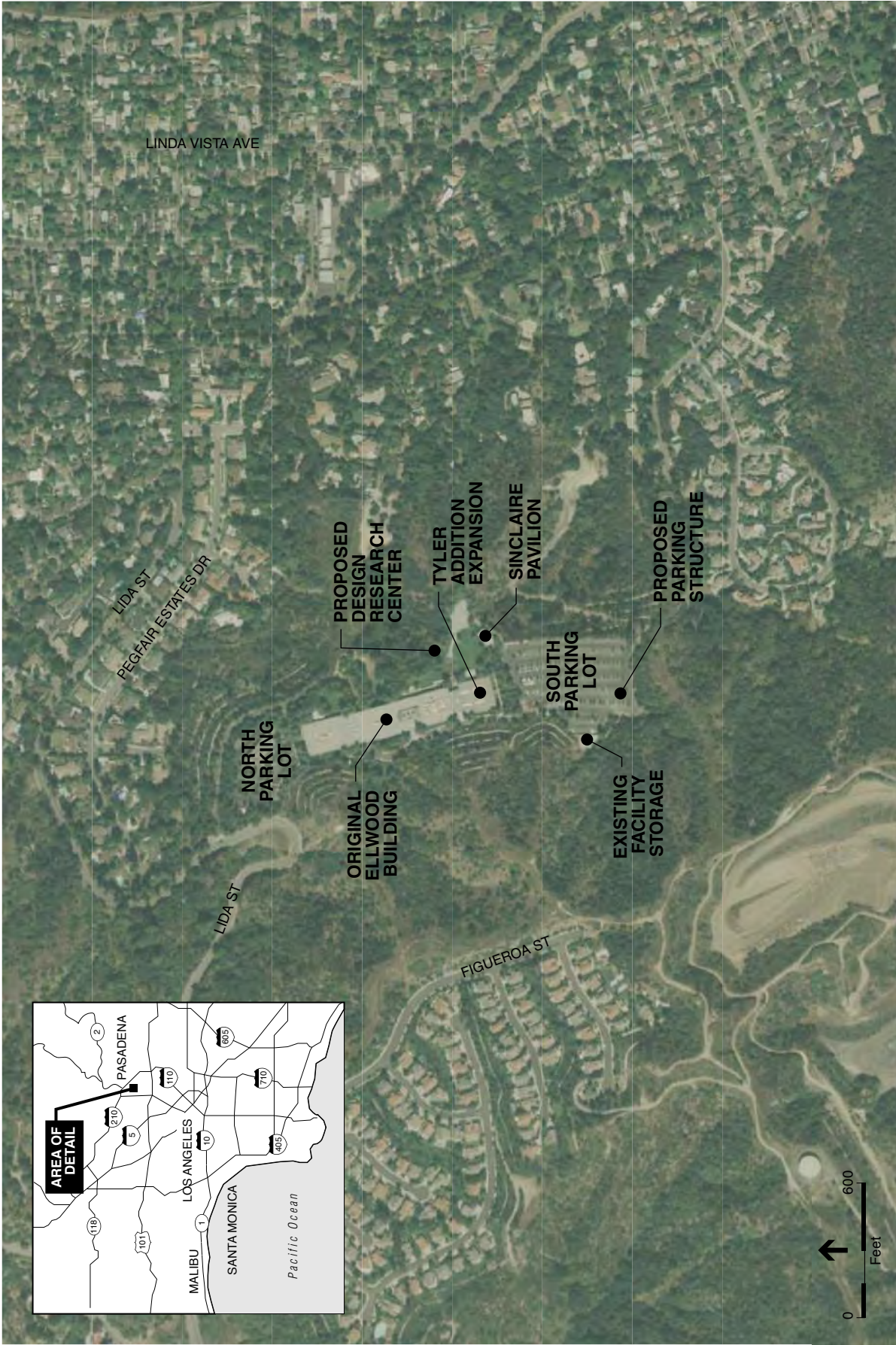
The proposed project site is located within the City of Pasadena, in the foothills of the San Gabriel and San Rafael Mountains (**Figure 2-1, Regional Location Map**). These geologic formations lie at the western edge of the San Gabriel Valley, and in the western portion of the City of Pasadena.

The campus property is irregularly shaped and encompasses approximately 175 acres. The boundaries of the property are generally Lida Street on the north, Rutherford Drive to the south, a downward slope on the east, and an upward on the west. The topography of the campus is predominately hilly with the existing campus facilities clustered on a previously graded 33-acre portion of the site. The remaining approximately 142 acres is currently retained as undeveloped land.<sup>1</sup>

Development of the project would primarily be focused on the 33-acre previously graded portion of the campus, with an additional area of approximately less than half an acre proposed for grading associated with the DRC building. The remaining 141.5 acres of the Hillside campus would remain as undeveloped land under the Master Plan.

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<sup>1</sup> Art Center College Design Hillside Campus Master Plan, October 30, 2006.



SOURCE: GlobexPlore; ESA, 2007.

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**Figure 2.1**  
 Regional Location Map

Existing and proposed structures are shown in **Figure 2-2, Project Site Plan** and detailed in **Table 2-1, Existing and Proposed Land Uses**.

The proposed project calls for construction, removal, renovation and remodeling to provide for the new DRC, outdoor plazas, a new parking structure, operations and maintenance facilities, a two-level addition to the Tyler Addition, and renovation and remodeling of the Ellwood Building.

**TABLE 2-1  
EXISTING AND PROPOSED LAND USES**

<b>Structure</b>	<b>Existing Structures</b>	<b>Proposed Structures</b>	<b>Total at Buildout - Existing Plus Proposed)</b>
Ellwood Building <sup>1</sup>	220,261 sf		220,261 sf
Facilities Storage Building	2,721 sf		2,721 sf
Sinclair Pavilion	2,250 sf		2,250 sf
Temporary Classrooms	17,280 sf		0 sf
Design Research Center		48,183 sf	48,183 sf
Ellwood Building (Remodeling)		0 sf	0 sf
Tyler Addition Expansion		42,226 sf	42,226 sf
Operations and Maintenance facilities		15,145 sf	15,145 sf
<b>Total</b>	<b>242, 512 square feet</b>	<b>105,554 square feet</b>	<b>330,786 square feet</b>

<sup>1</sup> Ellwood Building square footage includes square footage of the existing Tyler Addition.

