

Agenda Report

TO: CITY COUNCIL **DATE:** JUNE 1, 2009

FROM: CITY MANAGER

SUBJECT: PREDEVELOPMENT PLAN REVIEW FOR CONSTRUCTION OF
A NEW VONS MARKET AND TWO FREESTANDING
COMMERCIAL BUILDINGS AT 2355 E. COLORADO
BOULEVARD

RECOMMENDATION:

This report is being provided for information only.

BACKGROUND:

This project summary is being presented to the City Council per Predevelopment Plan Review (PPR) guidelines, which call for staff to present projects of community-wide significance to the City Council for informational purposes.

Project Description

The subject property is located at the northwest corner of East Colorado Boulevard and North Sierra Madre Boulevard. Existing buildings on the property consist of a 40,145-square-foot Vons Market and a 13,018-square-foot Rite Aid Pharmacy. The application proposes demolition of both existing buildings and construction of a new 61,106-square-foot Vons Market, an 11,380-square-foot commercial building for multiple tenants and one 1,500-square-foot commercial building for a single tenant. The new Vons building will be located at the northernmost portion of the site, with frontage on East Walnut Street and North Sierra Madre Boulevard, while the two commercial buildings will be located at the southernmost portion of the site, with frontage on East Colorado Boulevard. Parking will be provided in a surface parking lot in the center of the site and on the rooftop of the new Vons building. An existing unused access point from Roosevelt Avenue will be made active as part of this project.

Discretionary Reviews

The proposed uses are allowed in the East Pasadena CG-4 Zoning District. The General Plan designation is Specific Plan. The Specific Plan category is for areas that are targeted for a significant portion of projected future development while preserving and enhancing areas of historic and architectural significance.

The following chart references the various entitlements required for the project, as proposed:

Entitlement	Reason	Review Authority
Conditional Use Permit	Non-residential project exceeding 25,000 s.f.	Hearing Officer
Conditional Use Permit	Sale of alcoholic beverages for off-site consumption	Hearing Officer
Conditional Use Permit	Extended operating hours of 6 am to 12 am (midnight) within 150 feet of a residential zoning district	Hearing Officer
Minor Variance	To reduce the rear yard setback from 15 to 10 feet	Hearing Officer
Variance	Extended loading hours of 6 am to 10 pm, seven days a week	Hearing Officer
Concept & Final Design Review	New construction over 25,000 s.f.	Design Commission
Initial Environmental Study	To determine potential environmental impacts of the project and whether a negative declaration or E.I.R. will be prepared.	Hearing Officer Note: Environmental study may be brought to one or more advisory commissions before public hearing with the hearing officer
Tree Removal Permit	Possible removal of 1 public tree	Urban Forestry Advisory Committee

Summary of Predevelopment Plan Review Comments

On January 12, 2009, staff conducted a meeting between the applicant and City departments. The meeting identified the following main issues:

Environmental Review: An initial environmental study will be prepared for this project to determine the level of environmental review (Negative Declaration or Environmental Impact Report).

Land Use: The proposed use is permitted on the property, subject to approval of a Conditional Use Permit due to the size of the project. The plans submitted

did not comply with the required 15-foot rear yard setback or the required encroachment plane.

Trees: There are 20 existing trees on the property, none of which are listed as protected trees and all of which are proposed to be removed. The plans submitted depict extensive tree plantings within the proposed surface parking lot and along the property's street frontages. The plans also depict removal of three public trees (since reduced to one), which will require review by the Urban Forestry Advisory Committee.

Building Code: Because the project involves construction of a new non-residential building with over 25,000 square feet of floor area, the project will be subject to the City's Green Building Ordinance.

Design Review: Design review will be required for this project, with the Design Commission as the review authority.

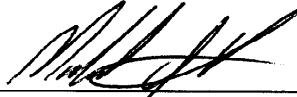
Public Art: The project is subject to the City of Pasadena Public Art requirement and will be required to devote 1% of the building valuation to public art, either by incorporating an on-site public art project or paying an in-lieu fee.

Public Works: Right-of-way dedications for and construction of ADA-compliant curb ramps will be required at the southwest corner of East Walnut Street and North Sierra Madre Boulevard as well as the northwest corner of East Colorado and North Sierra Madre Boulevards. The applicant will be required to install new street lights on East Colorado Boulevard, East Walnut Street and North Roosevelt Avenue and to repaint all existing street light poles on all streets on which the project has frontage/access. The applicant will also be required to plant new street trees on North Sierra Madre Boulevard and East Walnut Street.

