

2.1.2 Civic Center Specific Plan

The Civic Center Specific Plan was adopted in 1990 and last amended in 2000. While the Civic Center Specific Plan is technically still applicable to the Project site, pending adoption of the Central District Specific Plan, the Citywide Design Guidelines are also applicable and are also the most recently adopted guidelines that are applicable to the Project.

The Civic Center Specific Plan was developed to bring up to date and carry forward the vision of the 1923 Civic Center Plan (also known as the Bennett Plan). Other goals of the Civic Center Specific Plan were to make the Civic Center an important destination, develop connections with other neighborhoods and activity centers, support the institutions that form the identity of the Civic Center, and encourage the integration of housing into the Civic Center.

Improving physical and visual access within the Civic Center is a central theme of the Civic Center Specific Plan. The “City Beautiful” concept and the axis of civic landmarks established by the 1923 Civic Center Plan are emphasized as key components of the Civic Center. The 1923 Civic Center Plan created the civic axis formed by Garfield Street with the Civic Auditorium as the southern anchor, the Central Library as the northern anchor, and City Hall as the fulcrum. The Civic Center Specific Plan calls for view corridors along this axis to be strengthened and that all sight lines to significant public buildings be maintained.

The Civic Center Specific Plan identifies three view corridors into the Civic Auditorium block, which provide views of the Civic Auditorium. There is a view corridor identified on Green Street, Marengo Avenue, and Euclid Avenue, so that all three sides of the Civic Auditorium are visible to the public from outside the block.

With regard to landscaping, the Civic Center Specific Plan indicates that the symmetrical palms located on the east and west sides of the Civic Auditorium should be carefully monitored, removed, and replaced when they die. The Civic Center Specific Plan states that all lighting shall be subject to strict design review and coordination with an overall lighting plan for the area to be developed in detail.

The Civic Center Specific Plan promotes the creation of a unified design scheme, buildings of architectural character, and usable, inviting public spaces. The Civic Center Specific Plan establishes the following general guidelines:

- View corridors to City Hall’s dome structure and other public buildings should be maintained through setbacks and height limits [specific standards not stated];
- Height at the public face of buildings should be approximately 45 feet;

- Uninterrupted façades should be no greater than 130 feet in length;
- New buildings must have massing in scale with the conception of the plan, must feature visual articulation, and may not have the simplistic bulk of the County Courts building;
- Overall appearance must be based on a clearly regulated set of proportions related to classical precedent, with subtle variations to indicate entrances or other areas of interest;
- Entrances should be highlighted by porches, inset arcades or other strong architectural features that present a balanced appearance to viewers;
- Openings should be regularly spaced with variations to reflect important internal arrangements;
- Windows should be rhythmically spaced and recessed with no dark or reflective glass;
- Roof eaves should be marked by shadow and variegated red tile roof or reveal;
- Masonry, stucco or colored concrete should be used with dark wood or metal for openings and entries;
- Tile and fresco decorative elements are encouraged;
- The palette of existing colors—ochre, tans, reds, browns, roses and pinks—should be used;
- Entrances should be well lit; and
- Neither noise nor appearance of mechanical services shall intrude upon public spaces.

2.1.3 Central District Specific Plan

As part of the City's General Plan Revision Program, a new specific plan for the Central District is being developed. The Central District Specific Plan Framework was produced in draft form in September 2002 and City Council gave concept approval to the Framework in November 2002. The Framework is intended to identify key changes to be set forth in the new Central District Specific Plan. The Draft Central District Specific Plan was reviewed by the Planning Commission in September and October 2003 and was conceptually approved by the City Council

in December 2003, with some changes approved in February 2004. The EIR and Final Specific Plan will be presented to the City Council in Fall 2004.

As indicated in Section III.A, Land Use, the Project site is located within the Civic Center/Midtown Sub-District. The Project site is in an area designated as Moderate-High Intensity. This concept is quantified as a height limit of 60 feet and a maximum FAR of 2.25. Height averaging is permitted such that up to 30 percent of the building footprint could be designed to 75 feet, as long as the average height of the entire building does not exceed 60 feet. At the same time it is recognized that the historic character of the Civic Center Sub-District is an important resource and that landmarks could be harmed by development of excessive height, bulk, and intensity.

Section 5 of the Central District Specific Plan (District-Wide Mobility) addresses pedestrian mobility. In order to make walking the mode of choice for short trips, ample sidewalks are recommended. The Central District Specific Plan specifies that Green Street, which passes along the northern edge of the Project site, feature sidewalks with a minimum width of 10 feet. Street trees, street furniture, and other streetscape amenities are recommended.

Section 6 of the Central District Specific Plan (District-Wide Urban Design Concept) addresses the public-private interface, or the building-street relationship. The concept is to create a gracious and active public environment throughout the Central District with a connection between human-scale buildings and occupiable outdoor space. As such, the Central District Specific Plan proposes that new development be oriented toward the street with an orderly street wall and an emphasis on ground-floor uses that engage and activate the sidewalk. In addition, maximum setbacks for important streetscapes are specified. The street edges of the Project site, except immediately in front of the Civic Auditorium, are designated for a maximum setback of five feet.

