

Agenda Report

TO: CITY COUNCIL

DATE: NOVEMBER 7, 2005

FROM: CYNTHIA J. KURTZ, CITY MANAGER

SUBJECT: PREDEVELOPMENT PLAN REVIEW FOR NEW CONSTRUCTION OF A MIXED USE PROJECT WITH GROUND FLOOR RETAIL AND 16 CONDOMINIUM UNITS AT 592 EAST COLORADO BOULEVARD (PPR 2005-00014)

RECOMMENDATION:

This report is for information.

BACKGROUND:

This project summary is presented to the City Council according to the Predevelopment Plan Review guidelines, which call for staff to present projects of community-wide significance to the City Council for informational purposes. The proposed mixed-use project at 592 East Colorado Boulevard with 16 housing units and a total of approximately 31,000 square feet qualifies as a project of community-wide significance.

PROJECT DESCRIPTION:

The project site is currently the location of a 1,440 square-foot retail building and a 400 square-foot restaurant (Zinke's Shoe Repair and The White Hut), which will be demolished. It is adjacent to retail, service, surface parking, and church uses. The 10,540 square-foot site is within the Central District Specific Plan area and has a zoning designation of CD-4.

The proposed project is a seven story structure with a maximum height of 86 ½ feet which will be averaged with other parts of the building that are 51 feet and 56 ½ feet in height. It will be the first project to be reviewed using the height averaging concept in the Central District Specific Plan. The project contains 16 two-bedroom condominium units ranging from 1,200 to 2,200 square feet in size. There are 26 parking spaces – 5 at street level and 32 in two levels of subterranean parking. Due to the dimensions of the site, the subterranean parking is accessed by an auto lift.

The developer is The Madison Company. The architect is WPH Architecture of Portland, Oregon.

DISCRETIONARY REVIEWS:

The project originally requested a floor area ratio (FAR) bonus in order to exceed the maximum of 3.00 under the Central District Specific Plan by 10%. After discussion with staff, the project developers have decided to reduce the size of the project to comply with the 3.00 FAR.

The project requires review by the Design Commission which will review the request for height averaging. As allowed by the Central District Specific Plan, up to 30% of the building may be taller than the 75'0" height limit if other parts of the building are below the height limit, such that the average height does not exceed the height limit. This project has parts of the building up to 86 ½ feet in height, which are averaged with other parts of the building that are 51 feet and 56 ½ feet in height.

PPR SUMMARY:

General Plan Review – The General Plan designation for the project site is the Central District Specific Plan. The sixteen units and 3,438 square feet of commercial space in this project are within the development intensities of the specific plan. This project targets mixed use development into an area of walking distance to a light rail station and intensifies Colorado Boulevard as envisioned by the General Plan.

Environmental – An Initial Environmental Study will be required. This study will determine if an Environmental Impact Report (EIR) or mitigated negative declaration will be prepared for the project.

Zoning – Maximum height for this site is 75 feet. Up to 30% of the building is allowed to be up to 90 feet in height if there are parts of the building below 75 feet resulting in an average height that does not exceed 75 feet and meets criteria established in the Specific Plan. The height averaging will be reviewed by the Design Commission to ensure that it meets the criteria.

In order to qualify as a mixed-use project, the ground floor commercial space needs to be at least 50 feet deep along Colorado Boulevard. The project's architects are redesigning the project to meet this requirement. Parking spaces provided on site meet the requirements for a retail project, but if the ground floor space is proposed to be a restaurant, additional parking spaces will be required on site or could be provided off-site through a lease agreement.

Transportation – A transportation impact study is required in accordance with the City's established guidelines and is underway.

Public Works – The project must dedicate 2 ½ feet of property along the north side of Playhouse Alley for future potential widening. In addition, the project must dedicate land necessary to provide for a corner rounding and 25-foot radius curb at the intersection of Colorado Boulevard and Madison Avenue.

Design – The Design Guidelines to be used for this project are in the Central District Specific Plan; the Citywide Design Principles in the General Plan; the Pasadena Playhouse District Streetscapes, Walkways, and Alleys Plan; and the Secretary of the Interior's Standards for Rehabilitation of Historic Buildings (as it applies to new construction adjacent to historic properties.) The adjacent building to the east – the United Artists Theater building – was constructed in 1931 in an Art Deco style.

Historic Preservation – Neither of the two buildings proposed for demolition have any architectural or historic significance, however the Zinke's sign is on the city's historic sign inventory and is a historic resource. It should be relocated, donated or otherwise preserved.

Cultural Affairs – The project is subject to the City of Pasadena Public Art requirement. One percent of the building valuation must be allocated for public art.