FISCAL IMPACT

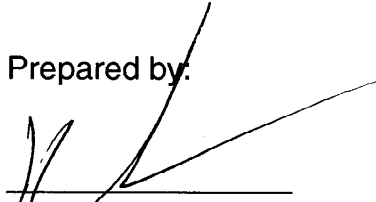
The applicant will be required to pay fees for processing all applications. The project will also generate plan check and permit fees in an amount that cannot be determined at this time.

Respectfully submitted




MICHAEL J. BECK
City Manager

Prepared by:



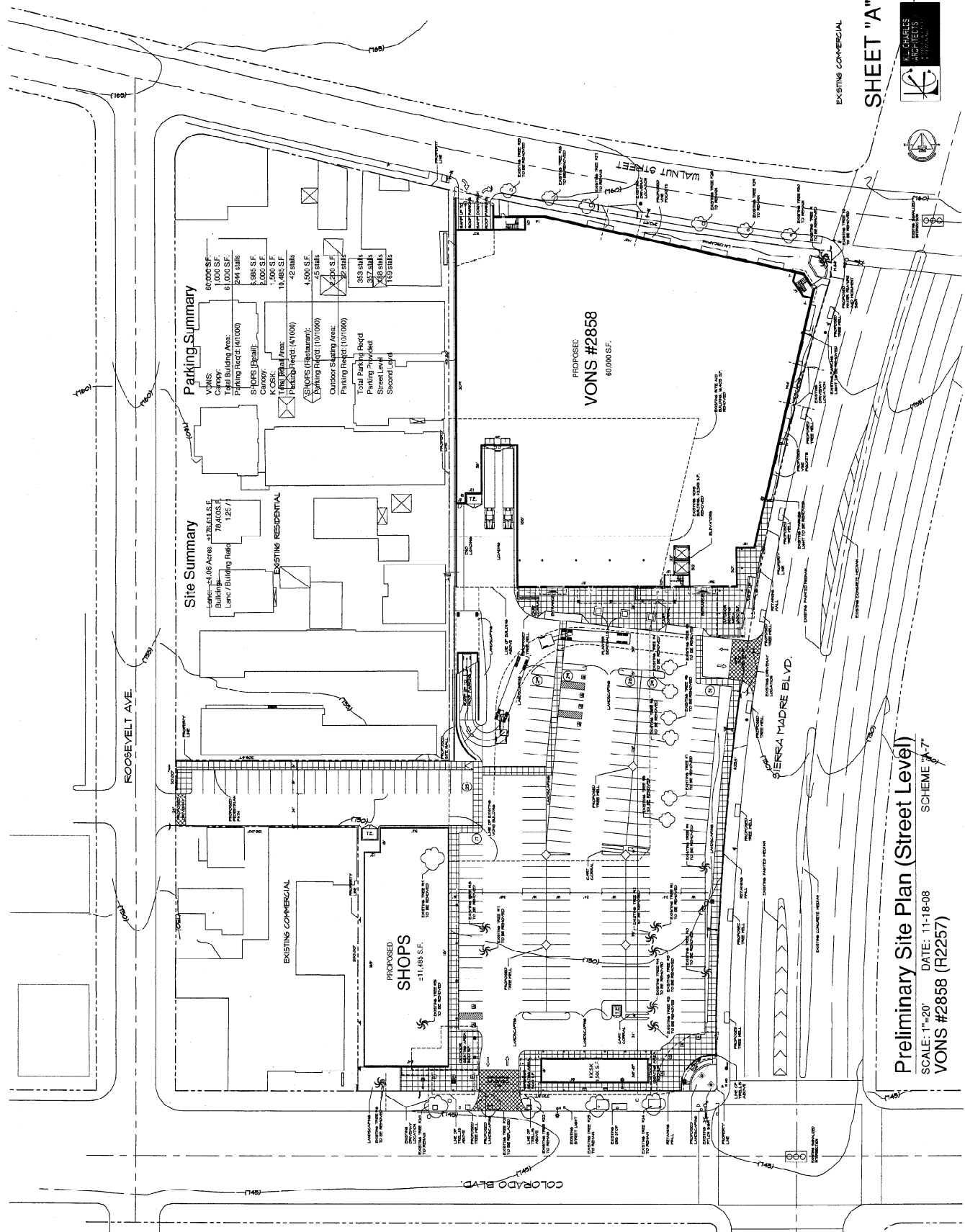
Kevin Johnson
Acting Senior Planner

Approved by:



