



# Colorado at Lake

Entitlement Hearing

October 20, 2010



**RTKL**

# THE DEVELOPMENT TEAM

Park Place Commercial, LP and the development team have broad-based experience in:

- Construction
- Real Estate Investment
- Property Management
- Development



# THE PROJECT TEAM

## **Park Place Commercial, LP**

**Pacific Design Group  
RTKL Associates, Inc.  
Psomas  
Cy Carlberg - Arborist  
Richard McDonald,  
Esq.**

## **City of Pasadena**

**John Steinmeyer &  
Team  
Environmental Planning  
Associates (Jim Brock)  
Historical Resources  
Group (Peyton Hall)  
Raju Associates, Inc.**

# THE PROJECT

## Colorado at Lake

is a mixed-use project at the intersection of Colorado and Lake, in the heart of Pasadena's Financial District.

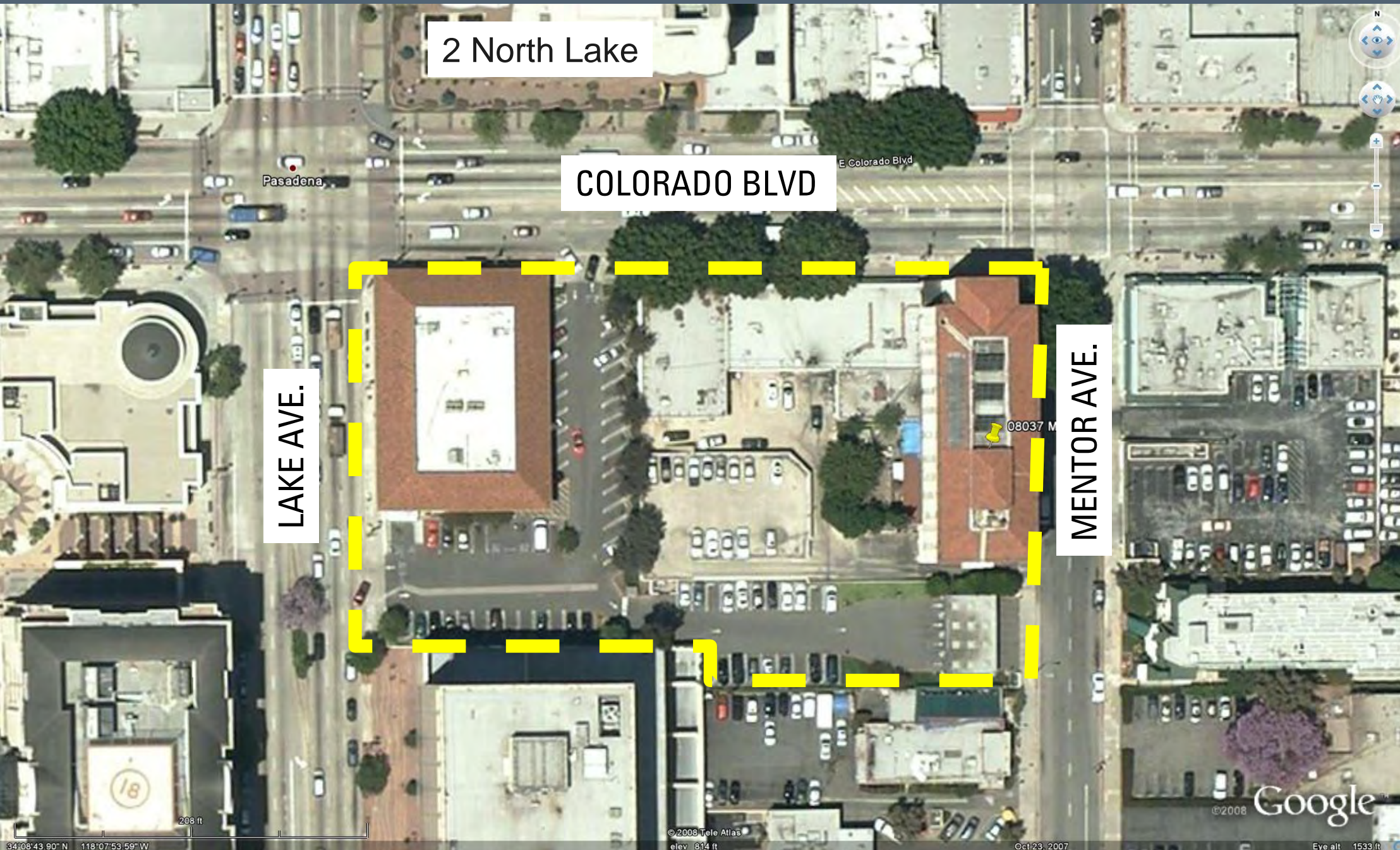
Our vision is to create a vibrant, sustainable, pedestrian friendly project which includes rehabilitation of the Historic Constance Hotel & storefronts facing Colorado Blvd.

# PRESENT SITE / HISTORY



HOTEL CONSTANCE — PASADENA, CALIFORNIA

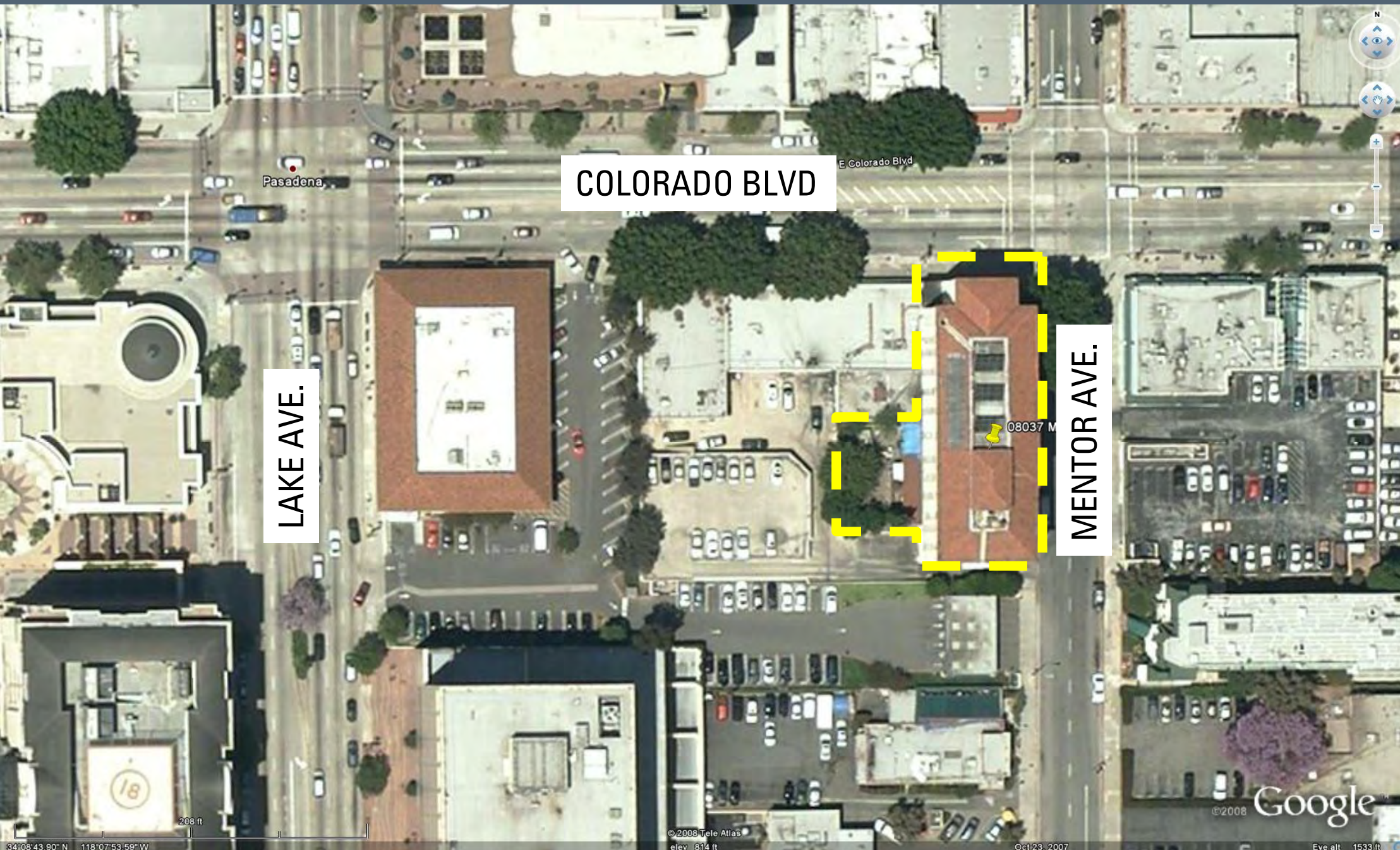
# EXISTING SITE



## FACTORS

- **Vehicular Ingress and Egress at three locations**
- **Broken street edge on Colorado Blvd**
- **Currently under-parked for existing uses**
- **Historic Landmark Hotel**

