

**ATTACHMENT B:  
ELEMENTS OF DESIGN GUIDELINES PREPARATION PROCESS**

<b>Original Scope of Work</b>	<b>Status (as of October 19, 2009)</b>
1. Consultant will <b>review existing design guidelines</b> and identify portions that could be applied to neighborhood-commercial and multi-family residential areas;	Completed on September 2, 2008
2. Consultant will conduct an illustrated <b>evaluation of five previously approved and/or recently constructed projects</b> —to be selected in consultation with City staff—in neighborhood-commercial zones, ten multi-unit residential projects, and five projects in specific plan areas outside the Central District (20 projects in total);	Completed on August 26, 2008
3. Conduct <b>interviews with stakeholders</b> in the design review process including neighborhood association presidents in affected areas, architects, preservationists, developers and realtors.	Completed on September 3, 2008
4. <b>Public meetings</b> with the Design Commission to present and to receive comments from the public, from developers, from local architects, and the Design Commission on the findings;	Design Commission held these meetings on September 8 and 22, 2008
5. Consultant will prepare a <b>summary of findings and preliminary recommendations</b> for new neighborhood commercial and multi-family guidelines and new or amended specific plan guidelines based on an evaluation of existing guidelines and the 20 projects described above;	Completed on September 2, 2008 and presented to the Design Commission on September 8 and 22, 2008 – recommendations combined with report on review of existing guidelines
6. Consultant will prepare a <b>preliminary draft of the illustrated guidelines</b> (multi-unit residential and neighborhood commercial) for review;	Completed for meeting of the Design Commission on April 3, 2009
7. Consultant will present <b>working drafts of the guidelines at a public meeting</b> with the Design Commission to receive comments from the Commission and the public (including developers and local architects);	Completed at Design Commission meeting on April 13, 2009

<b>Original Scope of Work</b>	<b>Status (as of October 19, 2009)</b>
8. <b>Final revisions of the guidelines</b> for presentation to the Design Commission and to the City Council;	Design Commission reviewed final drafts on August 24, 2009 and September 14, 2009.
9. Submittal of adopted guidelines suitable for publication and for <b>posting on the City's website</b> (both printed copy and a digital version).	To be submitted upon City Council approval
10. <b>Evaluation of existing design guidelines for areas with specific plans</b> (excluding the Central District) to determine the extent to which these guidelines should be amended, updated, streamlined, or supplemented with newly developed guidelines for neighborhood commercial districts. This will include an analysis of each of the Specific Plan areas, and the North Lake Specific Plan area in particular, to determine whether the new guidelines address specific needs and circumstances in these areas.	<p>Staff and the Design Commission recommend that the guidelines be adopted as a supplement to existing design guidelines in specific plan areas outside of the Central District.</p> <p>The enhancement of the existing Preliminary Consultation phase of design review, including full contextual analysis at the early stages of design development, will apply to all projects subject to design review, including projects in Specific Plan areas.</p>

## **ATTACHMENT C: RECOMMENDED PRELIMINARY CONSULTATION PROCESS**

As stated in §17.61.030.D of the zoning code, the Preliminary Consultation phase is “an informal discussion between the Director and the applicant to explain to the applicant the applicable design guidelines, findings, and procedures that will apply to the project, and to discuss compliance of the project with the design guidelines.” Currently, this takes place when a project is presented to staff at the public counter, in meetings requested by a project applicant or through the Predevelopment Plan Review process.

Appendix A3 to the design guidelines document has recommendations from the consultants to enhance the existing Preliminary Consultation phase of design review. These recommendations include using a “design narrative.” This narrative, and the accompanying photography and sketches, will explain the context of the proposed project and how the project responds to the context. In addition, it will answer questions about the design concept, the permanence of the new building and its response to Pasadena’s legacy and climate, and other items enumerated in the document. The intent of these recommendations is to make better use of these early discussions before submittals of formal applications.

Staff recommends that Appendix A3 be adopted as administrative guidelines to enhance the Preliminary Consultation process, including the establishment of following thresholds and terms for the Preliminary Consultation process:

- The submittal requirements listed in appendix A3 should be required for all projects that require design review, with the exception of signs and minor/storefront alterations. The design narrative that is suggested could also be a diagrammatic presentation that responds to each of the items listed in the appendix, with limited text.
- At this stage, staff would review the preliminary sketches and design narrative submitted by the applicant and recommend any necessary revisions based on the applicable design guidelines. The applicant may choose to revise the preliminary sketches or design narrative based on staff’s comments, or proceed without making any revisions. After the applicant notifies staff of its decision to revise or not, staff would present to the Design Commission for its input those projects that meet the thresholds for Design Commission-level design review. At this time, the Commission could provide advisory comments on the preliminary sketches and design narrative.

This procedure is similar to that of the Predevelopment Plan Review (PPR) process, in which staff provides comments to applicants and presents projects that meet the threshold for “community-wide significance” to the City Council.

- The design narrative/diagrammatic presentation that is developed and refined in this phase should be included in the formal application for design review and should be considered by the reviewing authority in its action on the project.