2.1.4 Citywide Design Principles

In October 2002 the City adopted Citywide Design Principles and Guidelines to implement General Plan Policy 5.1, as presented above. The Citywide Design Principles include general principles, design criteria, existing design guidelines for specific uses or new construction in all districts, public realm design guidelines, private realm design guidelines, and sub-district design guidelines. The three overarching principles are to: (1) Enhance the Surrounding Environment; (2) Incorporate Human Values and Needs; and (3) Show Creativity and Imagination. The Design Criteria are implemented through the specific guidelines that apply citywide. However, of more relevance are the Sub-District Design Guidelines/Recommendations contained in Section 10 for the Civic Center/Midtown area, within which the Project site is located. Section 10 provides the following recommendations for this area:

Sub-District Character

1. Respect the dominance of the principal civic landmarks; buildings and landscape should define streets and contain public space, creating a consistent and unified context for these landmark buildings.
2. Protect and enhance views and view corridors focused on monumental civic buildings, especially City Hall, the Central Library, and the Civic Auditorium; City Hall's dome structure should be the dominant element of the skyline.

Site Planning

1. Emphasize an elegant, simple landscape design vocabulary.
2. Establish strong physical and visual connections between indoor and outdoor space, and between adjacent outdoor spaces.
3. Encourage the presence of shade trees, lush plantings, warm materials, and fountains in outdoor spaces; fountains are an especially identifiable element within the Civic Center/Midtown area.
4. Use open-air passages and block penetrations to breakdown building mass and establish visual connections; openings should not compromise the containment of streets and outdoor space.

Building Design

1. Match the permanence and quality of civic buildings in the area; buildings should be designed and built as long-term additions to the area.
2. Respect the architectural design of historic buildings and protect the monumentality of landmark civic buildings; limit the scale and massing of larger buildings by employing articulated sub-volumes.
3. Use the palette of materials and colors currently found in the area; masonry (non-brick), stucco, colored concrete, and tile decorative elements are prominent materials, and the use of intense colors should be severely limited.
4. Maintain stylistic unity for civic buildings, drawing inspiration from classical Italian and Spanish models; this should not prevent contemporary interpretations responsive to the Southern California environment.

In addition, the Existing Design Guidelines portion of the Citywide Design Principles includes a section regarding the screening of rooftop equipment, which is required in the Pasadena Municipal Code. Rooftop equipment is often an afterthought and the guidelines indicate that the location and screening of rooftop equipment should be considered during the design of a building.

2.1.5 Pasadena Municipal Code

The City of Pasadena Zoning Code (Title 17 of the PMC) regulates urban form and aesthetics through land use designations and implementation of development standards. As discussed in Section IV.A, Land Use, the Project site is zoned CD-3 [Central District—Civic Center]. For the Project site, the Central District Street Frontage Setback Map indicates that no setback is required along Green Street, Marengo Avenue or Euclid Avenue and the Central District Height District Map indicates a maximum height of 50 feet for the Project site. This height limit may be exceeded by 20 feet for appurtenances, such as mechanical equipment, an elevator tower, a cupola or spire, covering not more than 25 percent of the roof area.

Section 17.64.230 requires that new exterior mechanical equipment be screened or located out-of-view from public rights-of-way. In addition, this section requires that aboveground utility meters not be located within a front or corner side property line and the front foot of building occupancy. Section 17.33.050 requires that exterior lighting be designed to confine the emitted light to the property and that the light source be visually screened from surrounding properties and streets. Section 17.64.260 limits the use of mirror or highly reflective glass to no more than 20 percent of a building surface visible to the street. Section 17.68.190 requires that façade length and height be limited so as to not create large wall expanses without the benefit of architectural relief and landscaping. Other applicable sections of the PMC include Chapter 8.52, which states that mature and healthy trees must be preserved, wherever feasible. Section 17.92.010, which provides the purpose of design review, indicates that buildings and open spaces shall be visually harmonious with surrounding vegetation. Chapter 17 of the PMC (the Zoning Code) is proposed to be revised and updated in the Spring of 2004 as part of the same project that will revise the Central District Specific Plan.

2.2 Existing Conditions

2.2.1 Aesthetics

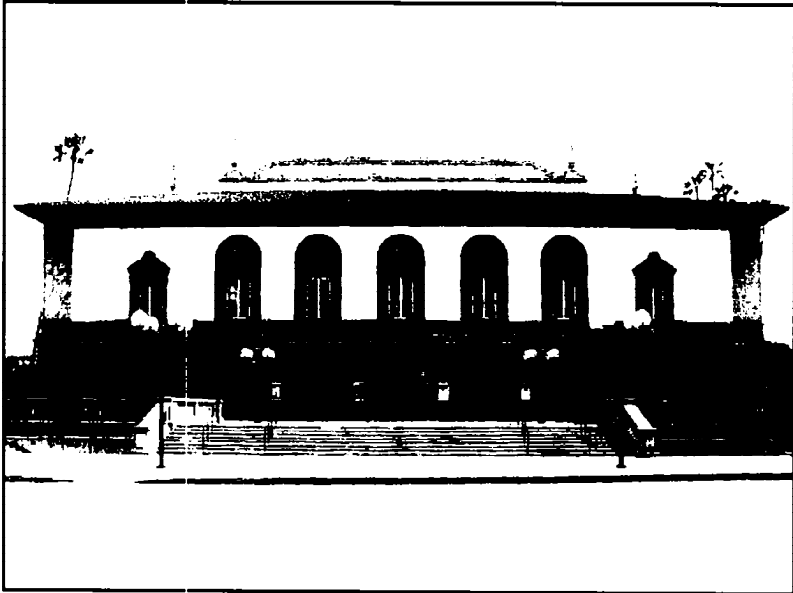
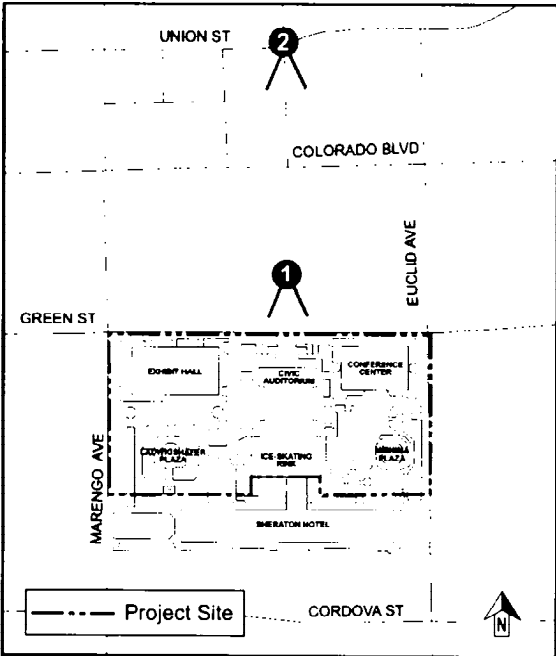
As described in Section II, Project Description, the Project site is composed of a mix of buildings and open spaces and includes the Civic Auditorium, the Conference Center building, Exhibition Hall, Mishima Plaza, and Ludwigshafen Plaza.