# HISTORIC CONSTANCE HOTEL



## HOTEL

- **Constructed in 1926 as part of an unrealized phased development**
- **Secretary of the Interior Standards**
- **Renovation will return 136 hotel rooms to existing building**
- **Courtyard Patio**

# HISTORY

## The Constance was constructed in 1926 in Pasadena's Golden Age of Tourism





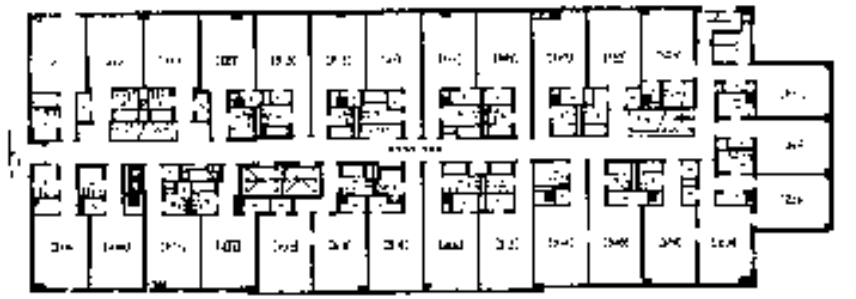
# HISTORY



FIRST FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN

Copyright 1934 by the Hotel Gonzales, San Antonio, Texas. All rights reserved.



Hotel Gonzales courtyard

# A COLLABORATIVE PROCESS



- Project incorporates City of Pasadena input received throughout the past 2+ years
- Community Outreach
  - Pasadena Heritage
  - Playhouse District Association
  - South Lake Avenue Business District
  - Chamber of Commerce
  - Pasadena Convention Center
  - District 7 residents and representatives
  - Other City and neighborhood representatives

# RESULTS of COLLABORATIVE PROCESS

## Alternative 3 - Hospitality



# RESULTS of COLLABORATIVE PROCESS

## Alternative 3 - Hospitality

### *Reduced Project Size*

231,711 GSF for Alternative 3 – Hospitality

VS

252,315 GSF in Initial Project

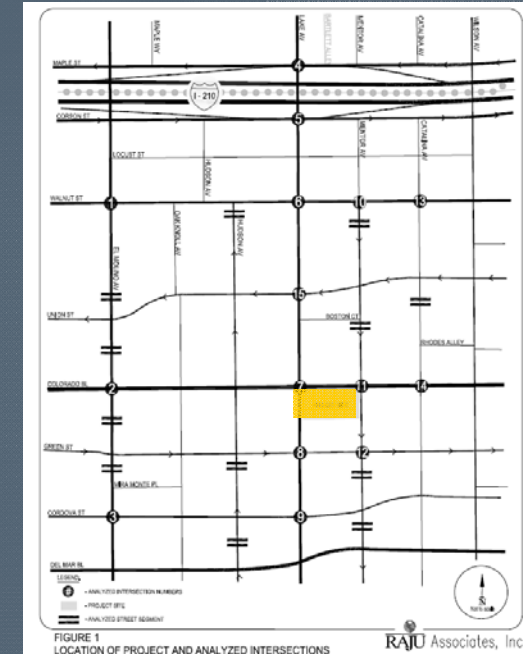
80,938 of the existing GSF to be rehabilitated  
(72,289 GSF of Constance Hotel & 8649 of ex. retail / restaurant)

# RESULTS of COLLABORATIVE PROCESS

## Alternative 3 - Hospitality

### *Reduction in Traffic Impacts on Local Streets*

- Elimination of all intersection impacts
- Significant reduction in street segment impacts (only three minor unavoidable street segment impacts remain)
  - Substantially more on-site parking provided
- Leveraging existing parking w/ 2 North Lake property



# RESULTS of COLLABORATIVE PROCESS

Alternative 3 - Hospitality

## *Rehabilitation of Historic Storefront Facing Colorado Blvd.*

- Retain and rehabilitate original 1926 storefronts



# RESULTS of COLLABORATIVE PROCESS

## *Rehabilitation of Historic Courtyard Patio*

- Rework Phase 1 service elements such as the loading spaces to accommodate the north /south dimensions of the existing courtyard



# BENEFITS

## Renovation of an Historic Building

- Luxury boutique hotel
- Supports Pasadena as a destination
- Adds hotel rooms to support the new Convention Center

## Local Economic and Job Growth

- Attracts new businesses, jobs, and visitors to Pasadena
- Generates Public and Private Revenue (City, School District, Private Employment, etc.)
- Encourages development east of Lake Ave

## Pedestrian Friendly

- Provides a variety of building heights
- Provides street edges that can be penetrated (including a new paseo)
- Improves Streetscape

## Sustainability

- Complies with the City's Green Building Ordinance
- Provides a LEED project (Silver anticipated) for each phase



# BENEFITS

## Local Economic and Job Growth



- The construction of the Project is expected to create approx. 630 construction jobs
- Approx. 750 new jobs created when the Project is completed and in full operation with a payroll of nearly \$32 million
- Indirect and induced employment impacts of the Project in Los Angeles County outside of the Project are estimated at over 520 additional jobs and a payroll of nearly \$24 million

# BENEFITS

## Location Specific



- The Project will increase available convention rooms in Pasadena & offers corporations and individuals a boutique hotel option at the 3 to 3.5 star level
- Will create an attractive 'anchor' and catalyst for other business growth in the area

# BENEFITS

## Hotel

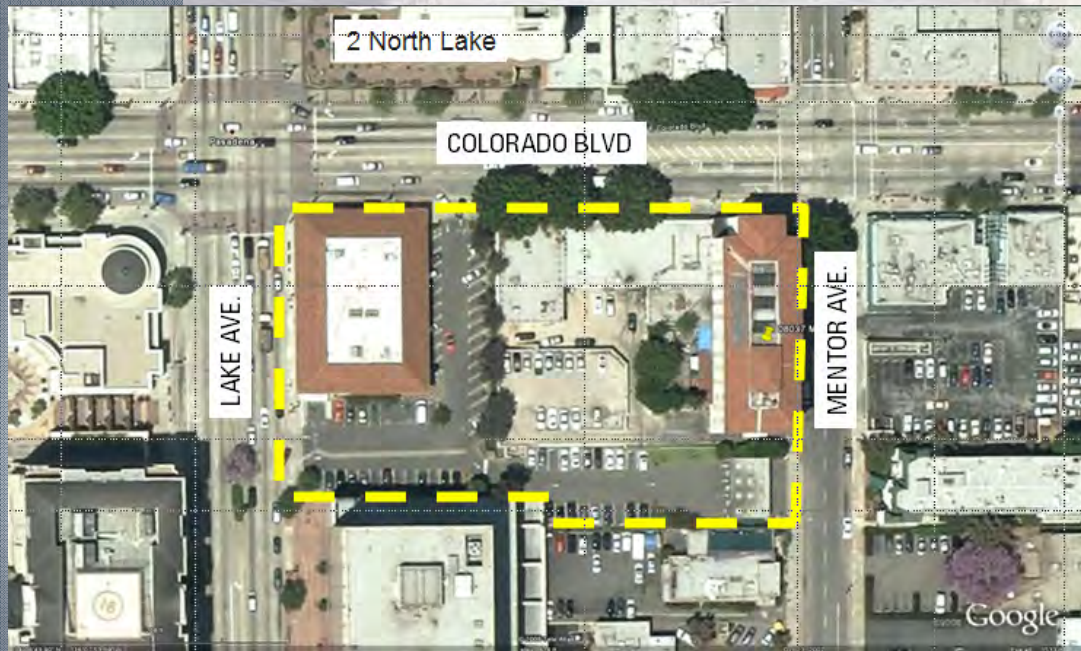


- The Project will renovate and revitalize an historic property incorporating significant historic design elements
- Pasadena is currently lacking a signature boutique hotel
- Estimated time to market is less than for a new hotel building