Richard J. Bruckner
Director of Planning and Development

Attachment A: Proposed Site Plan, Floor Plans and Elevations



Parking Summary

VONS:	60,000 SF	42 stalls
Shops:	11,485 SF	42 stalls
Total Building Area:	71,485 SF	84 stalls
Parking Ratio: (1:1000)		
Shops (Retail):	6,000 SF	42 stalls
Shops (Restaurant):	5,485 SF	42 stalls
Total:	11,485 SF	84 stalls
TRU (Retail Area):	4,500 SF	42 stalls
TRU (Restaurant):	6,985 SF	42 stalls
Total TRU Area:	11,485 SF	84 stalls
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Site Summary

Site Area: 1.06 Acres

Building Area: 71,485 SF

Lot Area: 122,717 SF

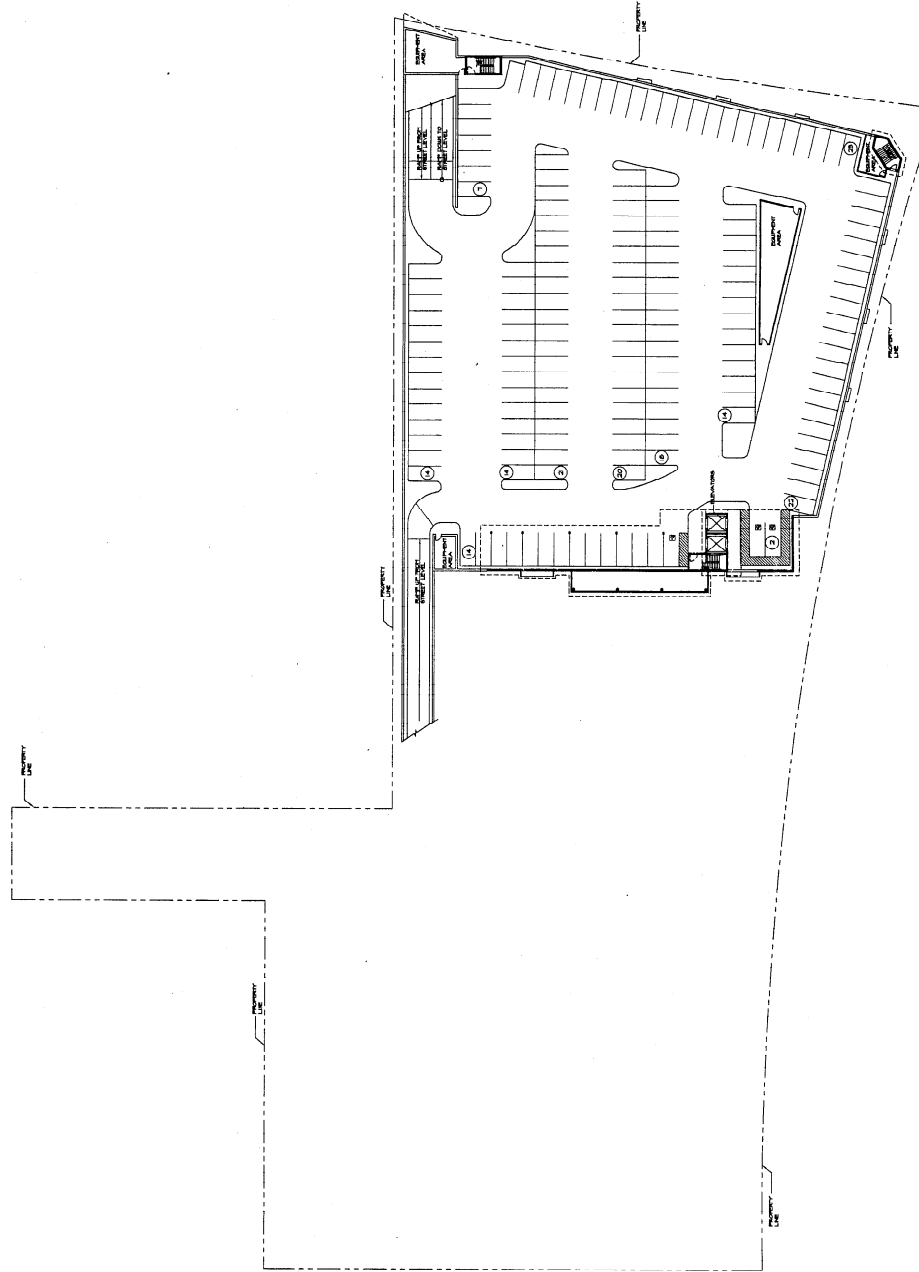