The existing Ellwood Building, which is proposed for renovation and remodeling, is a City of Pasadena Cultural Monument, but does not have status as a state or federal historic resource. An increase of approximately 400 full time students<sup>2</sup> is estimated to occur with the project, as well as an increase of approximately 10 instructors<sup>3</sup>. Added to the existing enrollment of approximately 1,500<sup>4</sup>, future enrollment at buildout of the Master Development Plan would be 400 additional students for a maximum enrollment of 1,900 students. Instructors currently number 350, and this would increase to 360<sup>5</sup> at buildout.

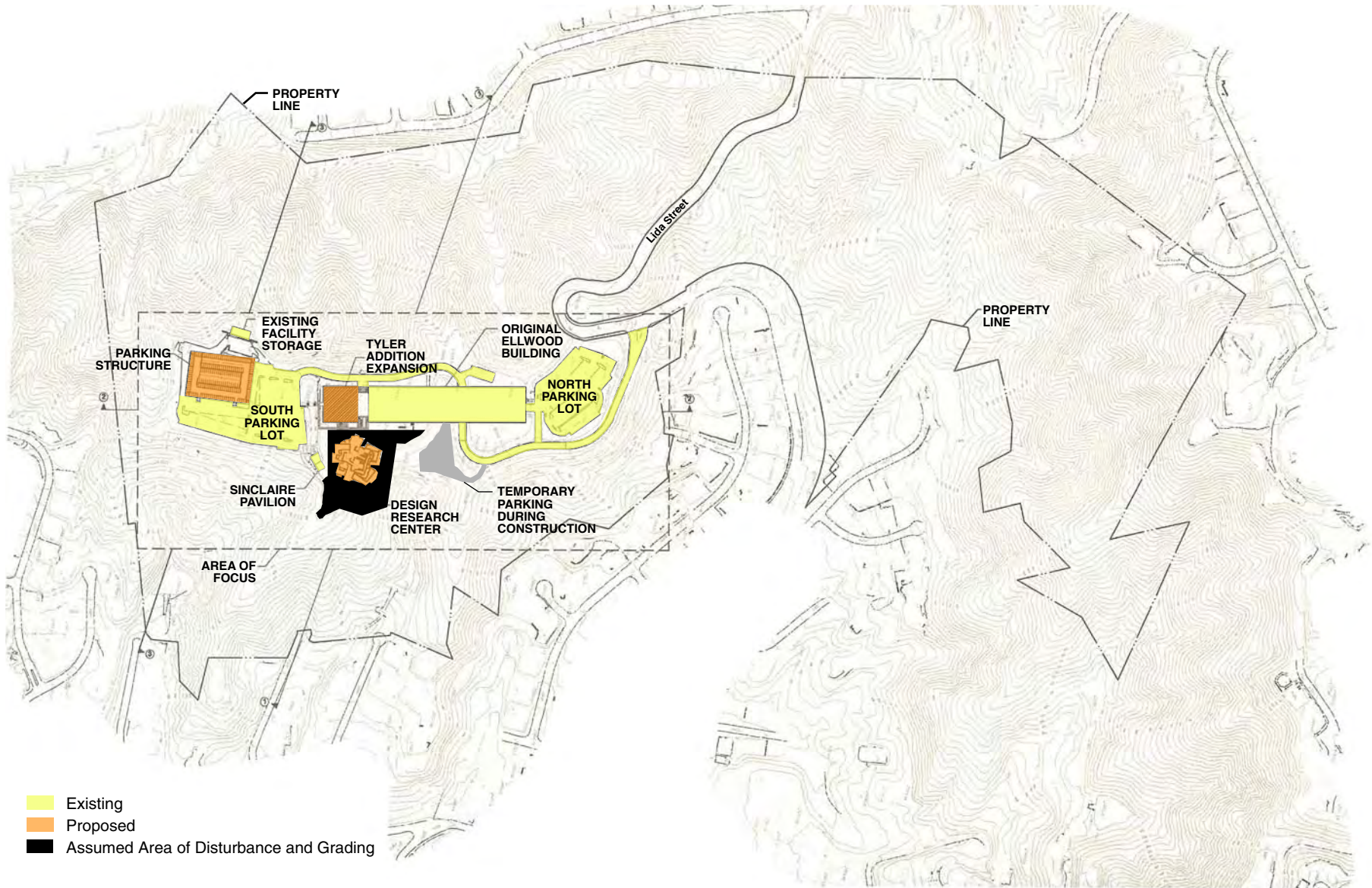
The proposed development would occur largely in areas of the site that are currently already disturbed, although some excavation and export of earth would be required. Areas of new clearance (e.g., fire suppression measures) or grading includes the land to the east of the Ellwood Building for the new DRC building and a small portion of the slope to the west of the proposed new parking structure (Figure 2-2). The DRC location would require grading in order to accommodate one subterranean level. The DRC would be situated along the eastern edge of the

<sup>2</sup> According to the Art Center College of Design, the 400 students are expected to be full-time students. All students are considered "full time," thus the term "full time equivalent," a measure often used in analysis for educational facilities, does not apply to the analysis in this EIR.

<sup>3</sup> Art Center College Design Hillside Campus Master Plan, Page 12, October 30, 2006.

<sup>4</sup> Current enrollment cap is 1500. Enrollment numbers can vary by semester.

<sup>5</sup> Art Center College Design Hillside Campus Master Plan, Page 12, October 30, 2006.



- Existing
- Proposed
- Assumed Area of Disturbance and Grading

SOURCE: Art Center College of Design Hillside Campus Master Plan, October 2006.

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**Figure 2.2**  
Project Site Plan

existing graded pad for campus buildings. This results in a prominent northern exposure along the northeastern face of the hillside. Three conceptual cross-sections of the proposed Master Development Plan at build-out are shown in **Figure 2-3**.