# Alternative 3 - Hospitality



# OBJECTIVES



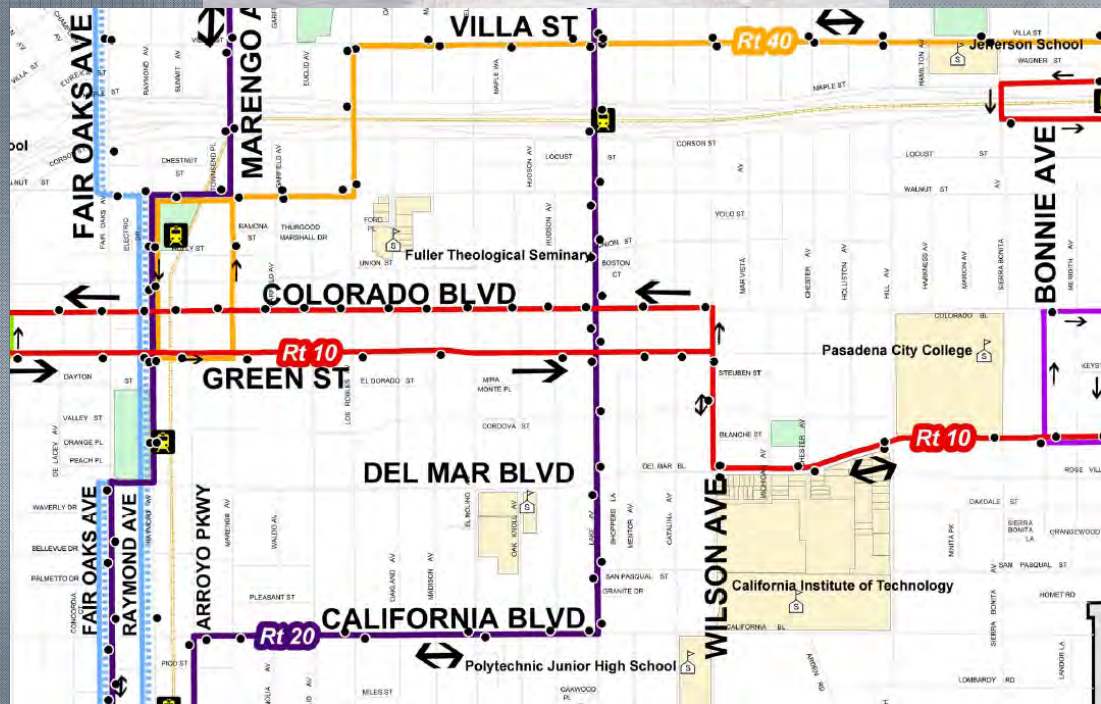
- Renovate and preserve the ex. historic landmark to Secretary of the Interior standards by returning the Constance Hotel to its original use
- Develop an underutilized site that will attract and retain business while promoting local job growth east of Lake Avenue
- Provide a compatible mixture of commercial and service uses at the site
- Support the existing major office corridor on S. Lake Avenue and reinforce the importance of N. Lake Avenue and Colorado Blvd. as a key employment node by providing a commercial development housing a Class A office building

# OBJECTIVES



- Improve the streetscape and create active sidewalks along Lake Avenue, Colorado Blvd, and Mentor Ave by providing pedestrian-oriented ground floor uses, linkages to newly created paseo and street-wall connectivity w/ pedestrian friendly character
- Provide a hotel land use on the site that will bring visitors to the area to support nearby amenities such as the neighborhood playhouse, art and entertainment and commercial district

# OBJECTIVES



- Create mobility options for residents, employees and visitors (bikes, transit, walking) by developing a Class A office building in a Transit Oriented District (TOD)
- Provide the minimal amount of required parking stalls utilizing ULI 'Shared Parking' strategy for mixed-use developments
- Optimize use of the existing transit infrastructure by encouraging the 'park once' strategy

# OBJECTIVES

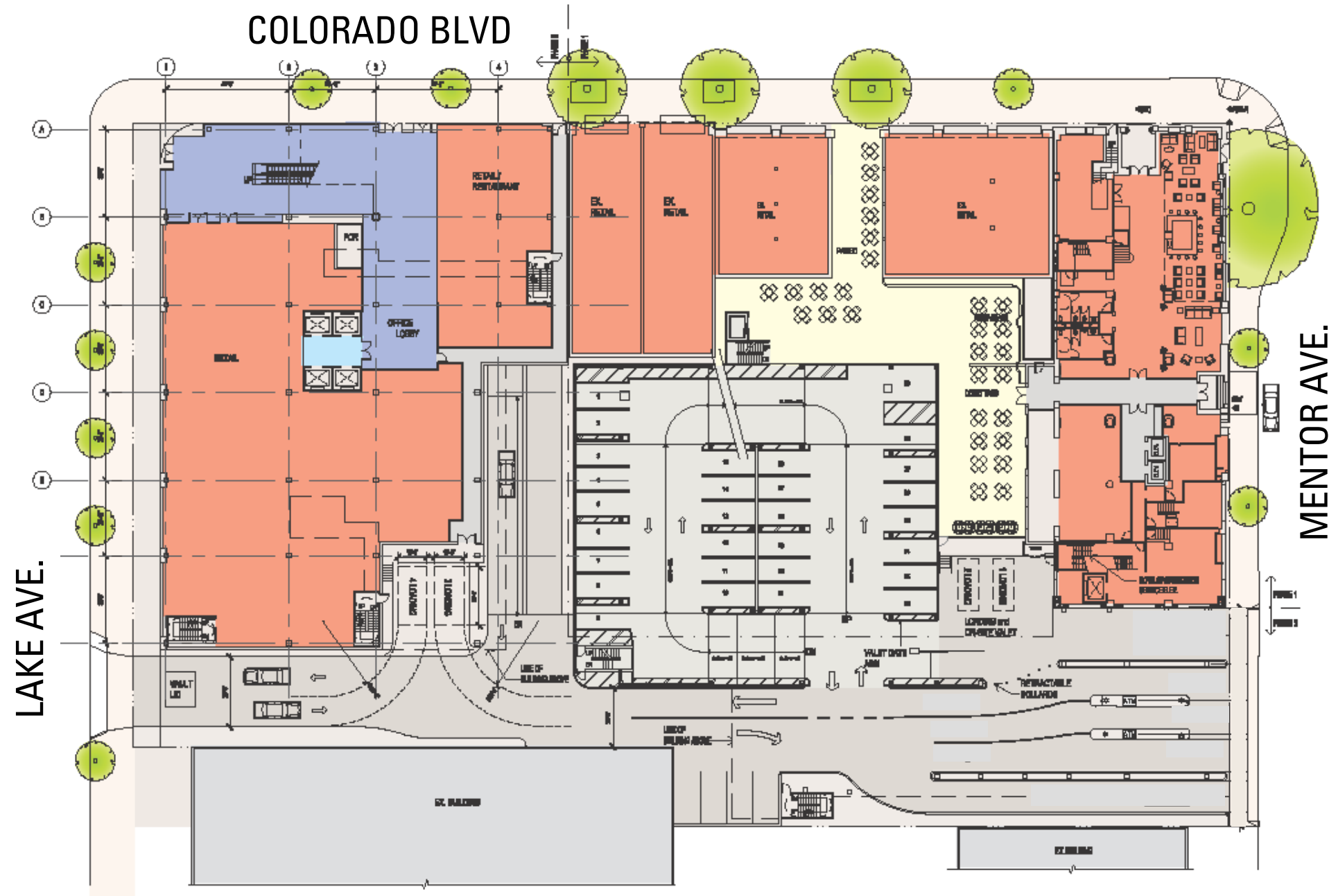
- Promote building forms that respect the local context and interface with adjacent properties
- Create informal gathering spaces that can be utilized year-round by providing the community with additional ground floor open space
- Develop a LEED project (Silver anticipated) in support of the City's Green City plan