The Civic Auditorium, which was designed by the Pasadena firm Bergstrom, Bennett and Haskell and developed in the 1930s, occupies the central portion of the site. The Civic Auditorium is a low-silhouette, Italian Renaissance-style building, with a red tile roof. The arched windows create a pattern and rhythm to the building particularly along the Green Street façade. The Civic Auditorium provides the southern anchor to the Garfield Avenue corridor identified in the 1923 Civic Center Plan. The Civic Auditorium is the tallest of the buildings on the project site. The Civic Auditorium is set back approximately 94 feet from Green Street by a forecourt and terrace (see Figure 8 on page 142). The Civic Center Specific Plan refers to the open space in front of the Civic Auditorium as tight and unfocused. Please see Section IV.C, Historic Resources, for a more detailed description of the Civic Auditorium.

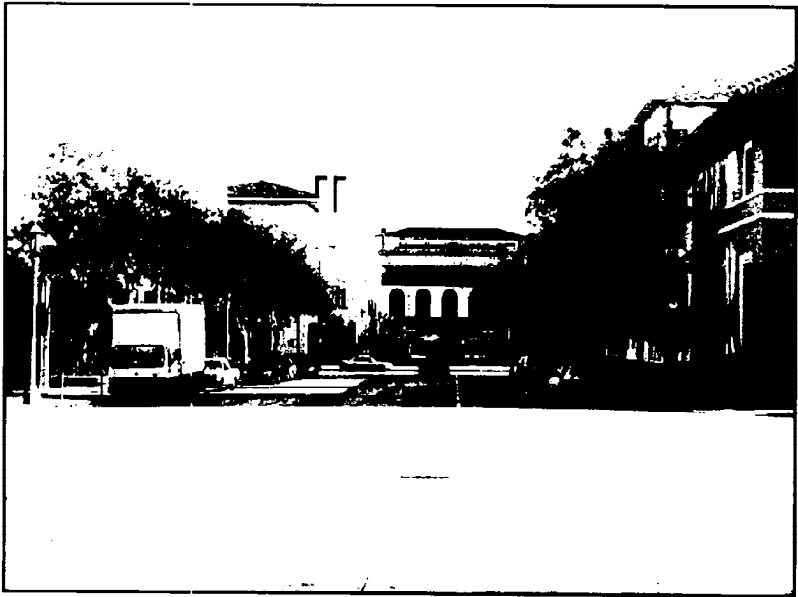
The Civic Auditorium is flanked on the east by the Conference Center building and on the west by the Exhibition Hall (see Figure 9 on page 143). The Conference Center and Exhibition Hall, which were constructed in the 1970s, are similar in design. While the Civic Auditorium sits above Green Street, the Conference Center and Exhibition Hall are separated from the adjacent sidewalks by a 25-foot-wide embankment that slopes down from the sidewalk to the base of the buildings, which are located one level below street grade. The predominant element of both the Conference Center and Exhibition Hall from all vantage points is the roof. The roof, which is concrete, slopes toward the streets and appears to almost meet the sidewalk. Because of the roofline, the buildings present a bunker-like elevation adjacent to the street right-of-way. The buildings are constructed of concrete and glass and the elevations are nondescript. The only distinguishing feature between the two buildings is the two glass pyramidal skylights on the Convention Center, which allow light to enter the building. The existing Convention Center building and Exhibition Hall are referred to in the Civic Center Specific Plan as “unfortunately blank and crudely formed” and presenting “a dead wall to the adjoining streets.”

Open space areas surround the buildings and the Project site contains two Sister City Plazas, Ludwigshafen Plaza (see Figure 10 on page 144) and Mishima Plaza (see Figure 11 on page 145). Both plazas contain landscaping in planting beds. While the plazas contain landscaping and trees, many of the trees are in raised planters and some of the trees are located at eye level for the pedestrians passing through the space. At this point in time, the landscaping appears to be poorly maintained. Ludwigshafen Plaza, which is a more formal open space area, contains a central fountain. Seating areas are provided throughout the open space areas, but are primarily made of concrete. The Civic Center Specific Plan refers to the plazas as “lifeless and bare.” The plazas are not particularly inviting and at times appear to be used sparingly by the public.³⁵ Both Ludwigshafen Plaza and Mishima Plaza are generally elevated above the level of the adjacent sidewalks along Marengo Avenue and Euclid Avenue. Their location and grade differential, as well as the limited points of access, restricts the interface between these plazas

³⁵ *Observation made by PCR staff during a site visit on Sunday, May 4, 2003.*



Photograph 1: View of Civic Auditorium from Green Street looking south.