Site Coverage: 58%

Existing Residential

PROPOSED
VONS #2858
60,000 SF.

PROPOSED
SHOPS
11,485 S.F.

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SHEET "B"



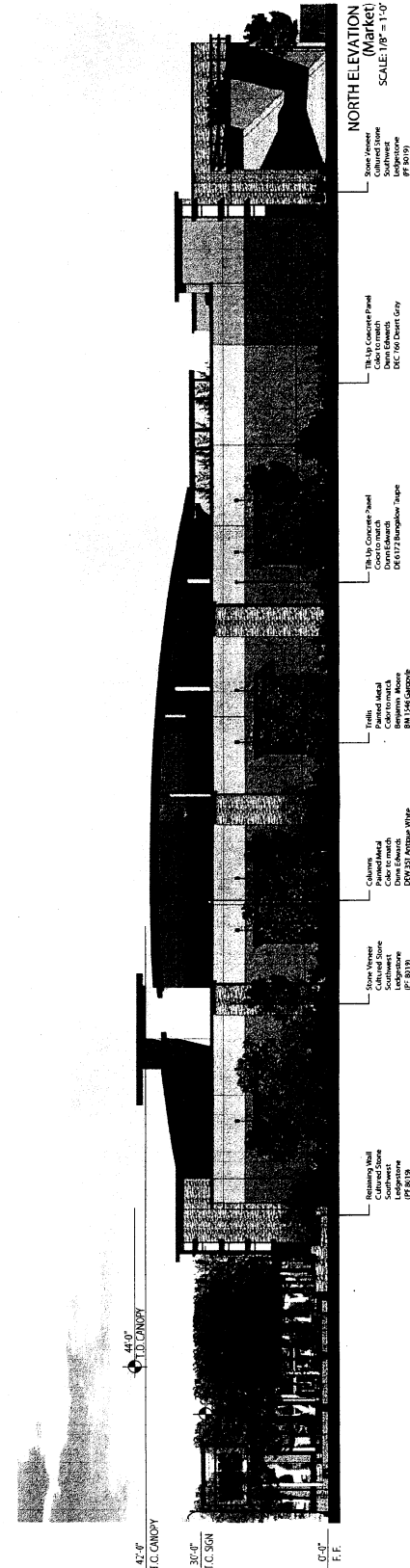
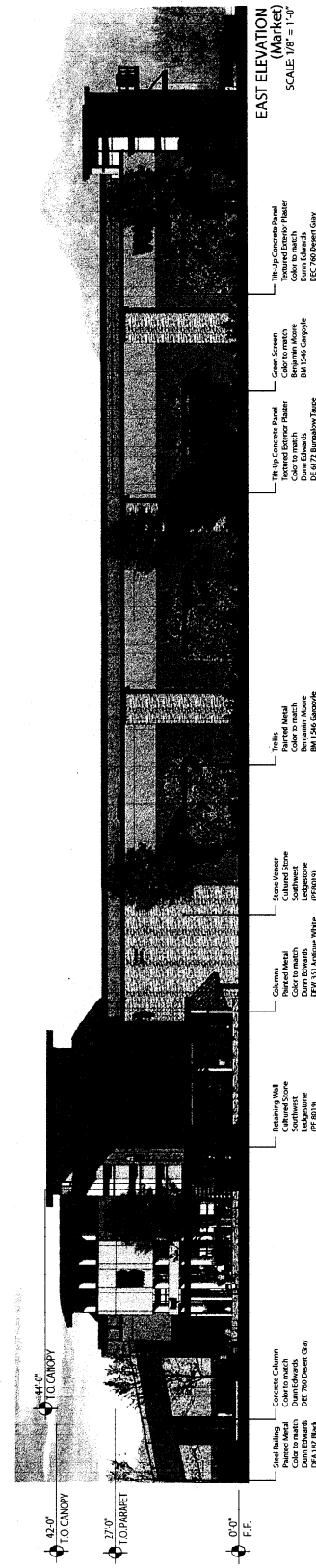
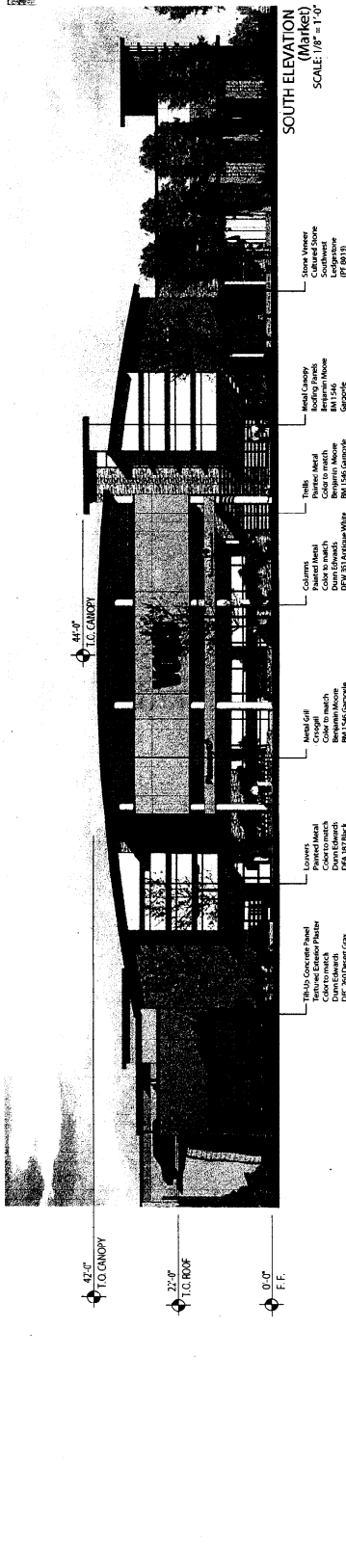
Preliminary Site Plan (Roof Parking Level)