Proposed development would be governed by a 25-year Master Development Plan, which would present regulations to cover various aspects of development within the campus boundaries, such as:

- Type and location of uses;
- Amount of development in identified areas and the extent of change to existing buildings;
- Amount and location of parking;
- Automobile circulation;
- Maximum height for new structures;
- Architectural guidelines for new structures; and
- Sequencing<sup>6</sup> of new development and interim development guidelines.

The project is consistent with both the General Plan and the existing zoning designation. The project site is designated in the General Plan as Institutional and zoned Public/Semi-Public (PS).<sup>7</sup> No changes to the General Plan or zoning designations are required to implement the project.

The project site is surrounded immediately by vacant hillsides, and beyond the hillsides are residential uses. The closest nearby land uses are single family homes located approximately 500 feet to the north on Carnarvon Drive, 975 feet to the east on Chamberlain Road, 1,250 feet to the west on Figueroa Street and to the south on Rutherford Drive.

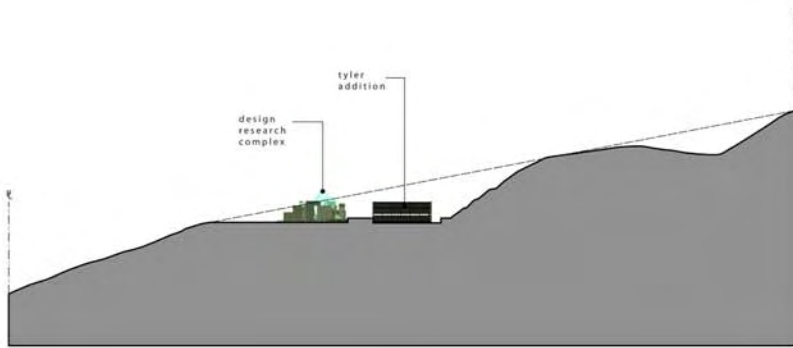
## 2.3 Project Components and Design Features

### Project Components

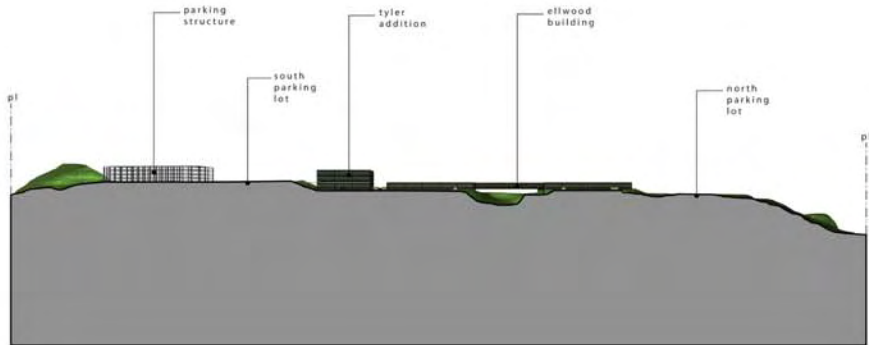
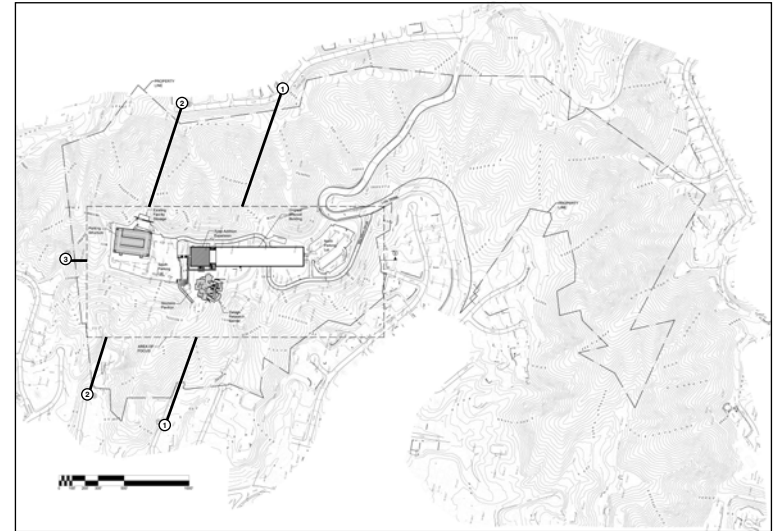
The Art Center has commissioned Pritzker Prize winner Frank Gehry to design the proposed DRC. The DRC would be situated on the site of the current sculpture garden, a previously graded, lawn grass area with several sculptures, north of the existing Sinclair Pavilion. The DRC would provide a hybrid educational facility that unites the library and fabrication studios in a technology intensive complex. While the current design is conceptual at this time (conceptual cross sections are provided in Figure 2-3), the main components of the DRC are anticipated to include an

<sup>6</sup> Although the term “phase” is used in the Master Development Plan, this term has been used for funding and other purposes. From an environmental analysis standpoint, the proposed development is evaluated as one phase, to be implemented over 25 years.

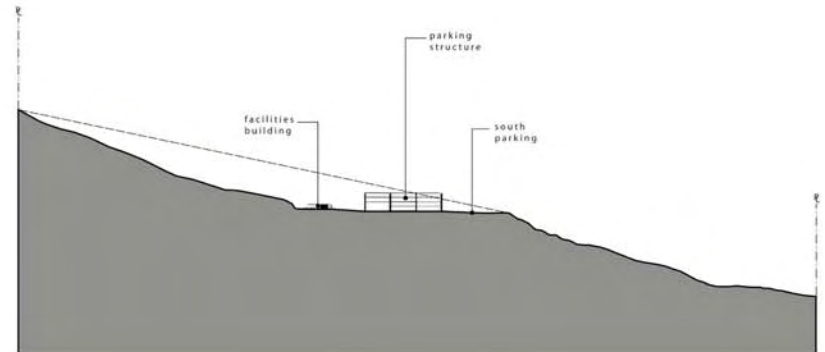
<sup>7</sup> Zoning information from the City of Pasadena Planning Division, Current Planning/Zoning accessed at <http://www.ci.pasadena.ca.us/planning/deptorg/curplng/homezcod.asp> on June 26, 2007. Land use information for the City of Pasadena On-line Zoning Code, Title 17, Article 2 Zoning Districts, Allowable Land Uses, and Zone-Specific Standards, accessed at <http://www.ci.pasadena.ca.us/zoning/P-2.html#17.21.020> on June 26, 2007.