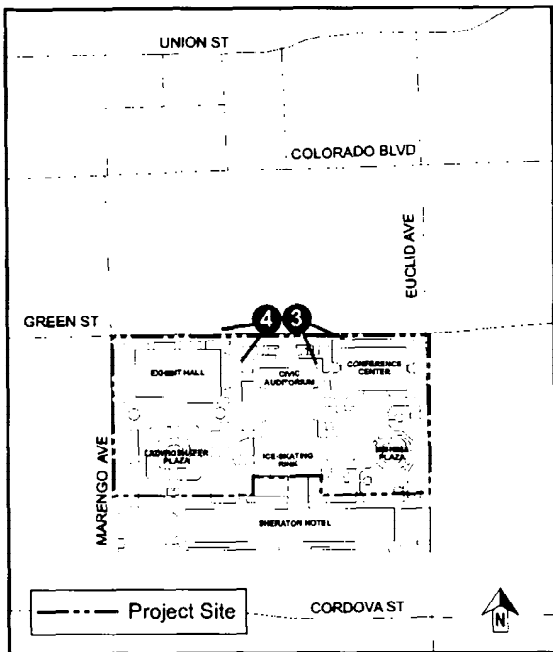


Photograph 2: Looking south along Garfield Avenue (view corridor) towards the Civic Auditorium.

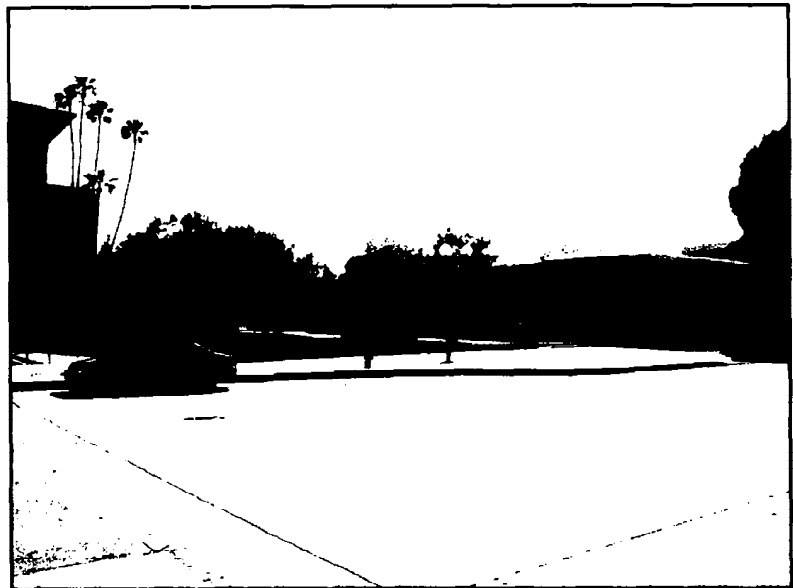


Figure 8
Photographs of Civic Auditorium

Source: PCR Services Corporation, 2003



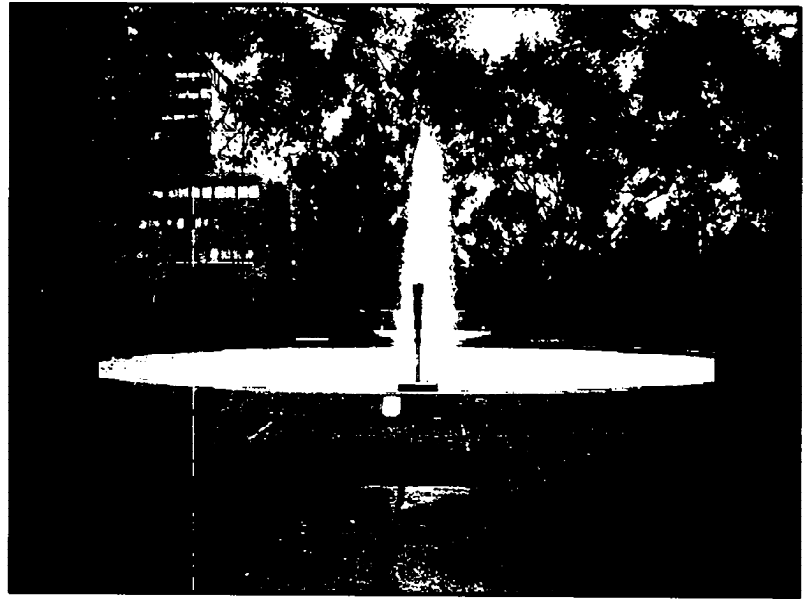
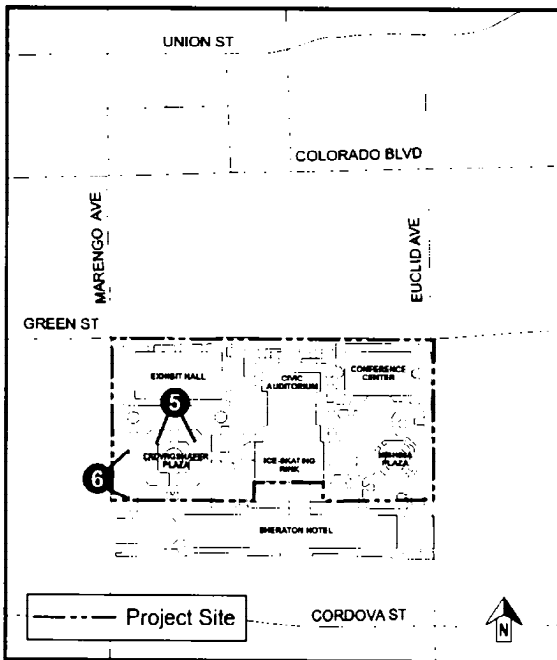
Photograph 3: View of Conference Center from Green Street looking east.