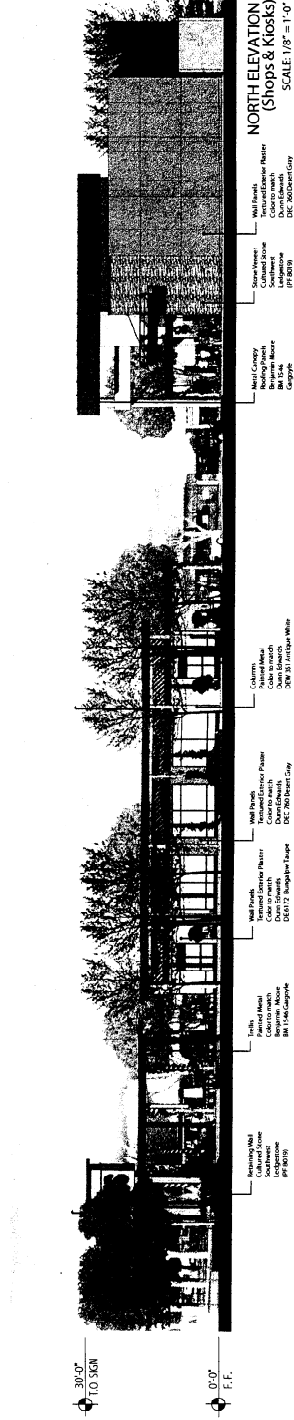
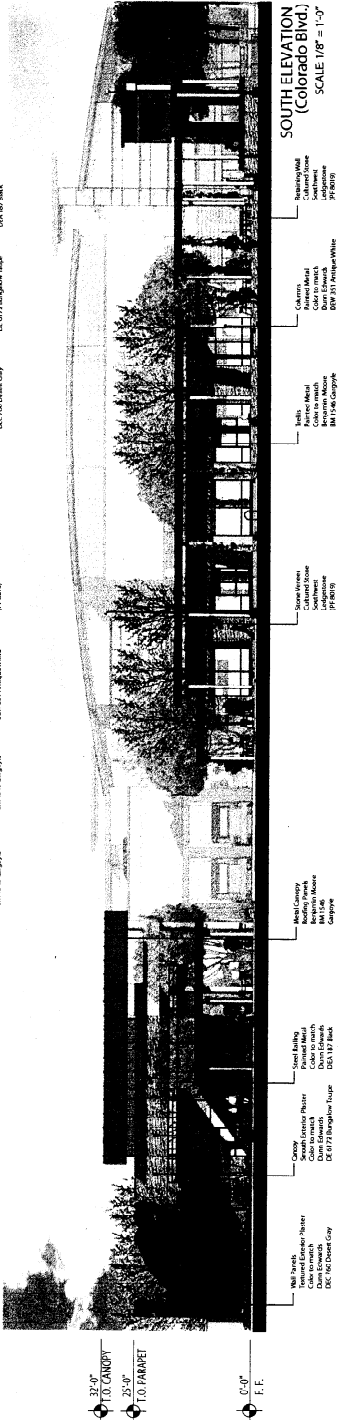
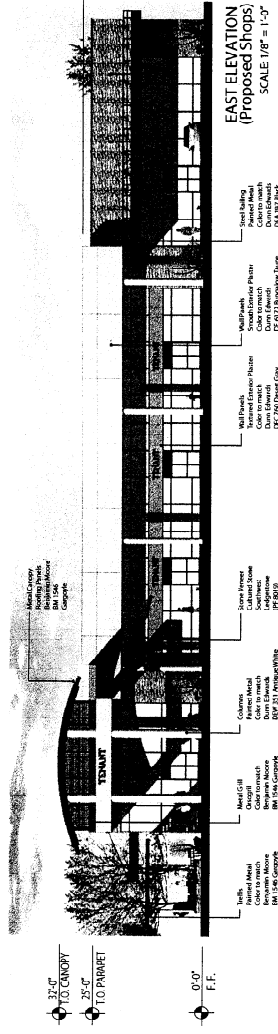
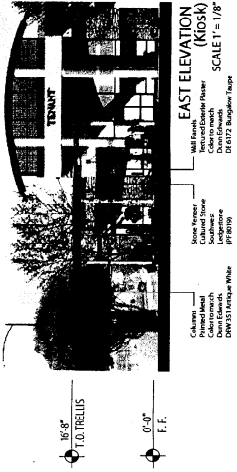
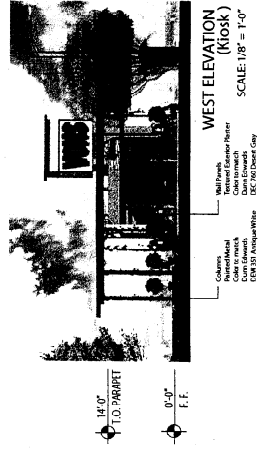
SCALE: 1"=20'