SECTION 1



SECTION 2



SECTION 3

SOURCE: Art Center College of Design Hillside Campus Master Plan, October 2006.

atrium, a library and approximately two prototyping studios (assembly work areas for student projects, model labs). The height of the DRC would range up to 98 feet at the top of the glazed central atrium, as measured from the floor of the subterranean level of the structure (see **Figure 2-4**, DRC Conceptual Cross-Sections). As measured from the plaza grade, the atrium would rise approximately 86 feet. With the exception of the atrium, the DRC would be a maximum of five stories or 60 feet in height. The Art Center College of Design indicates that this height is a maximum for conceptual design stage. The final design will likely have a lower height. This EIR uses the current maximum conceptual design height.

The atrium would provide the main entrance into the DRC and would be a glass covered central court. The current campus library location would be moved from the Ellwood Building to the DRC. This new state-of-the-art library would be equipped with the latest research and communication technology (i.e., all manner of media and print materials would be available to the students). A small outdoor campus plaza would also be created between the Ellwood Building, Tyler Wing, and the new DRC building.

The proposed project also includes a two-level expansion to the Tyler Addition, located to the south of the Ellwood Building. The original Tyler Addition to the Ellwood Building was constructed in 1989. In developing the Tyler Addition, Art Center would separate this addition from the original Ellwood Building and modify the circulation and organization within each structure to better suit Art Center's needs. Once the Tyler Addition is separated from the Ellwood Building, the Addition would be expanded. The two story floor expansion is known as the Tyler Addition Expansion. This expansion would be approximately 52 feet in height (existing two floors plus additional two floors).

The last component of the project, the proposed parking structure, would be located on the site of the existing South Parking Lot, as described further below.

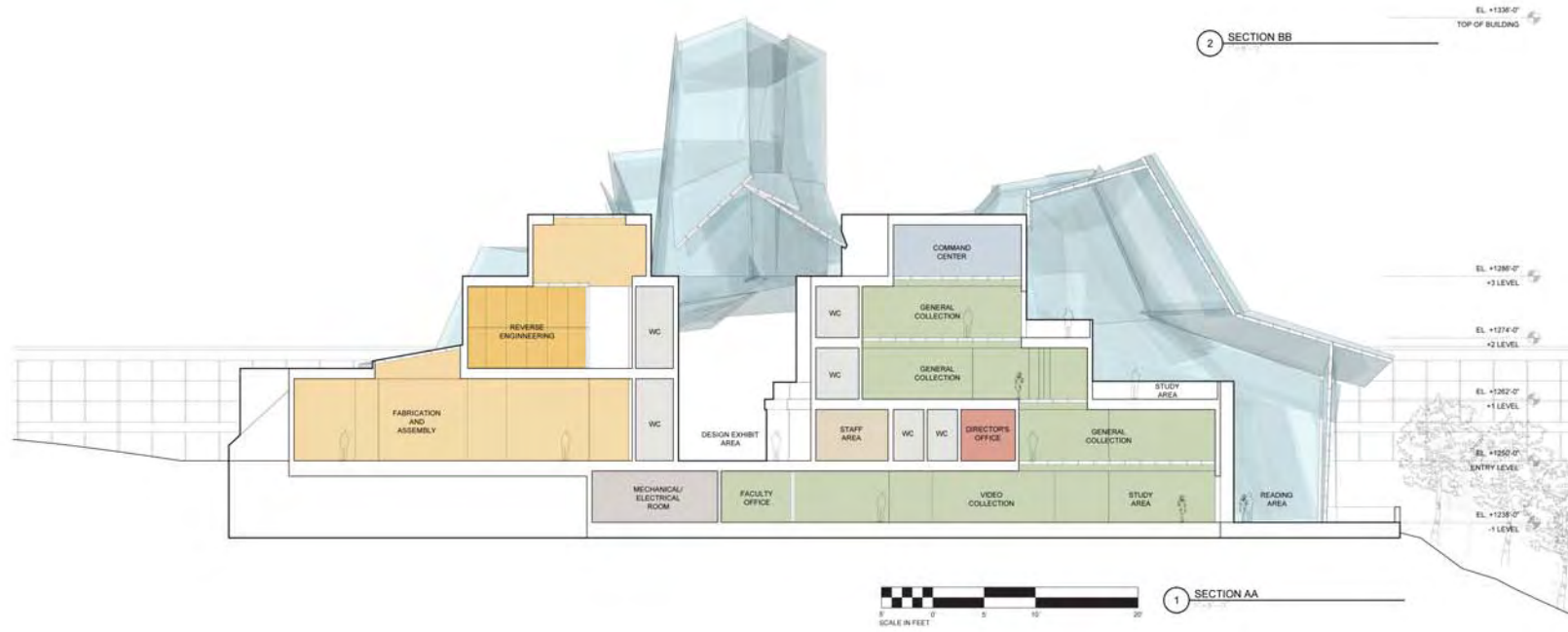
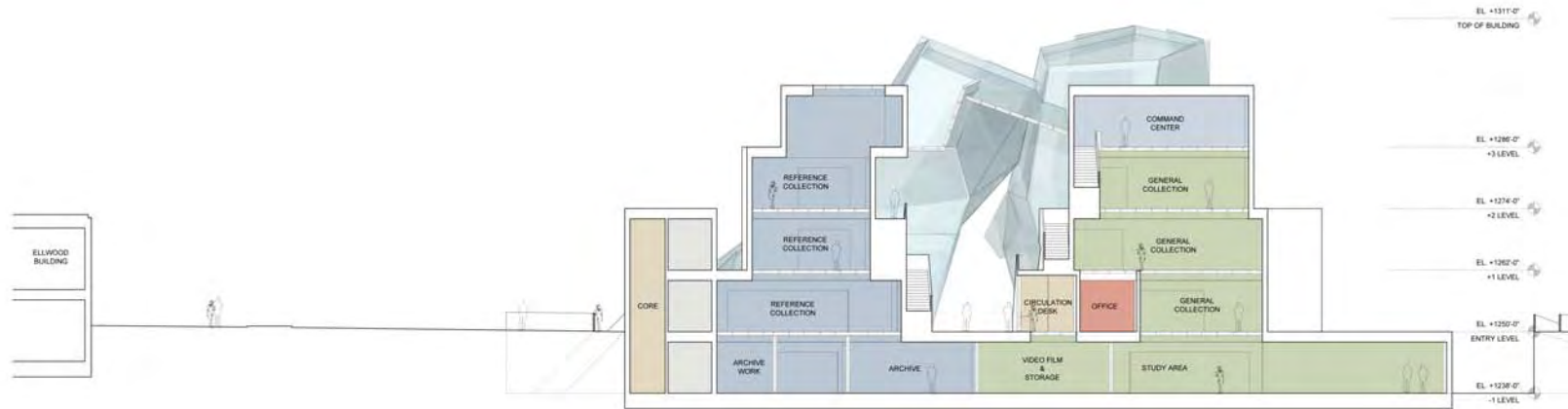
The Art Center College of Design has stated that all buildings proposed on campus are intended to be sustainable buildings. The College indicates that materials, energy concerns, the amount of trips being made, the amount of soil being moved, etc. will be part of the criteria for achieving the equivalent of a LEED-rated<sup>8</sup> building.