Photograph 4: View of Exhibition Hall from Green Street looking west.



Figure 9
Photographs of the
Conference Center and Exhibit Hall



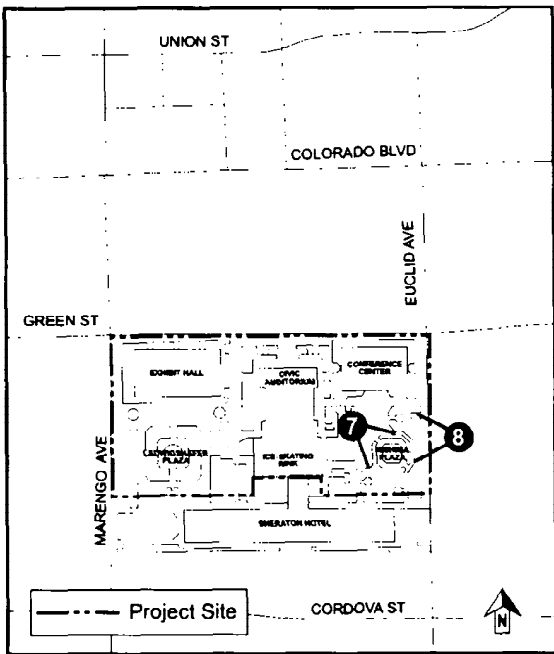
Photograph 5: View of Ludwigshafen Plaza.



Photograph 6: View of Ludwigshafen Plaza from sidewalk on Marengo Avenue.



Figure 10
Photographs of Ludwigshafen Plaza



Photograph 7: View of Mishima Plaza.



Photograph 8: View of Mishima Plaza from Euclid Avenue.



Figure 11
Photographs of Mishima Plaza

and the streetscapes, as well as with the uses to the east and west, resulting in underutilized, often vacant public plazas. Beneath the Exhibition Hall, Ludwigshafen Plaza, and Mishima Plaza are two subterranean parking levels containing a total of 825 stalls. Due to the slope of Euclid Avenue, the parking levels are above grade at the southeastern corner of the site. Additionally, access ramps to the parking levels create physical barriers between the plazas and the sidewalks.

The Paseo Colorado, located immediately north of Green Street, is an open-air, urban, mixed-use village with retail and restaurant uses on the first two levels with residential units above. The upper stories of the structures are articulated with windows and balconies. The colors used in the Paseo Colorado complement the surrounding Civic Center area.

To the south of the Project site, at the southern portion of the block, is the Sheraton Hotel. The structure, which is concrete and glass, is a tall, rectangular building with a linear façade oriented toward the two outdoor plazas on the Project site. South of the hotel is a 14-story senior housing project and the recently developed Arpeggio apartment complex. Further south, across Cordova Street, is a residential neighborhood.

Across Marengo Avenue to the west of the Project site are large, boxy buildings. These include the Bank of America building at the southwest corner of Marengo Avenue and Green Street and the Westcom Credit Union building further to the south. The Bank of America building is set back from both Green Street and Marengo Avenue.

In comparison, development to the east of the Project site across Euclid Avenue is generally composed of smaller scale buildings with surface parking lots. The exceptions are the Paseo Colorado parking structure located at the southeast corner of Green Street and Euclid Avenue and the Masonic Temple at the northeast corner of Euclid Avenue and Cordova Street.

There are street trees (Ficus) planted along Green Street in front of the Convention Center and Exhibition Hall. There also are mature trees along Euclid Avenue and Cordova Street. The dominant tree in the area, and the City's only official Landmark Tree, is the Moreton Bay Fig located along Marengo Avenue though not on the Project site. Otherwise, street trees along Marengo Avenue are limited, especially adjacent to the Project site.

2.2.2 Views

The Project site is located in an urbanized area that has obstructed views of the San Gabriel Mountains. No designated scenic view corridor is located in the Project vicinity.³⁶

The 1923 Civic Center Plan (also known as the Bennett Plan) created a design scheme for the civic portion of Pasadena. The design scheme in the 1923 Civic Center Plan identified Garfield Avenue as a minor axis for the Civic Center, which was to create a visual connection between Pasadena's civic buildings. The Central Library and the Civic Auditorium serve as the northern and southern anchors of this minor axis.

There are three view corridors into the Project site to the Civic Auditorium, as indicated in the Civic Center Specific Plan. The primary view corridor is from the north directly to the front façade of the Civic Auditorium, as identified in the Bennett Plan. As can be seen in Figure 12 on page 148, with the recent development of the Paseo Colorado to the north of the site, the visual corridor of the Bennett Plan was re-established. The Civic Auditorium anchors the view looking south from Paseo Colorado. The other two view corridors are secondary corridors, with one from Marengo Avenue and the other from Euclid Avenue (see Figure 12). These corridors provide views to the sides of the Civic Auditorium.

