

HEARING SCRIPT  
FOR THE  
PUBLIC HEARING OF THE  
CITY COUNCIL

**DATE:**                   **January 30, 2006**

**SUBJECT:**               **PUBLIC HEARING: ADOPTION OF A ZONE CHANGE TO  
DESIGNATE A LANDMARK DISTRICT OVERLAY FOR THE  
SOUTH MADISON AVENUE LANDMARK DISTRICT (LD-11)**

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**MAYOR BOGAARD:**     "This is the time and place for the public hearing on the adoption of  
a zone change to designate a landmark district overlay for the  
South Madison Avenue Landmark District (LD-11)."

1.     City Clerk reports on publication of public hearing notice and any correspondence.
2.     Hear from City Manager and staff presentation.
3.     Hear from members of the public.
4.     Close the hearing.
5.     After the public hearing has been closed, the City Council may:
  - A.     Approve Staff recommendation and (1) find that the application for a zone change to establish a landmark district is categorically exempt from environmental review under the California Environmental Quality Act; (2) find that the proposed zone change is consistent with the General Plan and the purposes of the zoning ordinance; (3) acknowledge the decision of the Historic Preservation Commission on April 18, 2005 that the proposed South Madison Avenue Landmark District meets the criteria for designation as a landmark district; (4) acknowledge that the

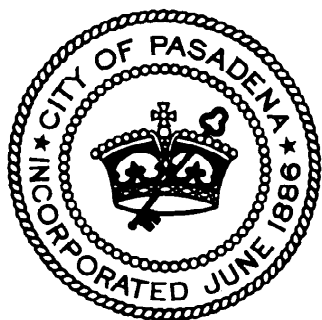
petition with signatures in support of the landmark overlay district petition exceeds the 51 percent requirement in P.M.C. Section 17.52.070; (5) based on these findings, approve the landmark district and the zoning map overlay for the South Madison Avenue Landmark District, LD-11; (6) direct the City Attorney to prepare an ordinance amending the official zoning map of the City of Pasadena established by Section 17.08.040 of the Pasadena Municipal Code to designate the landmark district with the LD-11 overlay zone.

- B. Approve the Staff recommendation with revisions; or
- C. Reject the Staff recommendation on the adoption of a zone change to Designate a Landmark District Overlay, with the appropriate findings, based on information received at the hearing.

Approved as to Form:



Theresa E. Fuentes  
Deputy City Attorney



# Agenda Report

**TO:** CITY COUNCIL **DATE:** JANUARY 30, 2006  
**FROM:** CITY MANAGER  
**SUBJECT:** ADOPTION OF A ZONE CHANGE TO DESIGNATE A LANDMARK DISTRICT OVERLAY FOR THE SOUTH MADISON AVENUE LANDMARK DISTRICT (LD-11)

**RECOMMENDATION:**

It is recommended that, following a public hearing, the City Council:

1. Find that the application for a zone change to establish a landmark district is categorically exempt from environmental review under the California Environmental Quality Act, (Class 8, Actions by Regulatory Agencies for Protection of the Environment).
2. Find that the proposed zone change is consistent with the General Plan and the purposes of the zoning ordinance.
3. Acknowledge the decision of the Historic Preservation Commission on April 18, 2005 that the proposed South Madison Avenue Landmark District (Attachment 1) meets the criteria for designation as a landmark district, (§17.52.40 P.M.C).
4. Acknowledge that the petition with signatures in support of the landmark overlay district petition exceeds the 51 percent requirement in P.M.C. §17.52.070.
5. Based on these findings, approve the landmark district and the zoning map overlay for the South Madison Avenue Landmark District, LD-11.
6. Direct the City Attorney to prepare an ordinance amending the official zoning map of the City of Pasadena established by Section 17.08.040 of the Pasadena Municipal Code to designate the landmark district with the LD-11 overlay zone.

## **RECOMMENDATION FROM HISTORIC PRESERVATION COMMISSION**

At a public hearing on April 18, 2005, the Historic Preservation Commission determined that the proposed district meets the criteria in §17.52.040 P.M.C. for designation of a landmark district and unanimously recommended approval.

## **RECOMMENDATION FROM PLANNING COMMISSION**

Following a public hearing on October 26, 2005, the Planning Commission found that the proposed zone change to create a landmark district is consistent with the General Plan and the purposes of the zoning ordinance and voted unanimously to recommend that the City Council approve designation of the South Madison Avenue Landmark District.