## Circulation Systems and Parking

Vehicular access is provided by way of an existing system of roadways with direct access from Lida Street. Regional access is available from Interstate 210 located approximately 1.5 miles to the east of the project and State Highway 134 located approximately 1.75 miles to the south of the site. Parking is currently available in several locations on-site, including in two surface lots (South Parking Lot and North Parking Lot). The Master Development Plan proposes to provide additional spaces in the North Parking Lot, in the South Parking Lot (by adding the proposed new parking structure). Under current conditions there are 944 spaces provided and at full buildout of

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<sup>8</sup> Refers to the green building rating system, Leadership in Energy and Environmental Design (LEED), established by the United States Green Building Council. Such rating systems have been established to guide and rate the energy and conservation design of buildings.



SOURCE: Gehry Partners, LLP.

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**Figure 2.4**  
DRC - Conceptual Cross-Section

the Master Development Plan 1,296 spaces would be provided. **Figures 2-5 and 2-6 and Table 2-2** illustrate the existing and proposed parking distribution.

**TABLE 2-2  
PROPOSED PARKING DISTRIBUTION**

Parking Space Location	Existing Parking Spaces	Proposed Net New Parking Spaces	Total Buildout Parking Spaces
South Parking Lot Surface Parking	709	-417	292
New South Parking Structure	0	729	729
Facilities Building Lot	23	0	23
Curb-Side in Front of Ellwood Building	16	0	16
Guest Lot (just west of the northern portion of the Ellwood Building)	12	0	12
North Parking Lot	184	40	224
<b>Total</b>	<b>944</b>	<b>352</b>	<b>1,296</b>

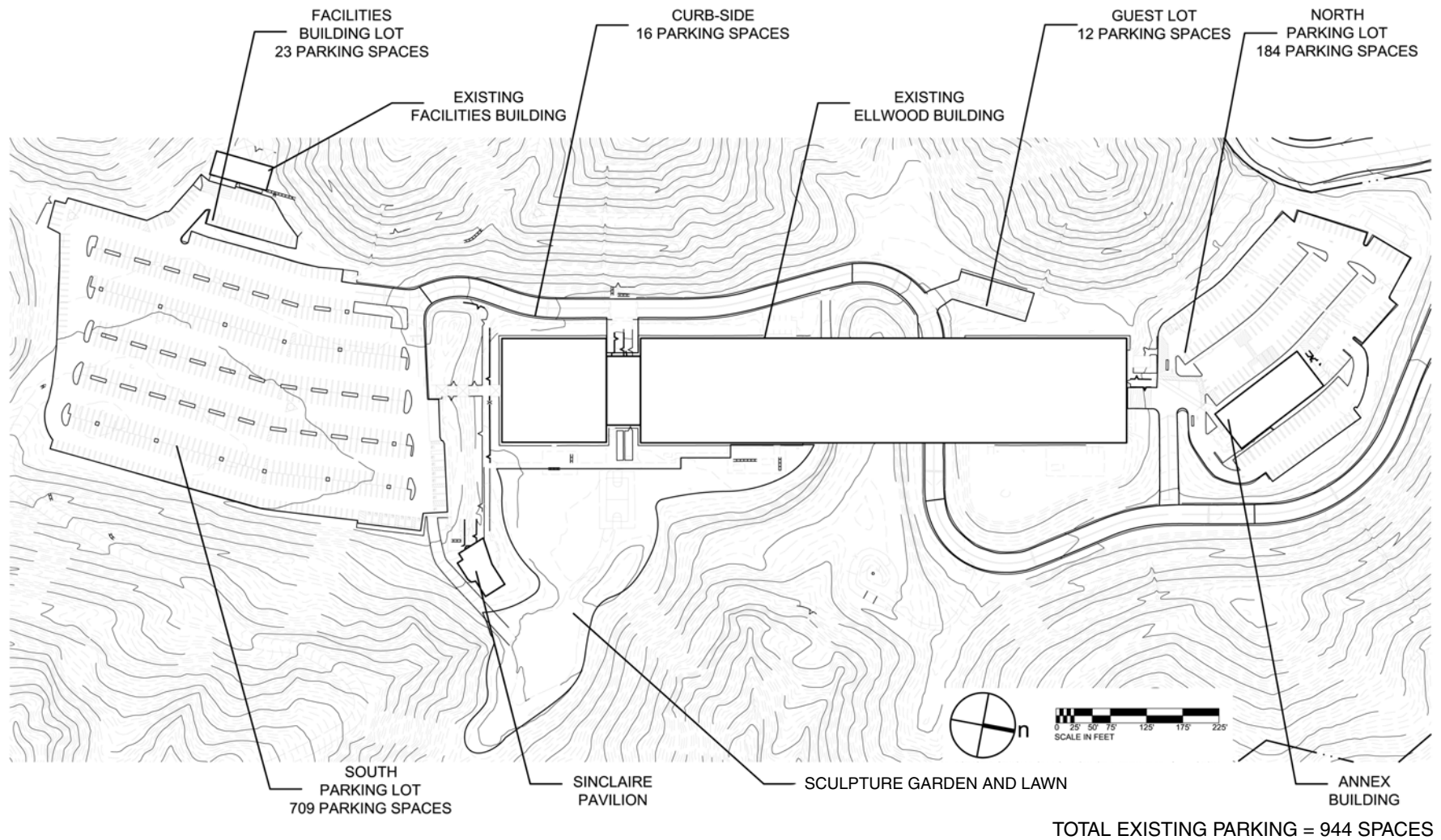
SOURCE: Art Center College of Design, Exhibit D graphics.