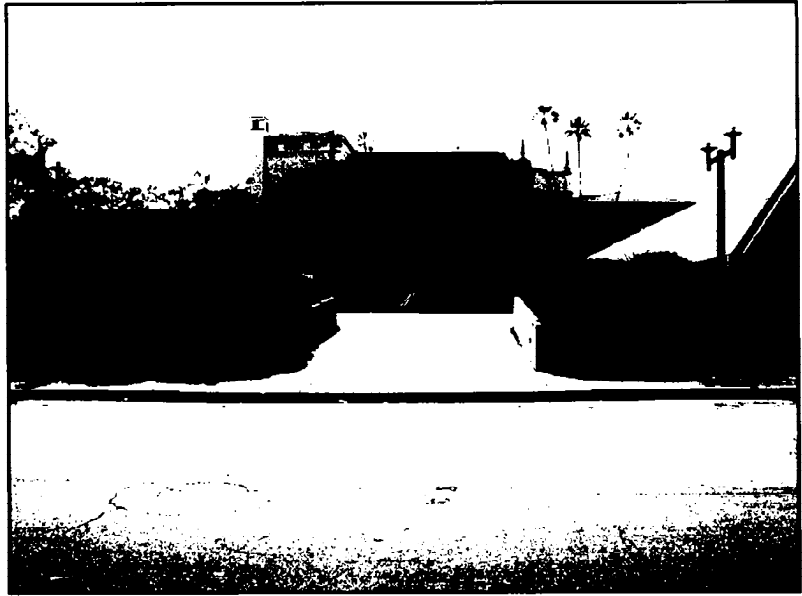
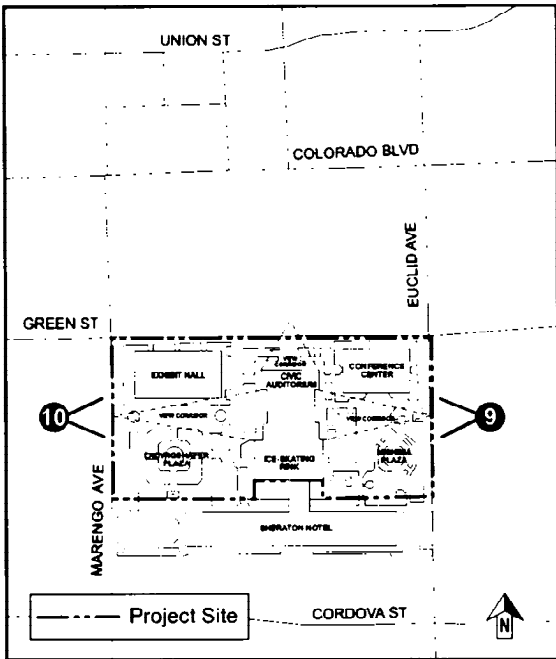
Views from the residential neighborhood south of the Civic Center area are generally obstructed by the Sheraton Hotel, the 14-story senior housing project, and the recently completed Arpeggio apartment complex. Views from the Project site looking south include several older tall buildings, of glass and concrete, which punctuate the skyline.

Views from within the Project site are somewhat limited primarily due to the flat topography and the surrounding development. The primary view is looking north up Garfield Avenue from the Civic Auditorium toward the Pasadena Public Library. From the western edge of the site looking across Marengo Avenue are the Bank of America and Westcom Credit Union buildings. From the east looking across Euclid Avenue are the adjacent uses, which include apartments, professional offices, and institutional uses (i.e., the Masonic Temple). Looking south from the plazas, the dominant view is of the Sheraton Hotel.

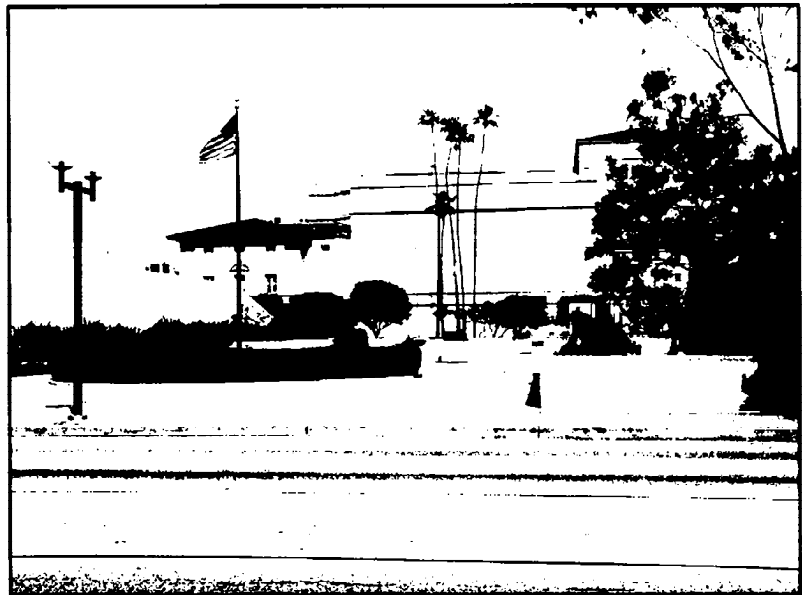
2.2.3 Light and Glare

Sensitive receptors relative to glare generation include motorists traveling on the surrounding roadways, the residential neighborhood to the south of the Project site, and the

³⁶ *City of Pasadena Comprehensive General Plan, Scenic Highways Element, City of Pasadena. Adopted 1994, updated 1999.*



Photograph 9: View of Civic Auditorium from Euclid Avenue looking through Mishima Plaza.