# GROUND LEVEL FLOOR PLAN

@ Build-Out

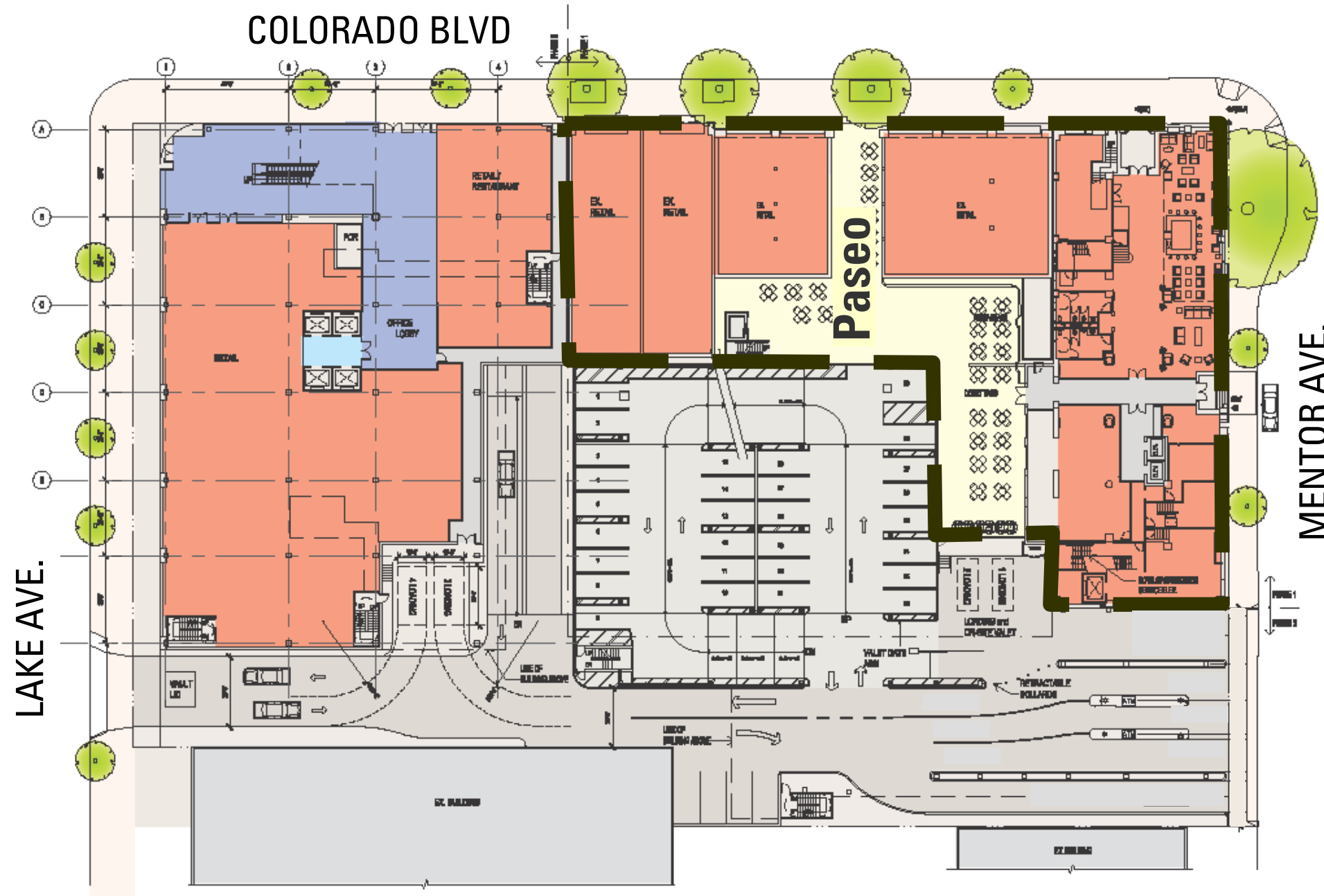


## FEATURES

- Pedestrian friendly streetscape & uses
- Vehicular access limited to Lake Ave. & Mentor Ave.
- Identifiable building form @ Lake and Colorado

# GROUND LEVEL FLOOR PLAN

@ Build-Out

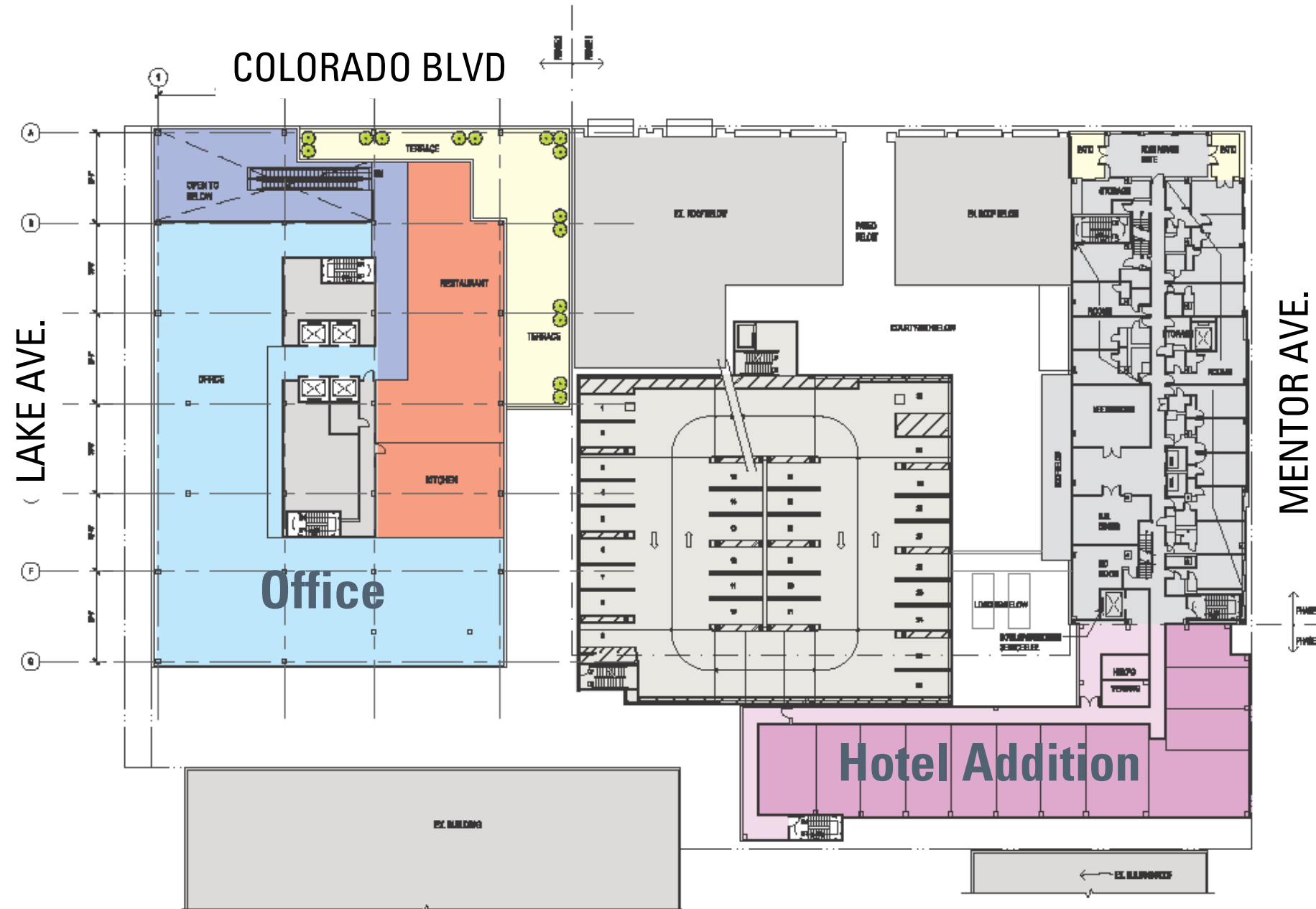


## FEATURES

- Large portion of existing GSF renovated / rehabilitated
- Access to hotel courtyard via new paseo
- Outdoor dining opportunities