## **EXECUTIVE SUMMARY**

This application was initiated by area property owners, 71% of whom have signed a petition in support of landmark district designation. This application affects 31 properties in the vicinity of South Madison Avenue and E. California Blvd. The district has a locally significant collection of residential architectural styles from the 1890s to the 1920s. Several of the houses in the district were designed by some of the City's most prominent architects of the era, and a substantial percentage of the properties (87%) have houses from this era that are still intact on the exterior.

## **BACKGROUND**

Since 1989, the City has designated ten landmark districts: Bungalow Heaven, Garfield Heights, Banbury Oaks, Washington Square, South Oakland, Ross Grove, Normandie Heights, Crawfords Vista, Governor Markham, and Holliston Avenue. In addition, to the South Madison Avenue district and the proposed Bellefontaine district, there are three others at various stages of the process. Albert Cohen, representing the Madison Avenue Landmark District Designation Project, submitted this application for a landmark district designation, which included photos of each building.

As part of the landmark district, owners of properties within the landmark district area will be subject to the same regulations that apply to the properties in all other existing landmark districts. The April 18, 2005 public hearing before the Historic Preservation Commission included a presentation on the significant architecture in the neighborhood, recommended treatments to preserve the historic character of the exteriors of houses, and a discussion on the *Design Guidelines for Historic Districts*. If the City Council approves the designation, major changes to the exterior of houses and construction of new buildings visible from the public right-of-way and demolition will be required to comply with the City's *Design Guidelines for Historic Districts*.

## **ANALYSIS**

**Boundaries:** This proposed district includes properties on both sides of South Madison Avenue from numbers 615 to 786. The application originally included 591, 595, 599, 600; but staff recommended excluding these non-contributors on the edge of the district and the Historic Preservation Commission agreed. The South Oakland Landmark District is two blocks south and west of this proposed district.

**Construction Dates:** The properties in the proposed district were constructed between 1898 and 1927.

**Architectural Styles:** The representative styles are good-to-excellent examples of the period and include: Craftsman Bungalow, two-story Arts and Crafts, Spanish Revival, Colonial Revival, Prairie and Queen Anne.

**Eligibility for Landmark District:** With 87% of the properties documented as contributing, the district has a high level of architectural and historic integrity. This high percentage of contributing properties surpasses the 60% threshold in the preservation ordinance satisfies the designation requirement for a grouping of properties "of citywide importance."

**Guidelines:** The *Design Guidelines for Historic Districts*, adopted by the City Council in 2002, apply to reviews of all projects in residential historic districts. These guidelines, developed with the participation of local residents, are an elaboration of the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, and they have examples and illustrations targeting local conditions.

## **GENERAL PLAN AND ZONING CONSISTENCY**

The area is low-density residential. The proposed designation is consistent with the General Plan and will advance the objectives of the Land Use Element, e.g., Objective 6, which "promotes preservation of historically and architecturally significant buildings and revitalization of traditional neighborhoods."

The area is zoned RS-6 (Single family). The LD-11 zone is proposed as an overlay over the current zoning. The application is consistent with the purposes of the zoning ordinance, which includes several goals to preserve residential neighborhoods.

## **NEIGHBORHOOD MEETINGS**

City staff has sent notices about the public hearing and workshop to all property owners inside the boundaries.

All residents and property owners inside the boundaries of the proposed district received notices of the public hearing with the Historic Preservation Commission and the public hearing with the Planning Commission.

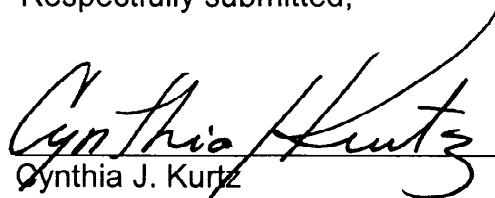
**ENVIRONMENTAL DETERMINATION**

This zone change application is categorically exempt under the California Environmental Quality Act, (Class 8, Actions by Regulatory Agencies for Protection of the Environment).

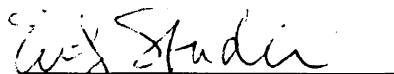
**FISCAL IMPACT**

The City's General Fee Schedule exempts fees for design review in landmark districts. Fees will continue to be collected for all other entitlements, plan checks, permits, and taxes. Staff expects an average of one or two applications per year for a district of this size. The long-term cost of this service to the City is expected to be minimal.