The Art Center currently has two existing loading docks: one at the west side of the building that serves the south end, and one at the north end of the building serving the dining facilities. A new loading dock is proposed at the south parking structure to handle shipments of equipment and materials. The proposed project would provide approximately 2,756 feet of additional loading dock facilities. The new loading dock area would provide a safer and more useful loading area with short-term storage and allow for better truck delivery and pedestrian travel.

## Grading, Open Space and Landscaping

Proposed new development would be located primarily within the existing 33-acre area of the campus that has been previously graded and developed. As shown in Figure 2-2, only two small new areas of grading would occur (approximately less than one half an acre). In addition, the area around DRC building (the previously graded site of the existing sculpture garden) would be graded deeper to allow for the subterranean level. A total of 2.45 acres would be graded or cleared, approximately one half an acre of which are previously un-graded. A total of approximately 8,751 cubic yards of earth would be excavated and exported from the site for the project. All staging and equipment storage activities during grading would occur on-site. Grading is anticipated to begin in Fall 2008. The Master Plan is for 25 years, however, all major construction projects are proposed to be completed in 2011.

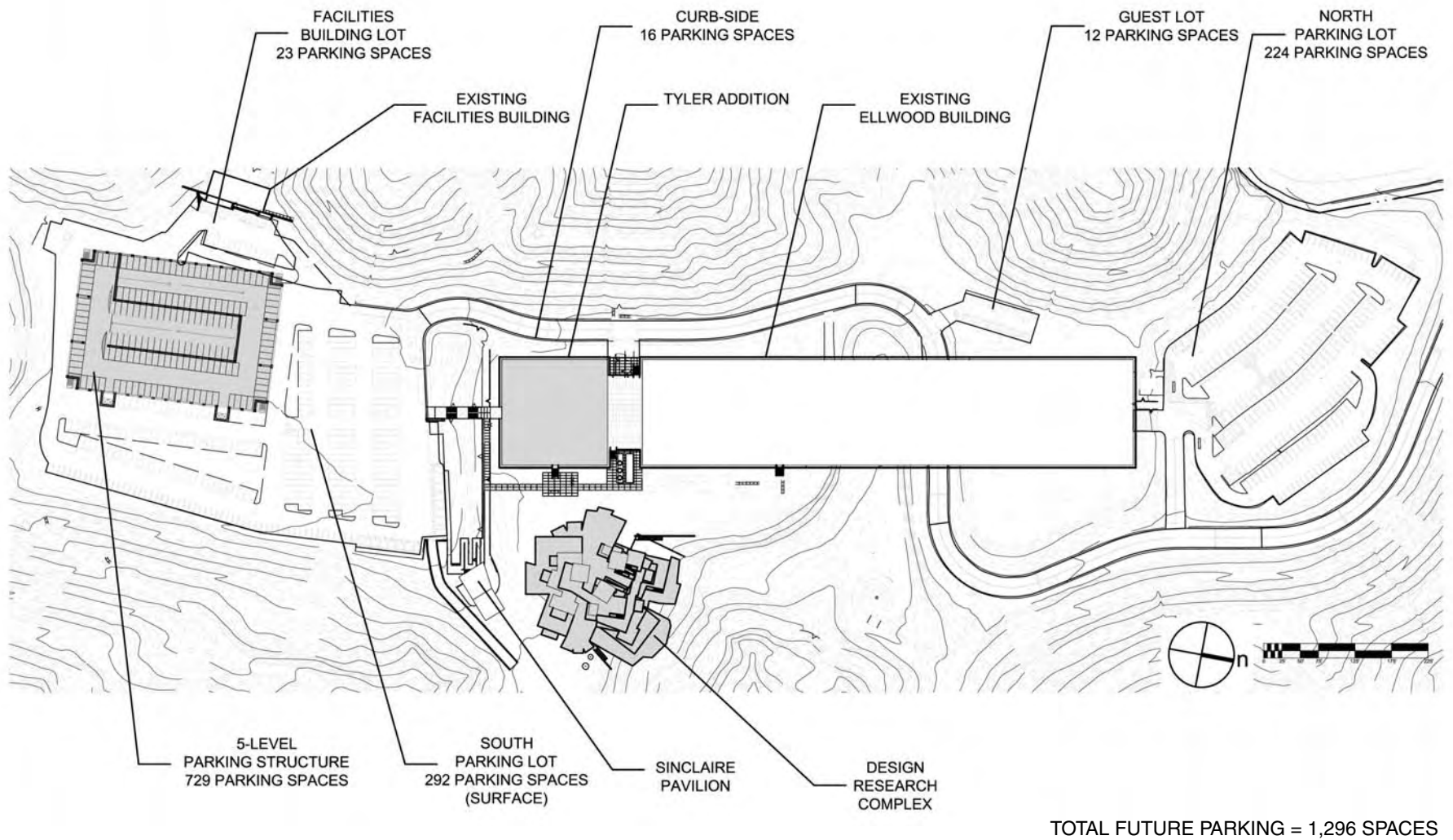
Un-graded hillsides would remain in a natural state, except for a clear setback zone up to 20 feet from structures, an irrigated zone up to 100 feet from structures, and a thinned native vegetation zone up to 200 feet from structures, consistent with the City Fire Department's guidelines for fuel modification in hillside areas.



SOURCE: Art Center College of Design Hillside Campus Master Plan, October 2006.