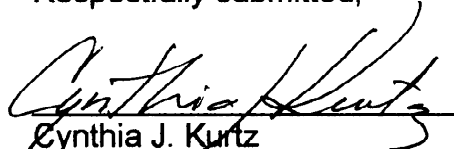
TIMELINE: The following schedule outlines the major stages of reviews for this project:

Dates	Activity
Sept. 22, 2005	Meeting between applicant and city staff
November 7, 2005	Presentation to City Council
October 2005	Applicant submits application for Concept Design Review
November 2005	Staff reviews the project and prepares an initial environmental study*
December 2005 / January 2006	Design Commission holds a noticed public hearing for concept design
Depending on submittal	Design Commission reviews final design review and applicant submits plans for plan check

* If an Environmental Impact Report is required, the schedule will be extended as necessary.

FISCAL IMPACT: The developers will pay fees for the required discretionary actions. The project will also generate plan check fees, permit fees and construction tax. Once constructed, the project will generate increased revenues from property taxes.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


Laura Fitch Dahl
Senior Planner

Approved by:

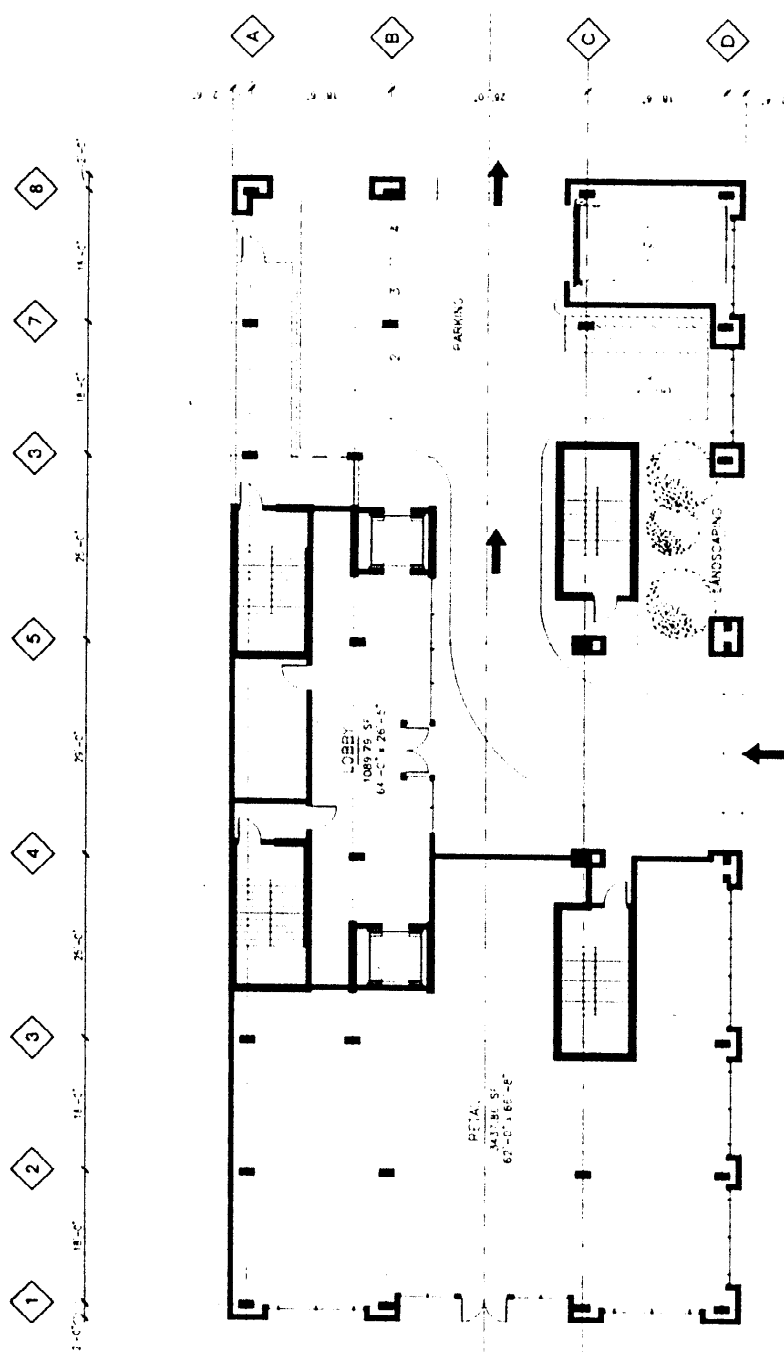

Richard J. Bruckner
Director of Planning & Development

Attachments:

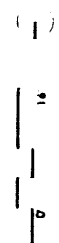
Project Site Plans and Elevations

Attachment
592 E. Colorado Boulevard

THE MADISON

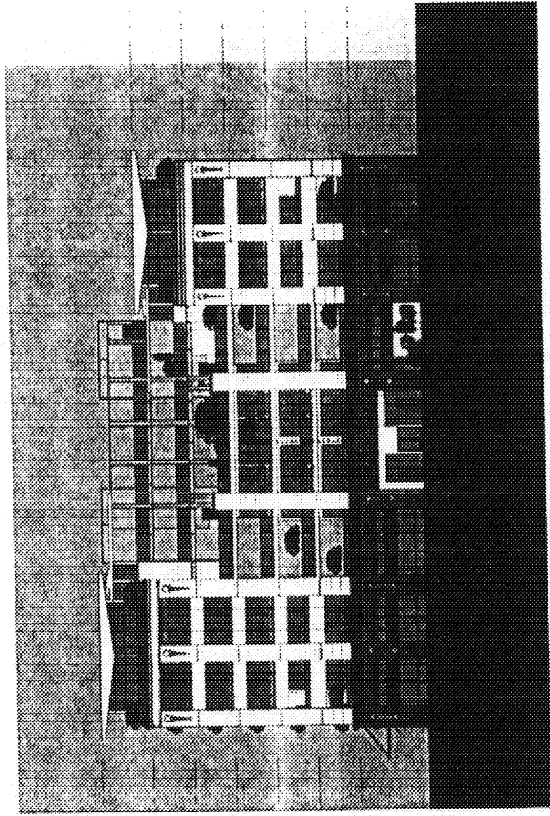


GROUND LEVEL FLOOR PLAN

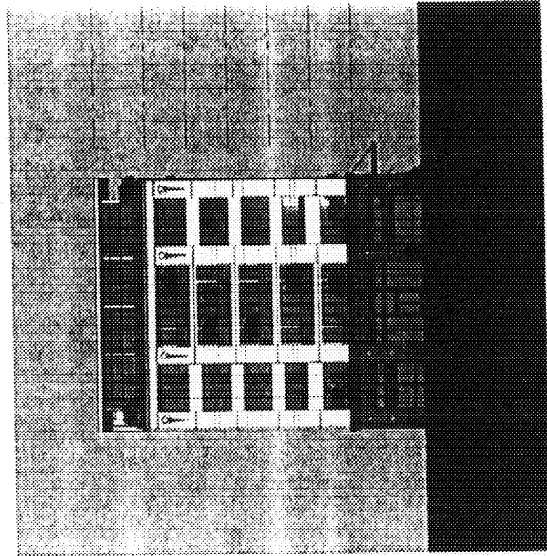


PREDVELOPMENT PLAN REVIEW
CITY OF PASADENA
JUNE 8, 2005

THE MADISON



WEST ELEVATION

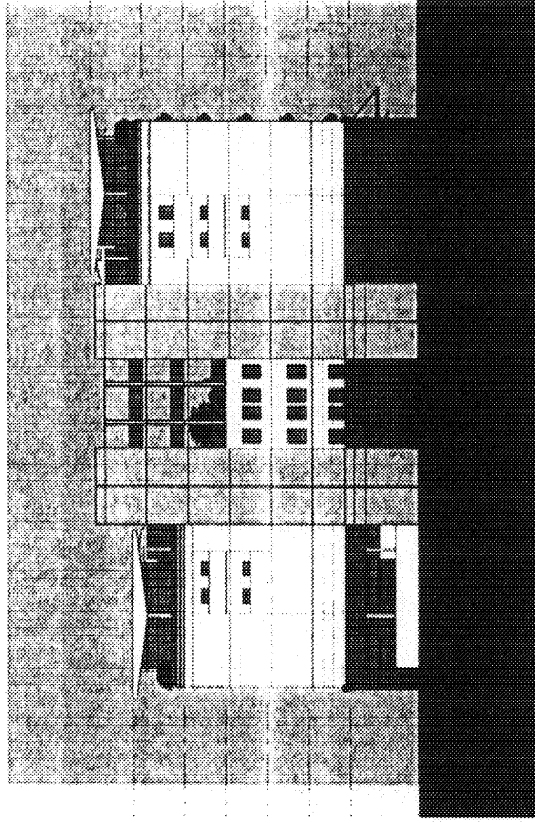


NORTH ELEVATION

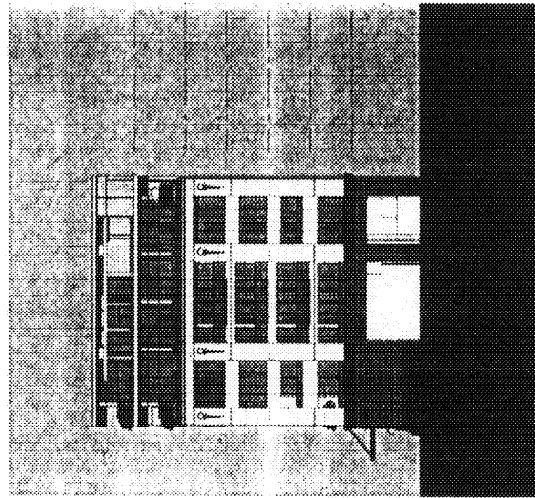
REVISIONS TO WEST ELEVATION



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EAST ELEVATION



SOUTH ELEVATION