# LEVEL 2 FLOOR PLAN

@ Build-Out

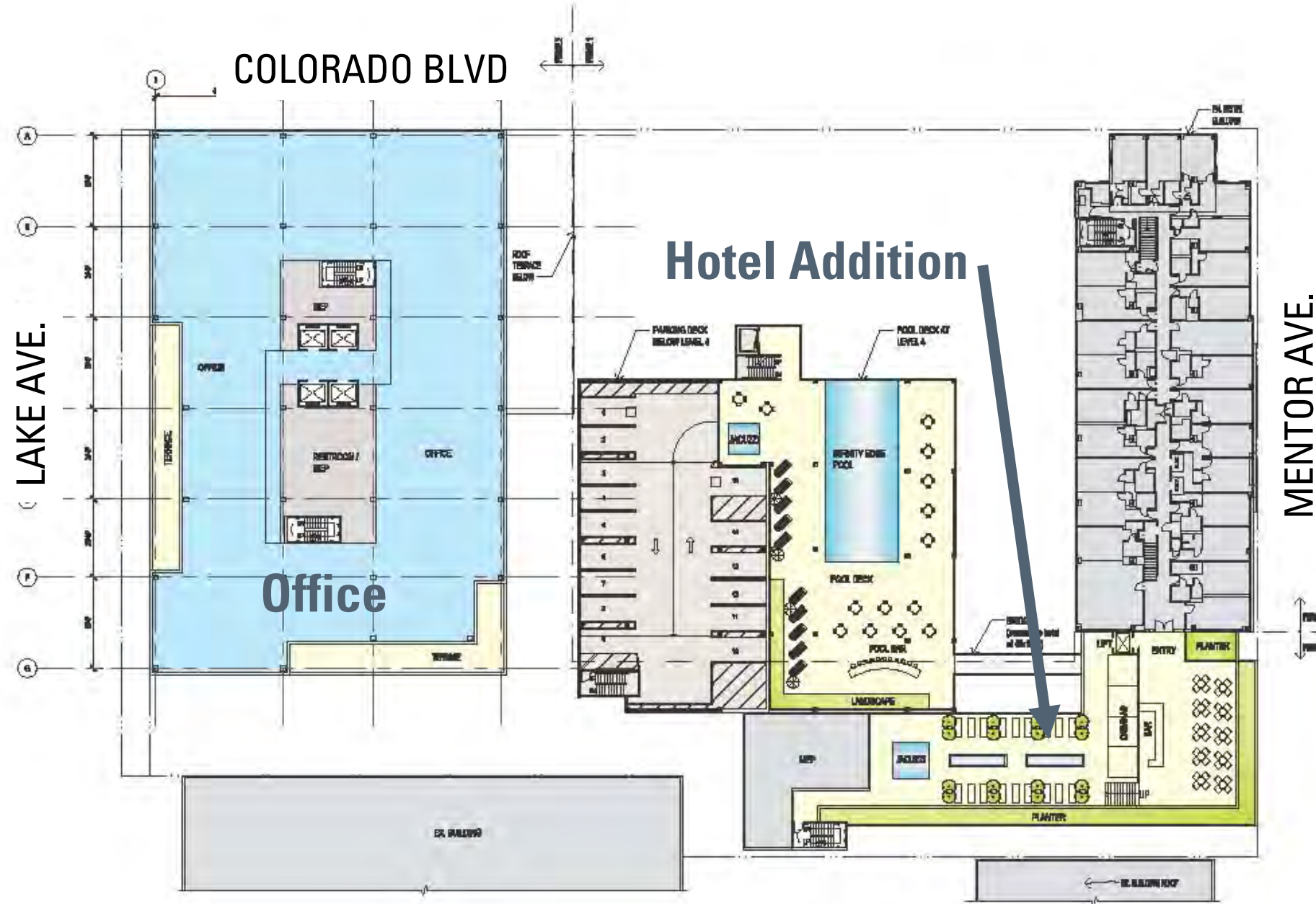


## FEATURES

- Class 'A' office space
- Outdoor dining at office building terrace facing Colorado Blvd.
- Hotel addition placed at south end of ex. Constance Hotel
- Simple rectangular

# LEVEL 5 FLOOR PLAN

@ Build-Out

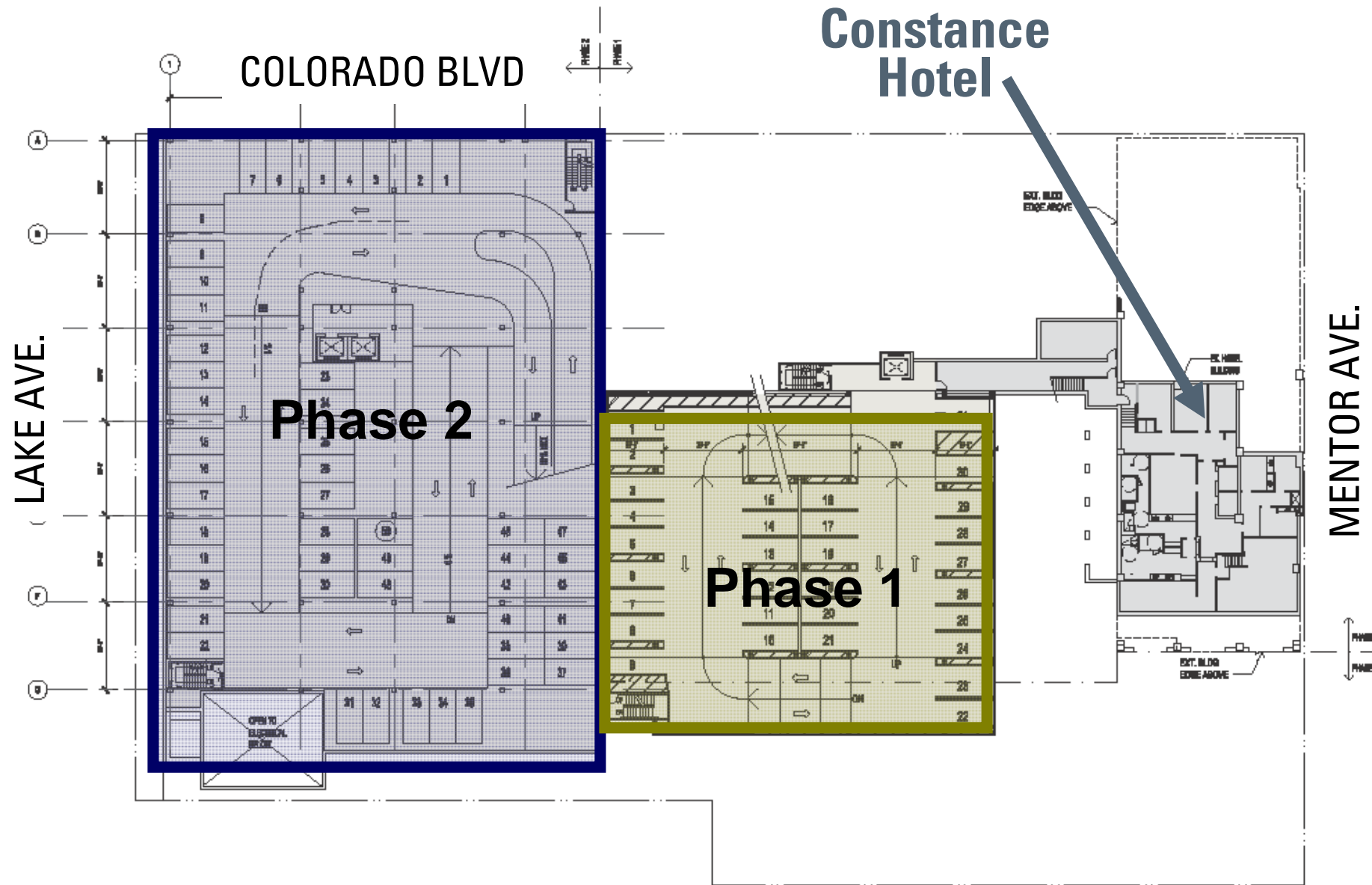


## FEATURES

- Class 'A' Office Space
- Hotel addition w/ amenities
- 160 ft separation between new office building and ex. Constance Hotel

# LEVEL B1 FLOOR PLAN

@ Build-Out

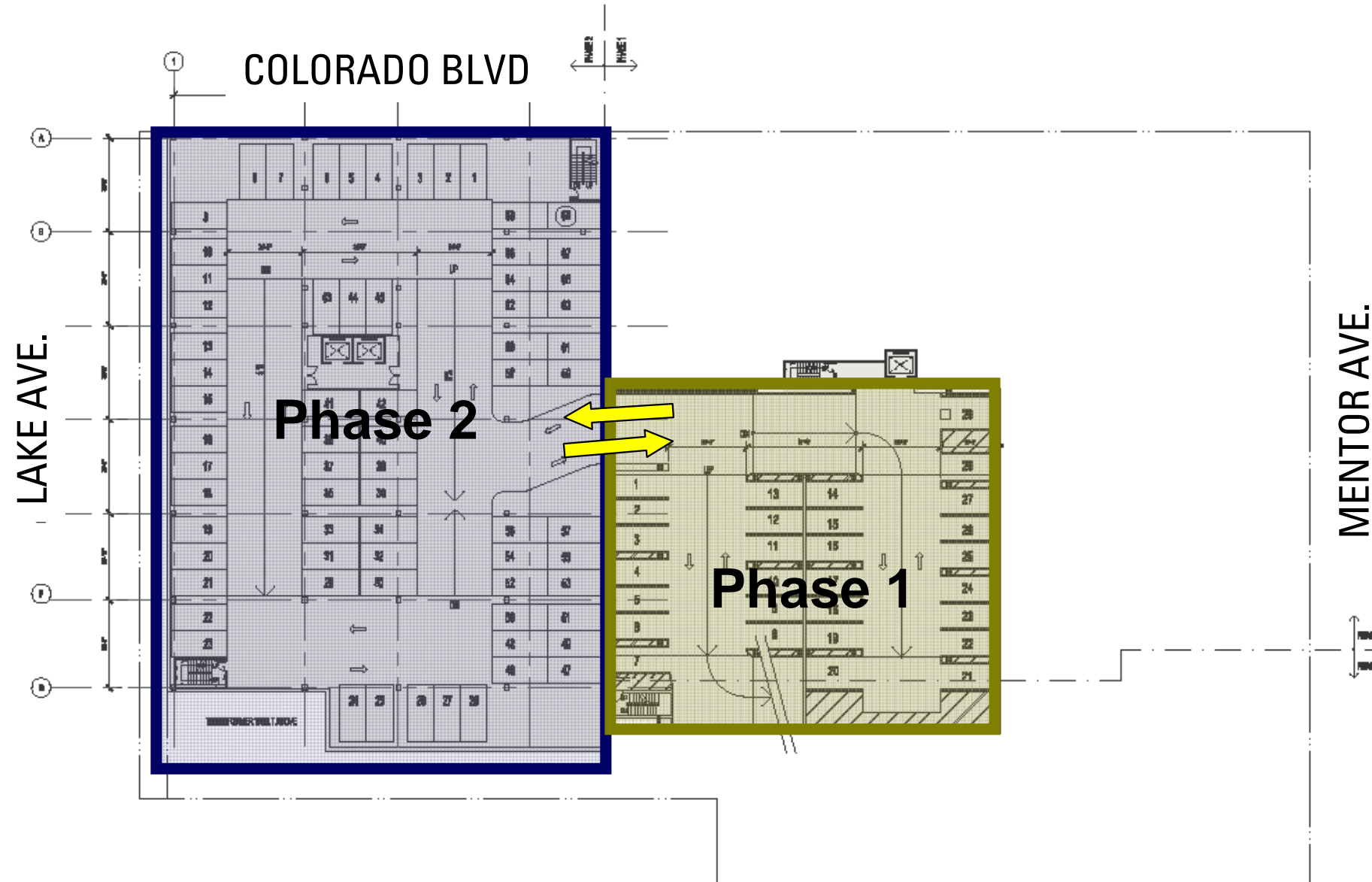


## FEATURES

- Phase 1 parking structure provides on-site parking for ex. hotel / restaurant and retail uses
- Phase 2 parking structure under office building provides on-site parking for office / restaurant / retail uses
- Additional parking provided conveniently @ 2 North Lake property