DATE: 11-18-08

VONS #2858 (R2257)

SCHEME "A-7"

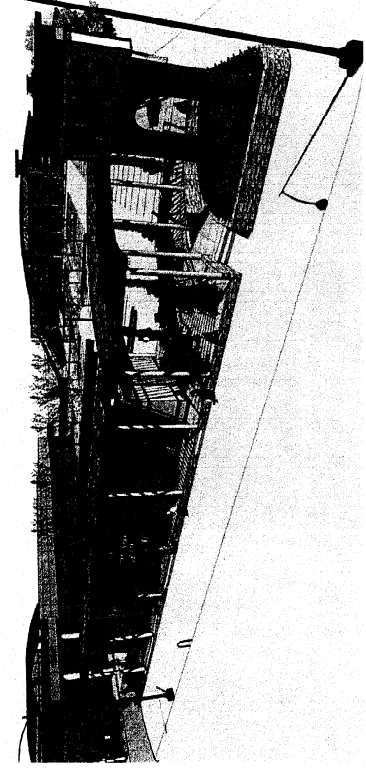




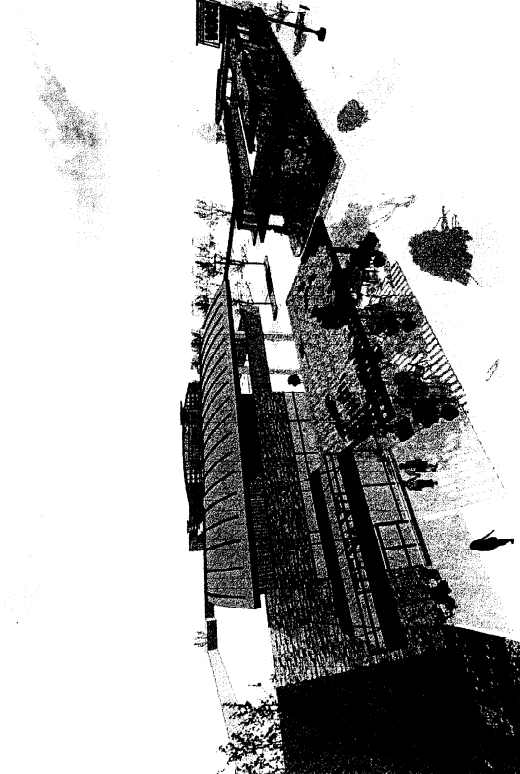
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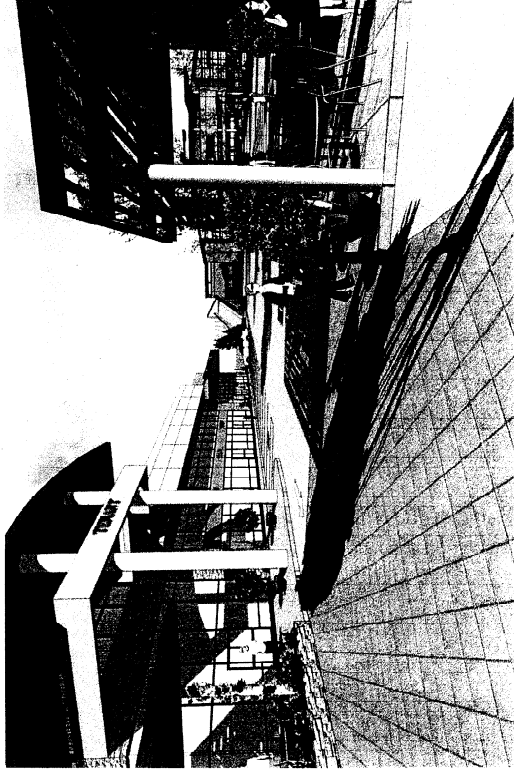
VIEW FROM SOUTH EAST



SOUTH EAST VIEW FROM COLORADO BLVD.



SOUTH WEST VIEW FROM COLORADO BLVD.



VIEW FROM SOUTH WEST

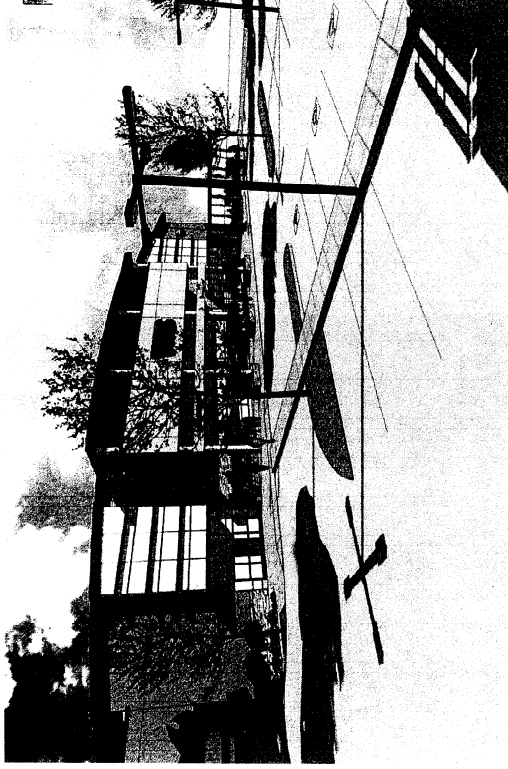
VONS
A FRESH MARKET COMPANY

FACILITY #2257
N.W.C. COLORADO BLVD. AND SIERRA MADRE BLVD, PASADENA, CA

PRELIMINARY EXTERIOR DESIGN
11.18.08



FILE COPY



VIEW FROM SOUTH WEST



OUTDOOR SEATING AREA



VIEW FROM NORTH WEST



VIEW FROM EAST

VONS
A FRESH MARKET COMPANY

FACILITY #2257
N.W.C. COLORADO BLVD. AND SIERRA MADRE BLVD., PASADENA, CA

PRELIMINARY EXTERIOR DESIGN
11.18.08



K.L. CHARLES
ARCHITECTS
ARCHITECTS