Respectfully submitted,

  
Cynthia J. Kurtz  
City Manager

Prepared by:

  
Emily Stadnicki  
Planner

Approved by:

JRP   
Richard J. Bruckner  
Director Planning and Development

Attachments:

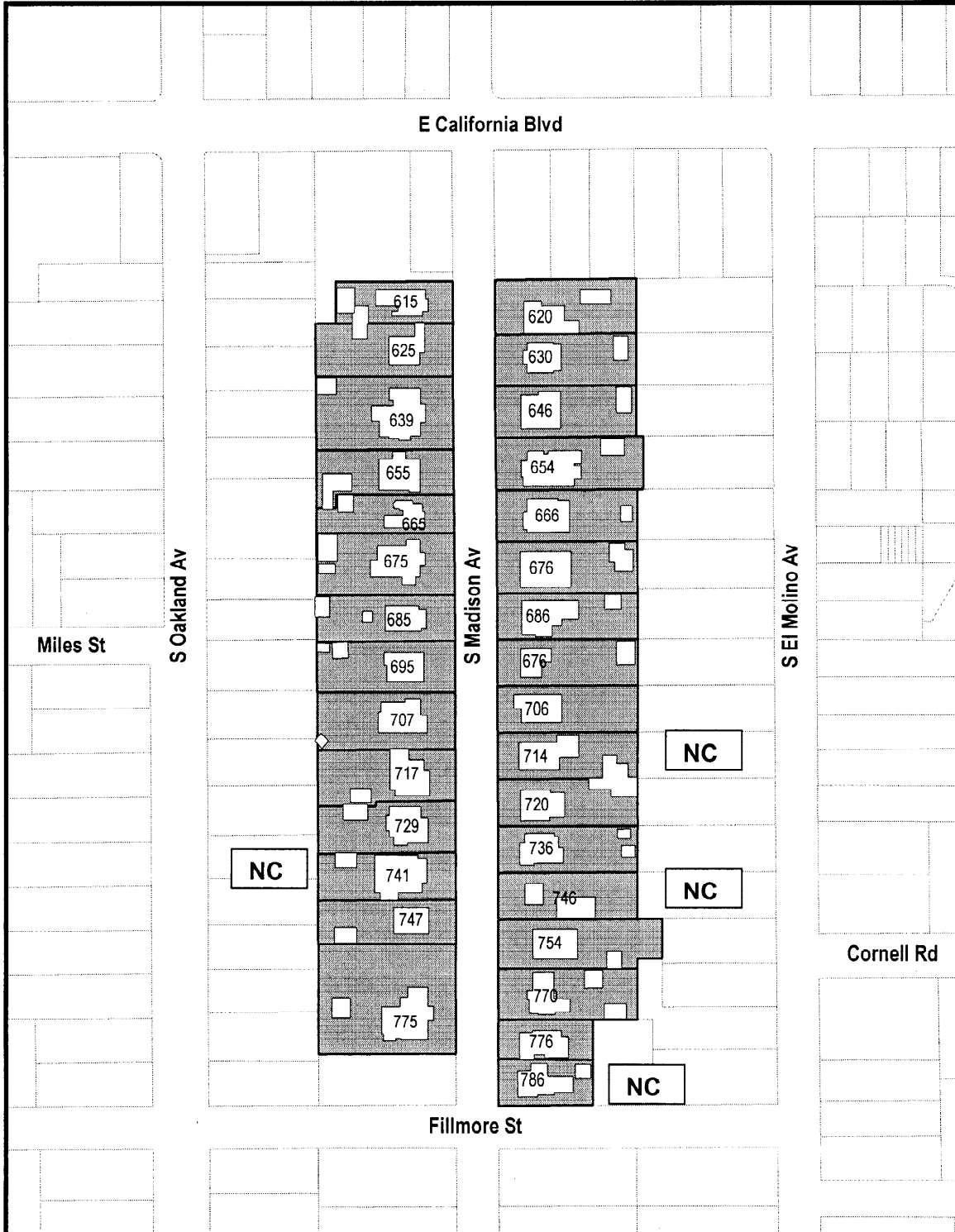
1. Map of Proposed Landmark District
2. Inventory of Properties
3. Photo Exhibit