Photograph 10: View of Civic Auditorium from Marengo Avenue looking through Ludwigshafen Plaza.



Figure 12
Photographs of View Corridors

residences within the Paseo Colorado, a mixed-use urban village located to the north of the site. In general, the existing buildings on the Project site do not generate substantial levels of adverse glare, since the buildings do not incorporate materials, such as highly polished surfaces, mirror-like surfaces, or highly reflective glass, which cause glare. In addition, the parking for the site is below grade, and, therefore, the potential for glare to reflect off vehicle windows and surfaces does not occur.

Due to its urban setting, nighttime lighting is present throughout the vicinity of the Project site. Such lighting generally consists of street lights, lights associated with commercial uses, and illumination from vehicle headlights. The primary light-sensitive uses in the vicinity of the Project are the residential uses located to the north within the Paseo Colorado development, the Sheraton hotel, and residential uses located to the south of the Project site. Light levels generated within the Project site are consistent with its role as a civic landmark within an active urban center. The Project site currently features decorative light fixtures on the façade of the Civic Auditorium, lights in the trees flanking the Civic Auditorium, security lighting in the plazas, and illuminated electronic display signs announcing events. Though parking for the Project site is subterranean, the parking levels are not fully enclosed. As a result, light from fixtures and car lights within the parking levels spill over into Euclid Avenue, Marengo Avenue, and portions of the interior of the site.

2.2.4 Shade/Shadow

Shading pertains to the blockage of direct sunlight by buildings and other structures, which has the potential to affect adjacent uses. Shading is generally a function of the season of the year (i.e., summer, winter, etc.), the height and shape of the structure casting the shadow, and topography. The existing structures on the Project site cast shadows extending east, west, and northward of varied lengths and angles depending on the time of day and year. In addition, the Sheraton Hotel and the Concord-Pasadena Senior Housing to the south of the Project cast shadows across the site depending on the time of day and year.

3.0 IMPACT ANALYSIS

3.1 Methodology

The assessment of aesthetic impacts is based upon the potential for the Project to negatively affect the general aesthetic character of the Project site, as well as the surrounding area. As part of this analysis, distinct aesthetic features and the overall aesthetic character of the area were determined based on City Plans, field surveys, and photographic interpretation.

The analysis of view impacts is based on the potential for the Project to result in changes to existing views within and near the Project site as perceived by the public (e.g., pedestrians visiting the Paseo Colorado and the Civic Center, as well as motorists) and residents and property owners within the vicinity. The analysis addresses both the degree to which proposed development may obstruct or detract from existing views and on- or off-site aesthetic features from representative viewing locations, as well as the extent to which Project development or design features may create new view opportunities or improve existing views. The identification of views within the Project site and surrounding area was accomplished through field surveys and photographic interpretation.

The analysis of light and glare conditions associated with the Project consisted of visual observations. A qualitative analysis of the potential for an increase in ambient light levels and light spillover onto off-site, light-sensitive uses was conducted. Nearby sensitive receptors were identified through the review of an aerial photograph of the Project area and during a field survey of the area.

The analysis of shade/shadow was conducted based on analyses of the length of shadow that would be cast by the new buildings at different times of day on the winter and summer solstice and the spring and fall equinox. Results of the shadow analysis are contained in Appendix C of this EIR.

3.2 Significance Thresholds

The Project would be considered to cause a significant impact if:

- Components of the Project would be generally inconsistent with applicable plans, policies or regulations as set forth by the City of Pasadena;
- The Project would have a demonstrable negative aesthetic effect or if features or elements that contribute positively to the visual character of the area would be obstructed;
- Project development would substantially obstruct valued views (i.e., scenic corridors) of on- or off-site aesthetic features from public or private vantages;
- The introduction of lighting and/or building materials in the new development would substantially illuminate or produce glare onto adjacent sensitive uses that would substantially affect activities or uses in an adverse manner; or
- The project would shade shadow-sensitive uses for two continuous hours or more between 9:00 A.M. and 3:00 P.M. during the winter.

3.3 Project Design Features

The Project design features described below, and the analysis that follows, reflects the Project's schematic design, which is presented in this EIR. However, the Applicant has also indicated that if any redesign were to occur, the redesign would incorporate a building envelope (e.g., development program, building height, setbacks, and building massing), site access, and loading dock plan that would be in substantial compliance with that described below. The main features of the Project are the replacement of the existing Exhibition Hall with a new, larger Exhibition Hall and Ballroom building; the renovation of the Conference Center building (interior improvements and a new façade); the construction of a new Parking Structure; and the reconfiguration of Ludwigshafen Plaza and Mishima Plaza. In addition, new service areas would be added under the Exhibition Hall and Ballroom building. No change is proposed to the Civic Auditorium building itself; however, changes are proposed to the plazas, forecourt, and entry stairs. In addition, the interior of the Skating Rink would be modified to reinstate the previous ballroom use.