# LEVEL B3 FLOOR PLAN

@ Build-Out



## FEATURES

- Connectivity between Phase 1 & Phase 2 parking structures facilitates on-site parking options

# LOOKING NORTH on MENTOR



Photo Simulation

# LOOKING WEST on COLORADO BLVD



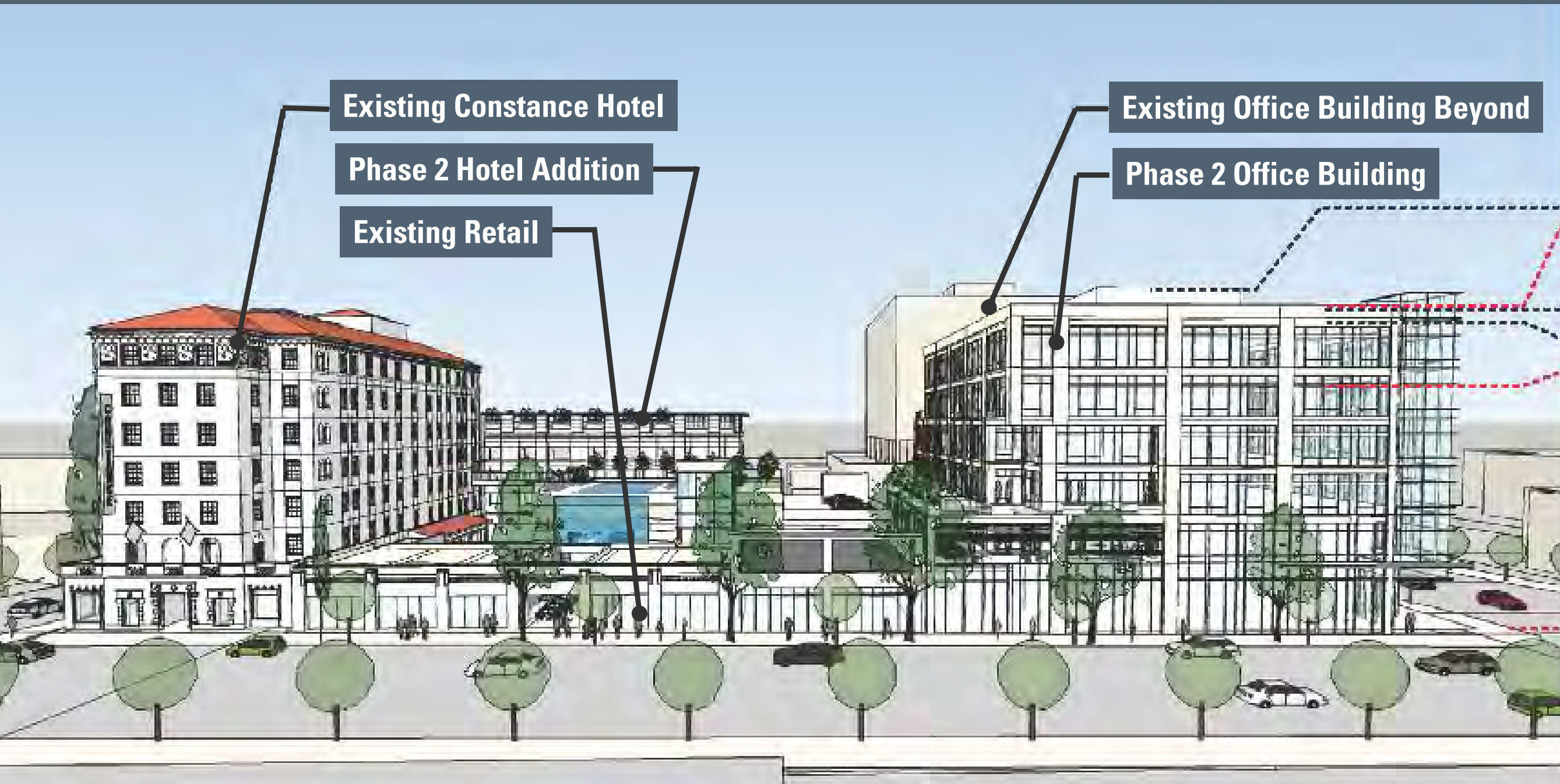
Photo Simulation





# COLORADO BLVD VIEW

@ Build-Out



T.O.H.P. - (105')	909'-6"
MAX. HEIGHT - AVERAGING (90')	898'-0"
T.O.P. - (90')	898'-0"
ROOF DECK - (86'-6")	894'-6"
MAX. HEIGHT - (75')	883'-0"
LOWEST POINT OF BLDG AT GRADE	808'

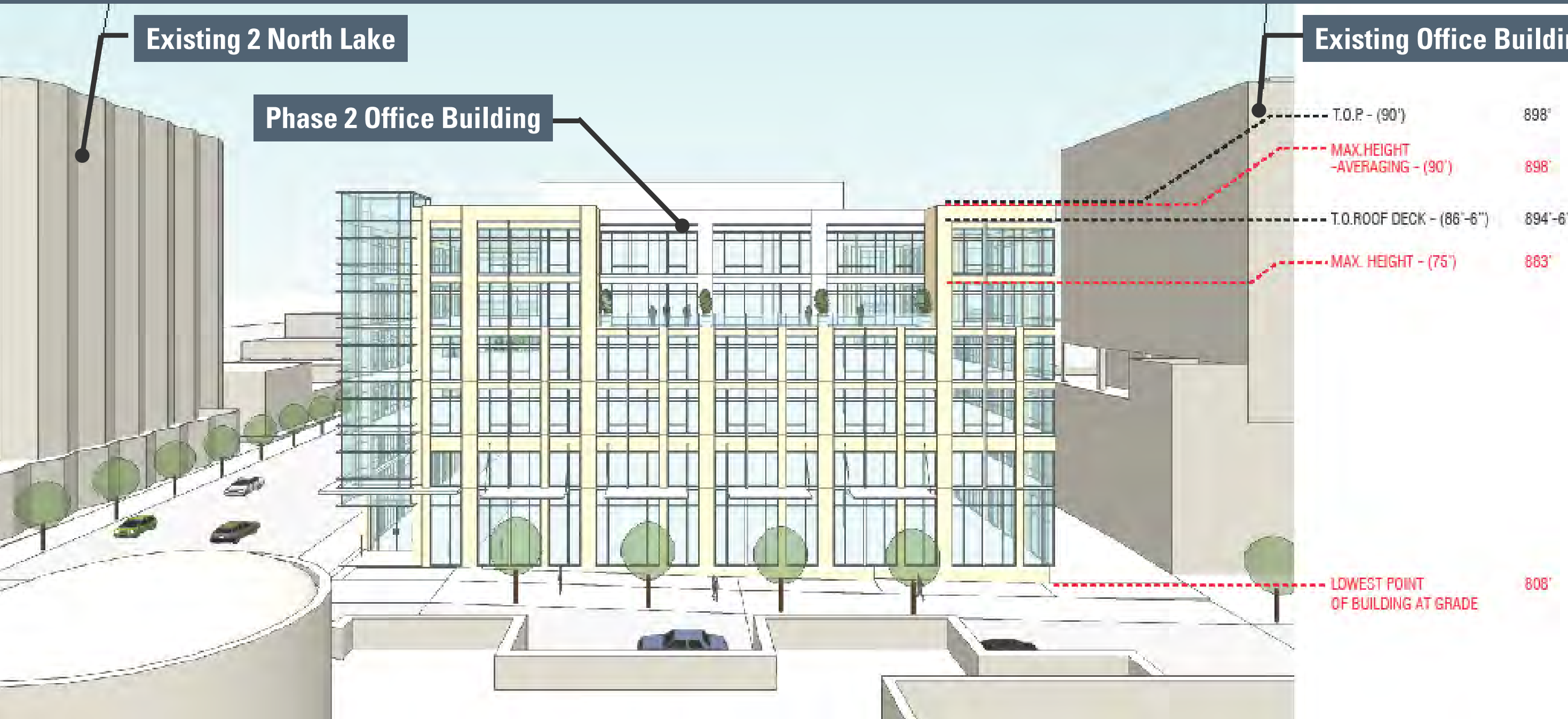
# LAKE AVENUE VIEW

@ Build-Out

Existing 2 North Lake

Phase 2 Office Building

Existing Office Building Beyond



# MENTOR AVENUE VIEW

@ Build-Out

Phase 2 Hotel Addition

Existing Constance Hotel

T.O. ROOF ELEMENT -  
873.4'(63.8')