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**Figure 2.5**  
Existing Parking Distribution



SOURCE: Art Center College of Design Hillside Campus Master Plan, October 2006.

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**Figure 2.6**  
Proposed Parking Distribution

The proposed project would require removal of approximately one-hundred trees throughout the project site comprised mostly of non-native landscape trees (see arborist report **Appendix C**). There are 74 trees on and surrounding the area where the new DRC building is proposed. Nine native and nine non-native trees (18 trees total) are proposed to be removed to accommodate the new DRC.<sup>9</sup> There are approximately 82 trees to be removed in and surrounding the area of the proposed parking structure, and approximately 18 trees to be removed in and surrounding the area of the proposed DRC building.<sup>10</sup> A detailed landscape plan has not yet been formulated for the project. However, the Master Development Plan provides landscape guidelines for remaining areas, such as roadway entries, around buildings, and along internal roadways. These areas would include a mix of native and non-native, non-invasive plants. The proposed plant palette potentially includes Valley Oak, Scrub Oak, Chinese Flame tree, Southern Live Oak, Cotoneaster, and Mexican Brush Sage among other plants, trees and ornamental grasses. The plant palette is described in more detail in Table A: Plant Palette of the Landscape Guidelines of the Master Development Plan (Appendix A). Specific impacts and mitigation measures pertaining to tree removals, existing vegetation and landscaping are provided in the biological resources and aesthetics analysis of this EIR. Any future landscape plan will be required to comply with the project mitigation measures, as well as any City-imposed conditions of approval.

## 2.4 Operational Characteristics

The Art Center is an educational institution, holding the majority of its instructional classes between the hours of 8:00 a.m. and 10:00 p.m., Monday through Friday. Less frequently, additional classes are provided at other hours and on weekends. The campus is open to students 24 hours a day so that they may study, work on projects, or otherwise use campus facilities for educational purposes. These basic operational characteristics would not change with the proposed project.

The Art Center also hosts special events throughout the year. These events are held during off peak hours that do not conflict with class schedules. These events include graduation, the Car Classic, Portfolio Day, consulate luncheons, Art Center for Kids, ArtNight and gallery receptions. These events can generate between 100 and 3,000 attendees, and are scheduled for non-peak campus hours.<sup>11</sup> In order to accommodate for the parking demands associated with the larger events, off-site parking with shuttles or a modified ARTS bus schedule are used.<sup>12</sup>

The Art Center opened the South Campus, located at 950 South Raymond Avenue, Pasadena, in 2004. Once the South Campus was open and operational, 281 classes out of 332 yearly evening classes were moved off the Hillside Campus. For public programs, which occur primarily on weekends, 107 out of 194 yearly classes were moved to the South Campus. In 2006, the Art Center moved 44 daytime classes to the South Campus. It is one of the Art Center College of Design's educational programming goals to have two separate and discreet campuses, where

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<sup>9</sup> Tree Inventory at the Design Research Center, Page 4, August 1, 2006.

<sup>10</sup> Tree Inventory at the New South Parking Structure, Page 8, August 1, 2006.

<sup>11</sup> These events are scheduled on a regular basis and typically take place on Thursday, Friday, Saturday and Sunday. Weekday events are held in the evening while weekend events are held throughout the day.

<sup>12</sup> Art Center College of Design EIR Response to City Request, August 7, 2007.

students do not travel between campuses for classes. A recent evaluation of activity at the two campuses concluded that all types of interaction between the two campuses would either decrease or remain static with the implementation of the Hillside Campus Master Plan. See Section 3J., Transportation/Traffic, for further discussion of this issue.

## 2.5 Conditional Use Permit History

The Art Center campus is currently subject to Conditional Use Permit (CUP) No. 581, approved by the City on June 30, 1971, as modified by CUP No. 1897, approved by the City on June 30, 1989. Development of the existing improvements on the campus was also subject to the Master Development Plan approved by the City on August 22, 1989. The Master Development Plan expired until December 30, 1994, however, the terms and conditions remained in effect. The Art Center's CUPs (CUP No. 581 and CUP No. 1897) limit development on the campus to that which has already been constructed. A new Master Development Plan (or a new CUP) is required for the proposed expansion of the campus facilities and increase in student enrollment at the hillside campus.

## 2.6 Project Objectives

The Art Center and City of Pasadena's objectives relevant to this EIR and the proposed development in the Master Development Plan include the following:

- Further the Art Center's educational mission and provide for long range growth of the College's degree programs by providing the educational and research capacity physical space for expanded undergraduate level instruction in art, design and related disciplines, in a space designed to take advantage of opportunities afforded by evolving technologies;
- Express the College's commitment to high stands of stewardship, architecture and design;
- Enhance Pasadena's prestige as a center of cultural and educational institutions;
- Ensure the long-term financial stability of the College by balancing enrollment projections with facility needs, at the same time providing a unified, balanced, and dynamic plan for future growth which also minimizes uncertainty with the community regarding the scope of future campus development;
- Provide new outdoor plazas that would serve as venues for formal and informal meetings and events that would help foster a sense of campus community at the College;
- Conserve open and native vegetation both by leaving the hillside behind the existing campus undeveloped, and maintain an appropriate relationship between the campus, the surrounding community and the natural environment;
- Improve the quality of campus life for students at the Art Center by increasing the College's educational and research capacity through the construction of the DRC;

- Develop a distinct program and identity for the North Campus (Hillside Campus) separate from the South Campus; and
- Respond to the applicant's desire to increase the number of parking spaces at the Art Center North Campus (Hillside Campus) to address high parking demand.

## 2.7 Approvals and Intended Uses of the EIR

- Master Development Plan;
- Historic Preservation and Design Commission Reviews of Ellwood Building alterations; and
- Design Commission Review of final building designs and landscape plans for new construction.

## 2.8 Cumulative Projects

Cumulative impacts refer to the combined effect of project impacts with the impacts of other past, present and reasonably foreseeable future projects. Both CEQA and the CEQA Guidelines require that cumulative impacts be analyzed in an EIR. As set forth in the CEQA Guidelines Section 15130(b), "the discussion of cumulative impacts shall reflect the severity of the impacts, and their likelihood of occurrence, the discussion need not be as detailed as the discussion of environmental impacts attributable to the project alone."