The steps to the Civic Auditorium from Green Street would be modified to their original 1932 configuration and reconstructed in their original location. (See Section IV.C, Historic Resources, for a more detailed discussion regarding the steps.) In addition, administrative offices would be added to the Conference Center building along Green Street and Euclid Avenue, which would fill in the sloped embankments that presently exist between the parking garages below the two plazas (i.e., Ludwigshafen Plaza and Mishima Plaza) and the Civic Auditorium. The addition of this building area would raise the plaza level and, in so doing, would create a comprehensive system of integrated public plazas. The plaza and landscaped areas would extend from Green Street to the Sheraton Hotel, around the Civic Auditorium, along the new Exhibition Hall and Ballroom building and Ice Skating Center, and around the Conference Center and Parking Structure along Euclid Avenue.

Along Green Street the interior corners of both the new Exhibition Hall and Ballroom building and the Conference Center building would be designed so as to open up the view of the Civic Auditorium. The massing, scale, materials and color of the new buildings and the renovated Conference Center would be designed to complement the Civic Auditorium. In addition, as discussed above, the plaza space along either side of the Civic Auditorium would be redesigned to create more continuous public space on three sides of the Civic Auditorium.

To preserve existing sight lines and street trees, some of the existing setbacks would be maintained. The new Exhibition Hall and Ballroom building on the west side of the site is proposed to be setback approximately 6 feet from Green Street at its western end with an increased setback toward the Civic Auditorium. Along Marengo Avenue the building setback would be approximately 13 feet. However, with the addition of the administrative office space

along Green Street and Euclid Avenue in the renovated Conference Building, the building setback would be located at the property line along both streets. The Parking Structure would maintain a one- to one-and-a-half foot setback from the property line along Euclid Avenue.

The new Exhibition Hall and Ballroom building would vary in height from 17 to 45 feet in height. The entryway would be 40 feet above existing grade, along Green Street, rising to 45 feet along the interior plaza and along Marengo Avenue. The new entryway to the Conference Center building would have a roof ridgeline of 40 feet above grade. The arcade/trellis wall along the north and east façade of the Conference Center would be 16 feet above grade. The new Parking Structure located south of the Conference Center building would be 28 or 48 feet above grade, depending on whether the 5- or 7-level Parking Structure is built.

3.4 Project Impacts

3.4.1 Aesthetics

On the western portion of the site, the Project would result in the removal of the existing Exhibition Hall and reconfiguration of Ludwigshafen Plaza for the development of a new Exhibition Hall and Ballroom building. Under the proposed schematic design the new Exhibition Hall and Ballroom building would be compatible with the historic character of the Civic Auditorium's setting in terms of size, scale, massing, material, texture, and color. The compatible design of the new Exhibition Hall and Ballroom building adjacent to the Civic Auditorium would protect the integrity of the Auditorium and its environment. The new Exhibition Hall and Ballroom building would be constructed at grade rather than below sidewalk level, as is the existing Exhibition Hall. Locating the building at grade would serve to encourage pedestrians to enter and use the site, which would result in a stronger building-street relationship. The building would be closer to the street than the existing building, thus establishing a physical and visual connection with pedestrians in the area. The Green Street façade would have a greater setback adjacent to the Civic Auditorium, thus opening up the view of the Civic Auditorium, as can be seen in Figure 13 on page 153. A covered arcade would lead people to the building entrance, which would be located off the plaza side of the structure. The proposed façade of the Exhibition Hall and Ballroom building along Green Street would have visual relief through the use of articulation of the façade and the provision of windows. The Green Street façade would have a pattern and rhythm, which would provide a substantial change from the monotonous form of the existing building façade.

Under the proposed schematic design the Marengo Avenue elevation of the Exhibition Hall and Ballroom building would consist primarily of stucco. The elevation would provide some varying setbacks and heights, which would serve to reduce the mass of the long façade, as shown in Figure 14 on page 154. A pattern and rhythm would be created along this façade by the building articulation and the provision of windows. This would comply with the general

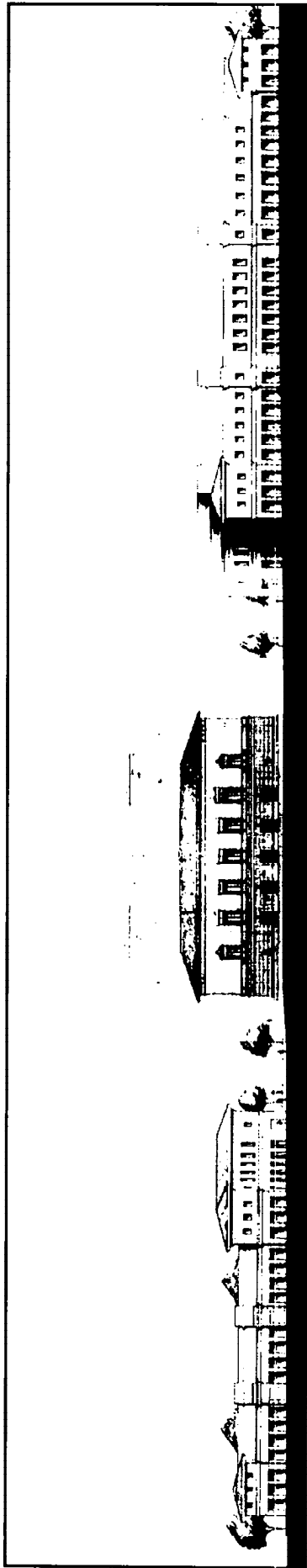


Figure 13
Proposed Green Street Elevation

Source: Fentress Bradburn Architects Ltd., 2004