LEVEL 5 -  
MATCH EXISTING HOTEL

LEVEL 4 -  
MATCH EXISTING HOTEL

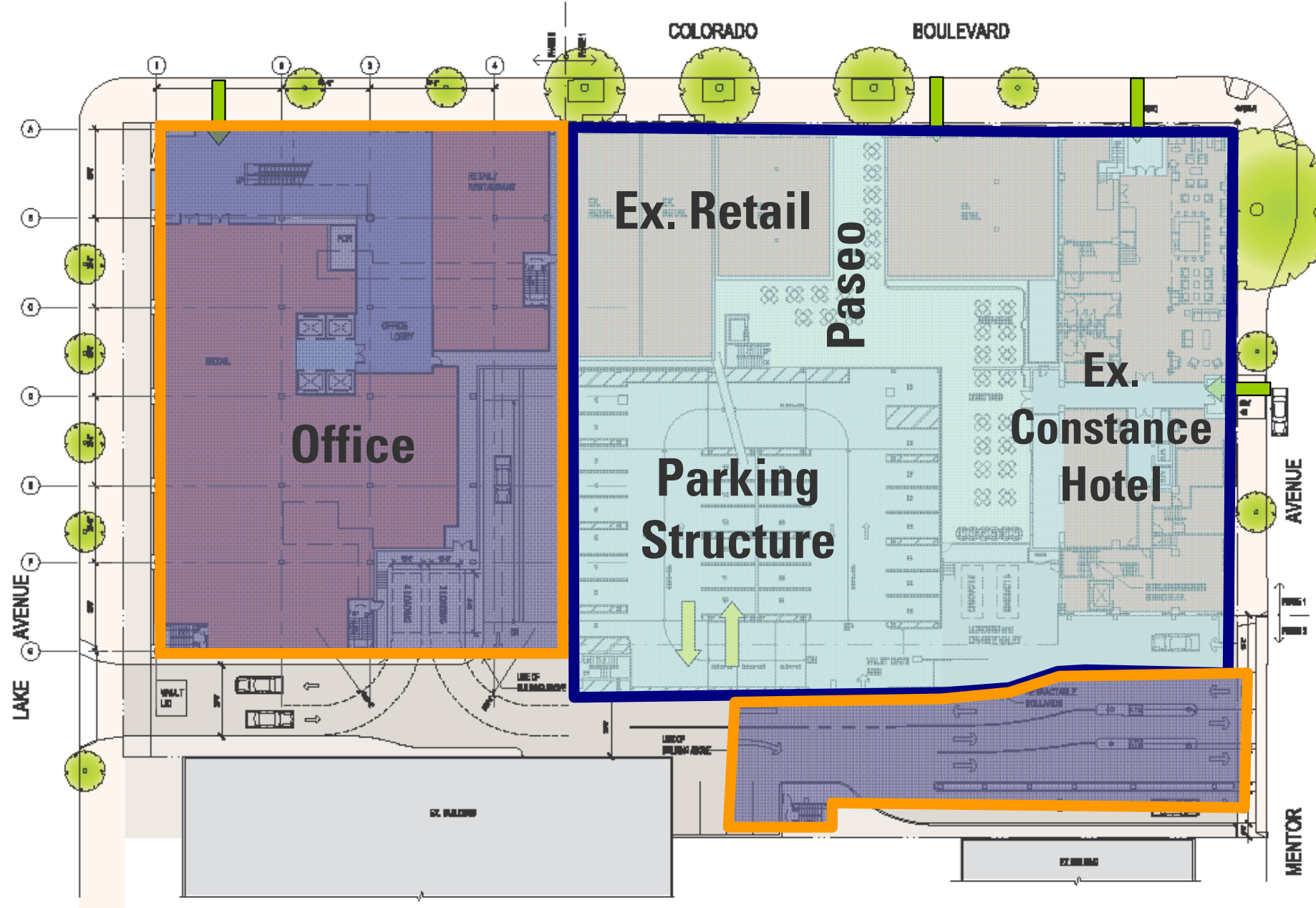
LEVEL 3 -  
MATCH EXISTING HOTEL

LEVEL 2 -  
MATCH EXISTING HOTEL

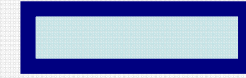
LOWEST GRADE  
809'