According to Section 15355 of the *CEQA Guidelines*,

*"Cumulative impacts' refer to two or more individual effects which, when considered together, are considerable or which compound or increase other environmental impacts.*

- a) The individual effects may be changes resulting from a single project or a number of separate projects.*
- b) The cumulative impact from several projects is the change in the environment which results from the incremental impact of the project when added to other closely related past, present, and reasonably foreseeable probable future projects. Cumulative impacts can result from individually minor but collectively significant projects taking place over a period of time."*

Therefore, the cumulative discussion in this EIR focuses on whether the impacts of the proposed project are cumulatively considerable within the context of impacts caused by other past, present, or reasonably foreseeable future projects. Cumulative impact discussions for each issue area are provided in the technical analysis contained within Chapter 3, Sections A through I. **Table 2-3**, Cumulative Project List, provides a list of the cumulative projects that are considered in this

cumulative environmental analysis, and is comprised of development projects that are planned or reasonably foreseeable in the proposed project area, which also may be in various stages of the application and approval process, but are not yet operational. The locations of these projects are provided in **Figure 2-7, Related Projects Map**.

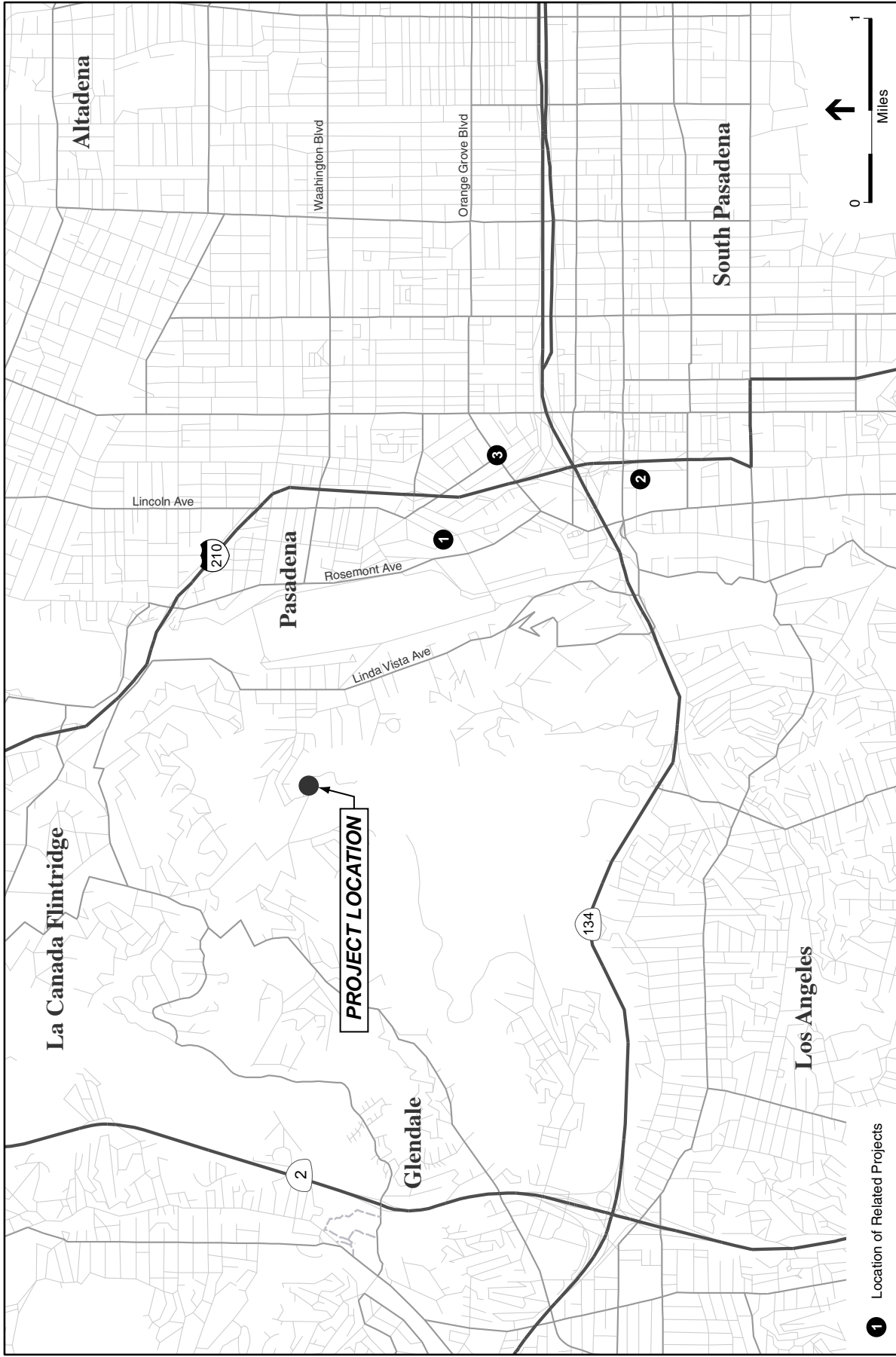
**TABLE 2-3  
CUMULATIVE PROJECT LIST**

<b>Address/Name or Type of Project</b>	<b>Description</b>	<b>Status</b>
1005 Armada Drive/Chandler School	Update to MDP, Increase enrollment to 30 students	Proposed
285 W. Green Street/Condominiums	33 multi-family dwelling units	Under Construction
751 N. Orange Grove Blvd/Apartments with Commercial Retail Development	25 multi-family dwelling units and 9,999 sf retail	In Design Development

SOURCE: City of Pasadena and URS, *Scoping for Transportation Impact Study, July 27, 2007*.

The potential for cumulative impacts to occur from the proposed project could include, but is not limited to:

- Within local context: development of the proposed project in conjunction with other project in the nearby area could result in locally significant impacts (e.g., construction related impacts).
- Within the regional context: development of the proposed project in conjunction with other projects could result in regionally significant impacts (e.g., air quality).



1 Location of Related Projects

Pasadena Art Center - 207278  
**Figure 2.7**  
 Related Projects Map

SOURCE: City of Pasadena, 2007.