

**ATTACHMENT A**  
**FINDINGS FOR ZONE MAP AMENDMENT AND TO ESTABLISH**  
**PD 35 COLORADO HILL PLANNED DEVELOPMENT**

**ATTACHMENT A**  
**FINDINGS FOR ZONE MAP AMENDMENT AND TO ESTABLISH**  
**PD 35 COLORADO HILL PLANNED DEVELOPMENT**

Zone Change to Planned Development District and Adoption of PD Plan: To change the zoning designation of the project site from ECSP-CG-2 (East Colorado Specific Plan, Commercial General, College District) and RM-48-PK (Multi-Family Residential, 0-48 units/acre, Parking Overlay) to Planned Development District (PD) and create a PD Plan (PD 35 Colorado Hill Planned Development). Additional evidence to support these conclusions is contained in Section 3.7 of the certified EIR (including revisions thereto in the Final EIR).

1. *The proposed amendment is in conformance with the goals, policies, and objectives of the General Plan.* The Pasadena General Plan Land Use Element includes eight Guiding Principles. The consistency of the project, as recommended by staff, with these principles is described below.

Guiding Principle 1. *Growth will be targeted to serve community needs and enhance the quality of life.* Development of the project will revitalize an underutilized site located on one of the City's main commercial corridors, providing visitor-serving uses in proximity to a mix of existing commercial, residential, and institutional uses.

Guiding Principle 2. *Pasadena's historic resources will be preserved.* The development plan and mitigation requirements for the project includes preservation, restoration, and adaptive reuse of the historic former auto showrooms and the "Welcome" sign, as well as the provision of an on-site interpretive sign or display that presents a history of the site and the significance of the International Style of architecture to the automobile-related industry of Pasadena.

Guiding Principle 3. *Pasadena will be an economically vital city by providing jobs, services, revenues, and opportunities.* The project has all of those features, providing many new jobs, hotel and commercial retail uses and services, revenue to the City, and visitor-serving opportunities to the City, all of which will occur on a site that is largely vacant and highly underutilized.

Guiding Principle 4. *Pasadena will be a socially, economically, and environmentally sustainable community.* The project will provide a development use that is complimentary to a mix of existing uses within the City, and will revitalize an otherwise dormant site.

Guiding Principle 5. *Pasadena will be a city where people can circulate without cars.* The project site is located within a High Quality Transit Area, with good access to public transit, thereby helping to reduce dependence on cars.

Guiding Principle 6. *Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region.* The project is designed to provide high-quality hotel and commercial uses that complement the overall mix of existing uses in the City.

Guiding Principle 7. *Community Participation will be a permanent part of achieving a greater city.* Citizen involvement in the California Environmental Quality Act (CEQA) review process, as well as in public hearings for the project, provides opportunities for public input to help guide and shape the final development plans for the project.

*Guiding Principle 8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.* Although not directly involved in the educational system, the project could indirectly support ongoing education through the provision of new employment opportunities in close proximity to Pasadena City College and the California Institute of Technology.

Based on the analysis provided above, the project, as recommended by staff, is consistent with the Guiding Principles of the City's General Plan Land Use Element.

The General Plan land use designation for the project site is Medium Mixed Use (0.0 to 2.25 FAR, 0-87 du/acre maximum). The development proposed on both the north and south parcels, respectively, will exceed the maximum floor area ratio (FAR) prescribed by the General Plan land use designation. However, General Plan Land Use Element Policy 4.13 allows a new PD to have a FAR as high as 3.0 provided it can be demonstrated that the architectural design of the PD is contextual and of a high quality. A PD with a proposed increase in the FAR or residential density, as allowed in Pasadena Municipal Code Section 17.26.020(C)(3)(c) shall be reviewed by the Design Commission prior to consideration by the Planning Commission or City Council. On March 22, 2016, the Design Commission reviewed the project, the purpose being to review the project and advise the Planning Commission and City Council if the conceptual drawings exhibited a project that was of high quality, exhibited architectural excellence, and was contextual to the surrounding neighborhood that would warrant approval of the applicant request for an increase in FAR for the project. The Design Commission found that the conceptual drawings represented structures that are of high quality and appropriately massed and sited so as to be contextually compatible with the surrounding neighborhood. As such, the project is consistent with the General Plan land use designation for the project site.

The Pasadena General Plan indicates the project site is located within the East Colorado Specific Plan (ECSP) area. The General Plan's vision for the ECSP is a transformation from largely auto oriented strip uses into a series of pedestrian-oriented villages and districts with unique identities, bolstered by their vibrant mix of uses, amenities, and streetscapes improving their walkability and appearance. The project will continue to facilitate a transformation from largely auto oriented uses. The hotel on the North Parcel will provide guest rooms and a variety of guest amenities (fitness center, spa, pools, etc.) The hotel will also provide conference and banquet room facilities that, either separately or in concert with guest rooms, will be attractive to visitors, tourists, or even nearby educational institutions. Flexibility is provided on the South Parcel by allowing for the development of the site with either efficiency units / single-room occupancy units intended for student residency only or mixed use, where occupancy is not limited to students only. Ground-floor, pedestrian-oriented commercial uses are incorporated into the development on both the north and south parcels, resulting in an overall project with a diverse mix of land uses and vibrant streetscape. The project, as outlined in the PD Plan, is consistent with the General Plan vision for the ECSP area.

The Pasadena General Plan Land Use Element allocated 300 housing units and 300,000 square feet of commercial development capacity to the ECSP area. Additionally, the ECSP allows for housing units to be converted to commercial square feet at the rate of 1,000 square feet per unit. The project, as outlined in the PD Plan, will be accommodated by the existing development capacity prescribed by the General Plan.

2. *The proposed amendment would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.*

The proposed zoning map amendment will change the project site from ECSP-CG-2 and RM-48-PK to PD to allow for the revitalization of an underutilized site located on one of the City's main commercial corridors, providing visitor-serving and community-serving uses in proximity to a mix of existing commercial, residential, and institutional uses, most notably the campuses of Pasadena City College and the California Institute of Technology. The project, as outlined in the PD Plan, includes uses that may be permitted as part of the PD process. An Environmental Impact Report was prepared for the proposed project and concluded that all significant environmental impacts (Air Quality, Cultural Resources, Hazards and Hazardous Materials, Noise and Vibration, and Transportation and Traffic) can be mitigated to a less than significant level through the incorporation of mitigation measures into the project. The project, as outlined in the PD Plan, will not be detrimental to the public interest, health, safety, convenience, or general welfare of the city.