# PHASING - GROUND LEVEL FLOOR PLAN

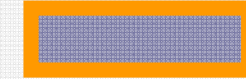


Phase 1



Completion in 2012

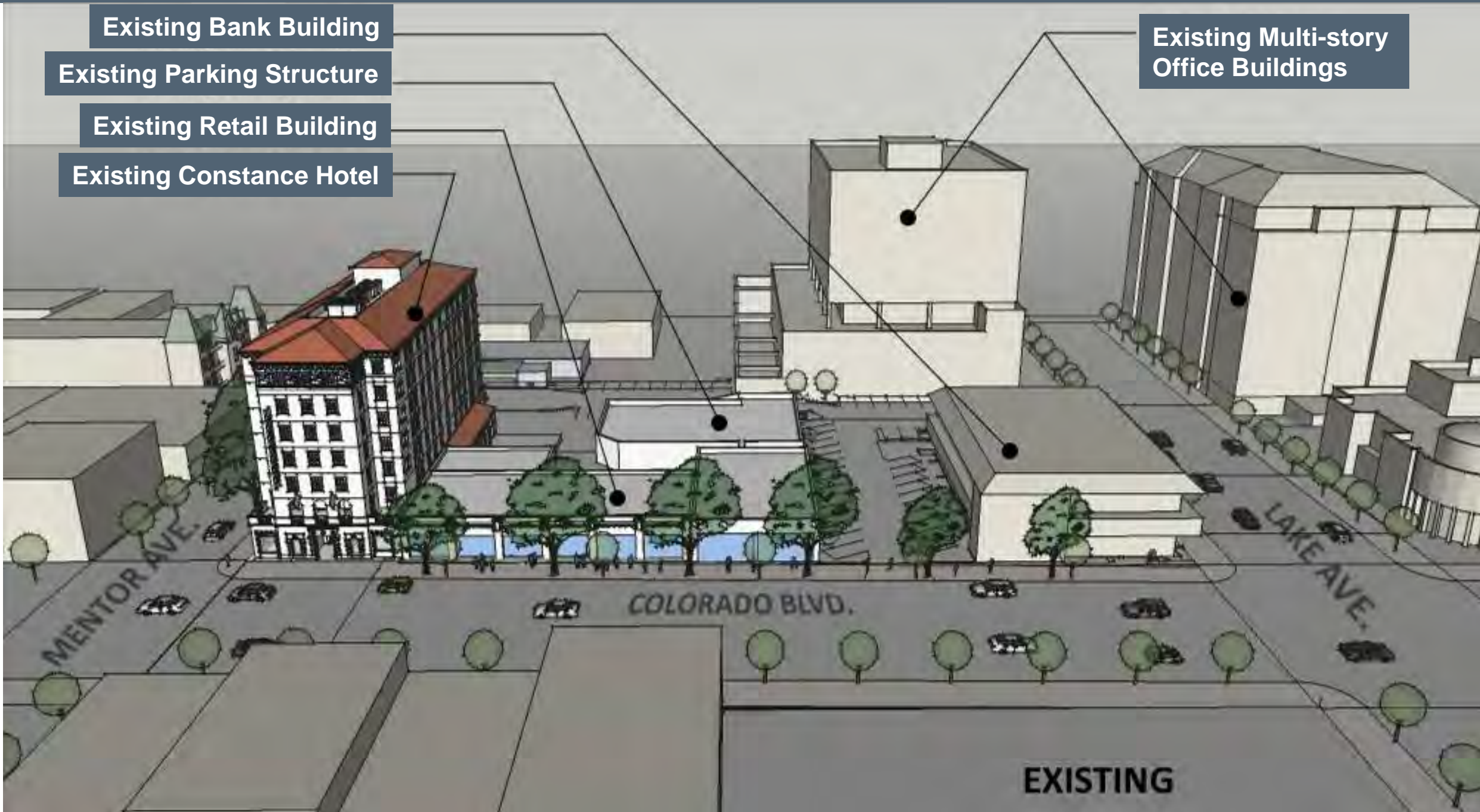
Phase 2



Completion in 2014

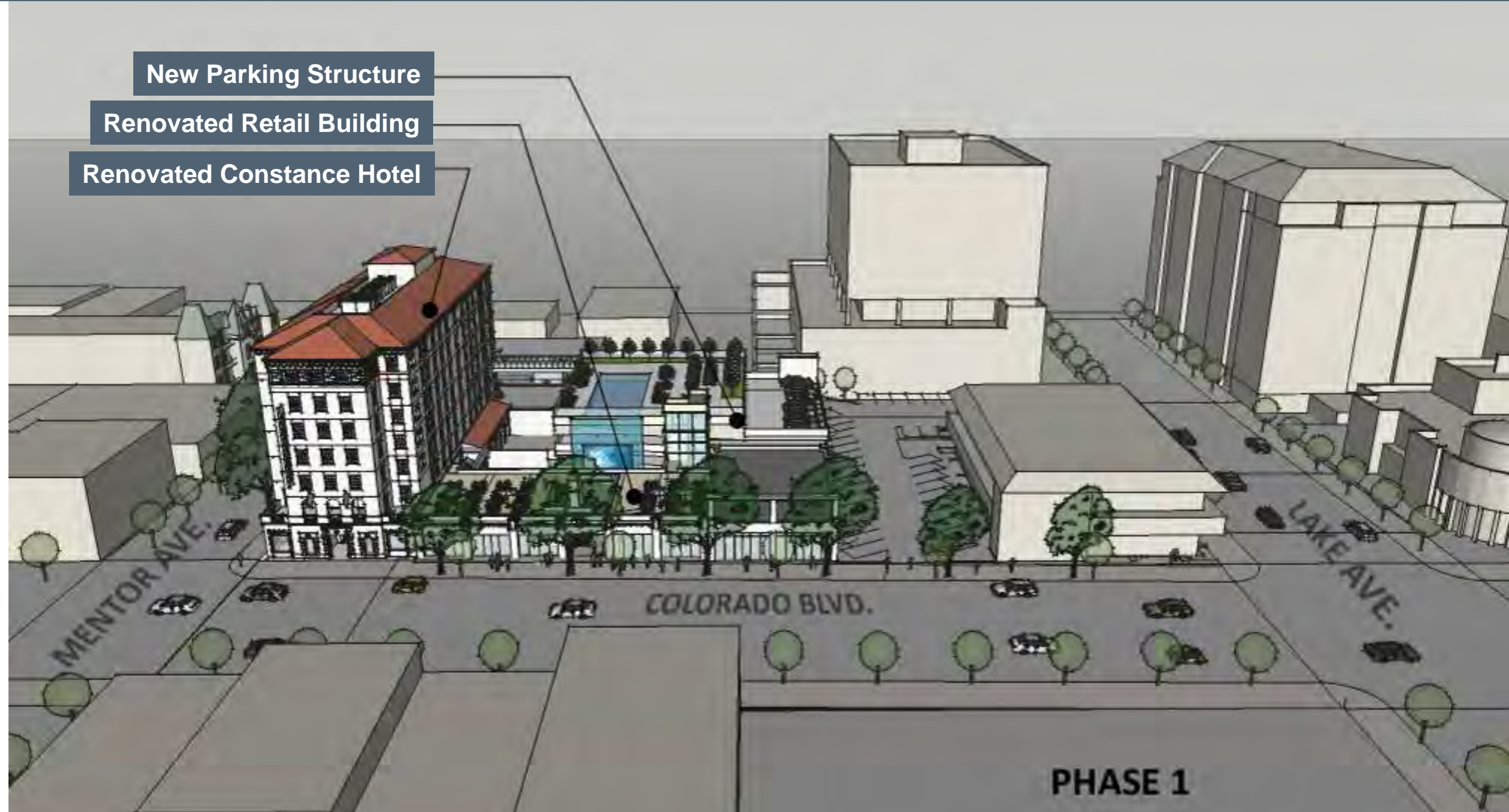
# EXISTING VIEW LOOKING SOUTH

Alternative 3 - Hospitality



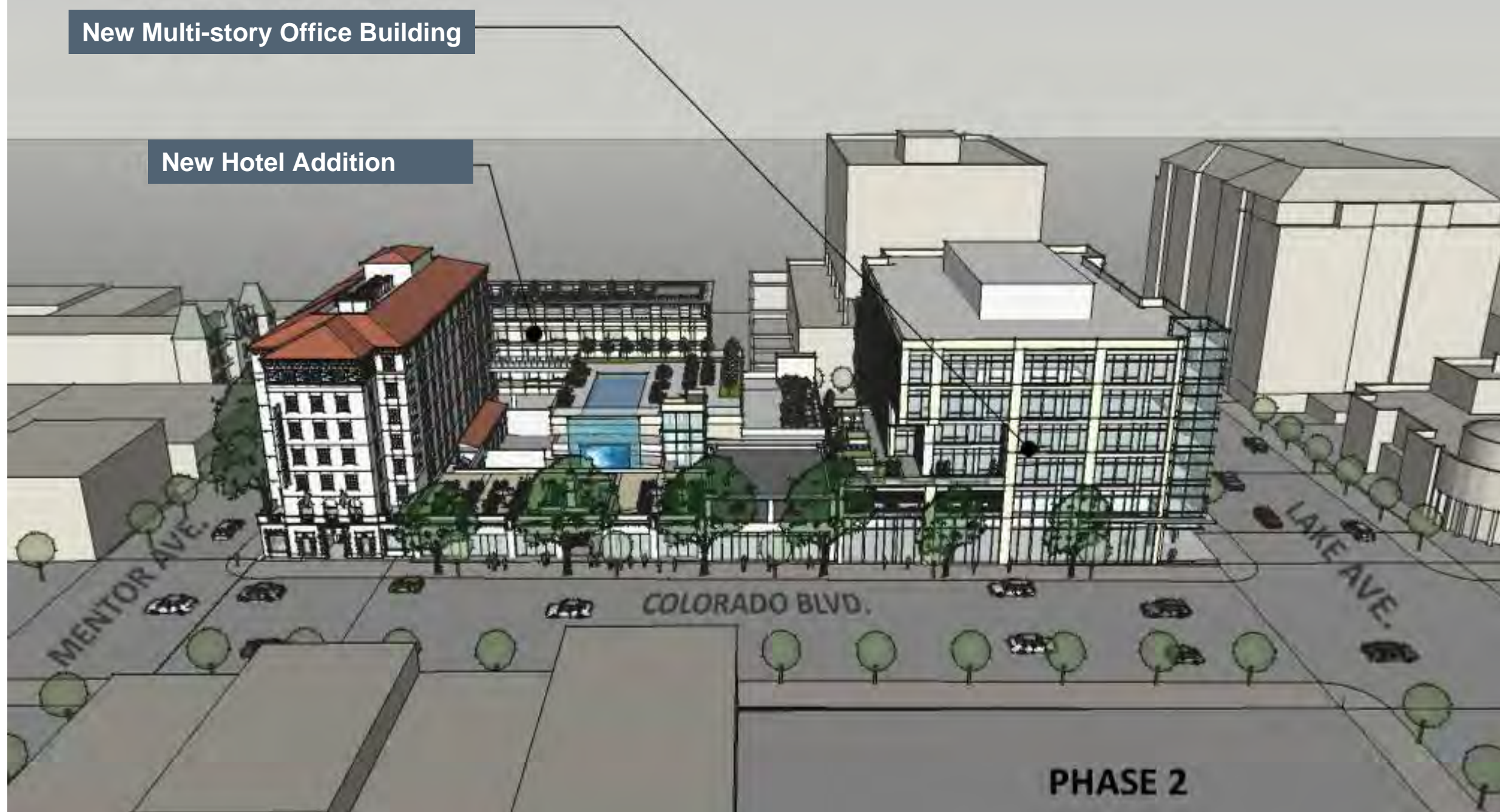
# PHASE 1 VIEW LOOKING SOUTH

Alternative 3 - Hospitality



# PHASE 2 (Build-Out) VIEW LOOKING SOUTH

Alternative 3 - Hospitality



# Alternative 3 - Hospitality





# Alternative 3 - Hospitality

- 1 Identifiable building form marks intersection of Lake and Colorado
- 2 Retail continuity w/ expansive storefronts along Lake and Colorado to improve pedestrian experience
- 3 Office building form promotes views toward Constance Hotel
- 4 Paseo provides entry forecourt to courtyard





- 1 Historic Constance Hotel and retail rehabilitated
- 2 Hotel addition placed at south end of Constance Hotel
- 3 Streetscape w/ street tree planting scheme appropriate to scale & function of the Project

2

1

1

3



Thank You