# MADISON AVENUE

## PROPOSED LANDMARK DISTRICT

### ZONING OVERLAY



**NC** Non-contributor

## ATTACHMENT 2

### Inventory of Properties in Proposed South Madison Avenue Landmark District

	Address	Year of Construction	Architect / Contractor	C or NC*	Comments
	<b>S. Madison Avenue</b>				
1	615	1921		C	
2	620	1909		C	
3	625	1901		C	
4	630	1912		C	
5	639	1905		C	
6	646	1910	Frederick Roehrig	C	IND LND Lincoln Clark House
7	654	1913		C	
8	655	1902		C	
9	665	1940		C	
10	666	1906		C	
11	675	1912	Greene & Greene	C	IND LND Annie Blacker House
12	676	1906		C	
13	685	1911		C	
14	686	1921			
15	695	1905		C	
16	696	1908		C	
17	706	1910		C	
18	707	1912		C	
19	714	1904		NC	Alterations to front steps
20	717	1916		C	
21	720	1917	Frohman & Martin	C	
22	729	1908		C	
23	736	1906		C	
24	741	1904	Frederick Roehrig	NC	Significantly altered
25	746	1910		NC	
26	747	1906		C	
27	754	1920	Cyril Bennett	C	
28	770	1927		C	
29	775	1915		C	
30	776	1898		C	
31	786	1906		NC	Siding added 1971

\* C = contributing to historic character of the district  
 NC = non-contributing to historic character of the district  
 IND LND = individual landmark



**Selected Contributors from the Proposed South Madison Avenue Landmark District**

646 S. Madison, Individual Landmark



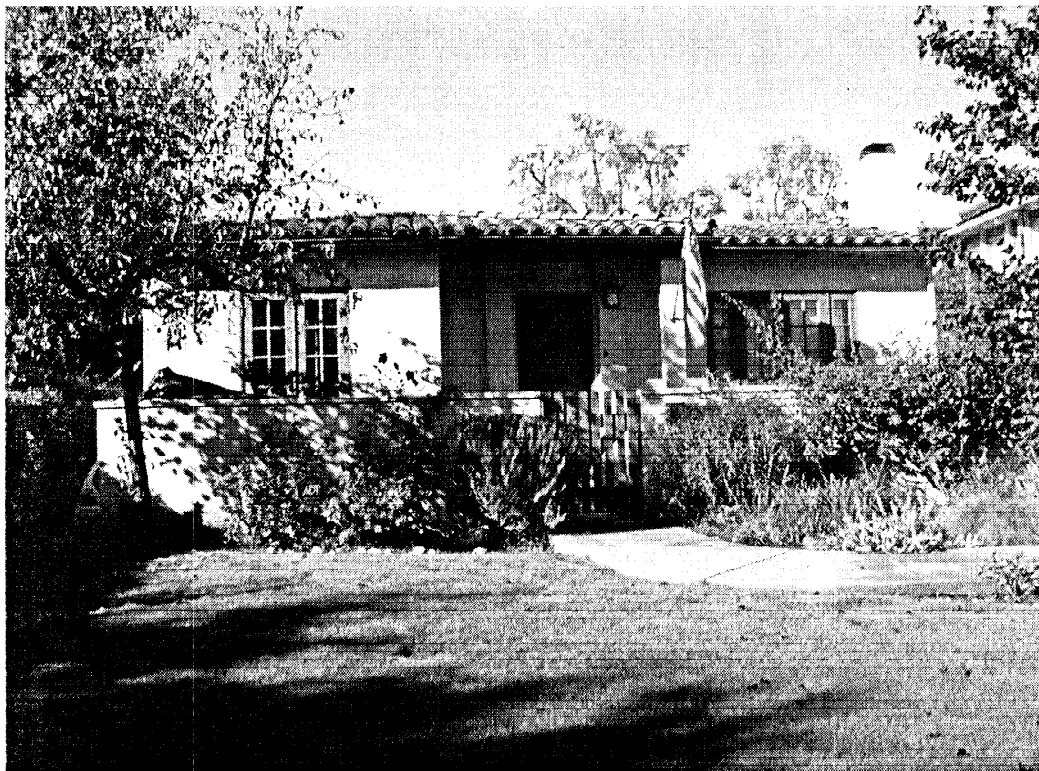
675 S. Madison, Individual Landmark



770 S. Madison



665 S. Madison



630 S. Madison



625 S. Madison

