

ATTACHMENT A

FINDINGS – ARTCENTER COLLEGE OF DESIGN MASTER PLAN

I. Findings for Zoning Map Amendment (Zoning Code Section 17.74.070.B)

1. *The proposed amendment is in conformance with the goals, policies, and objectives of the General Plan; and*

The South Campus consists of five properties with various zoning designations: 870 and 888 S. Raymond Avenue are zoned IG-SP-2-HL-56 (Industrial, South Fair Oaks Specific Plan), 950 and 988 S. Raymond Avenue are zoned PS (Public, Semi-Public), and 1111 S. Arroyo Parkway is zoned CD-6 (Central District Specific Plan, Arroyo Corridor/Fair Oaks). In conjunction with the Master Plan, a Zoning Map Amendment is proposed to change the zoning of 870 and 888 S. Raymond and 1111 S. Arroyo Parkway to PS such that the entire campus would be zoned PS.

The PS district is intended for large public or semi-public land uses that may not be appropriate in other zoning districts. The PS zone may be applied to sites with a contiguous area of two acres or more, including alleys, streets, or other rights-of-way. The project site is located on the both sides of a Metro rail line right-of-way and consists of a total of 6.68 acres of land. All existing and proposed uses within the project site are conditionally permitted in the PS zone.

The Land Use Diagram of the Land Use Element of the City's General Plan designates the entire South Campus as Institutional. As such, changing the zoning of the entire South Campus to PS would be consistent with the current Institutional land use designation of the site.

The Land Use Element of the Pasadena General Plan includes a number of Goals and Policies that support the proposed zone change:

GOAL 2. Land Use Diversity. A mix of land uses meeting the diverse needs of Pasadena's residents and businesses, fostering improved housing conditions, offering a variety of employment and recreation opportunities, and supporting a healthy population while protecting the environment.

- 2.9 *Institutional Uses. Accommodate the development of educational, religious, cultural, and similar facilities that enrich the lives of Pasadena's residents.*

ArtCenter not only provides education opportunities for Pasadena residents, but it also participates in and sponsors art and creative events open to the general public. Consolidating the zoning designation for the site to PS will facilitate development and enhancement of the South Campus.

GOAL 4. Elements Contributing to Urban Form. A safe, well-designed, accessible City with a diversity of uses and forms. These diverse forms include distinct, walkable districts, corridors, and transit and neighborhood villages and cohesive, unique single and multi-family residential neighborhoods and open spaces where people of all ages can live, work, shop and recreate.

4.7 Strengthen Major Corridors. Encourage the economic improvement of underused parcels along Pasadena's corridors by clustering more intense uses at major intersections and lower intensity mixed-use or commercial development between major intersections.

The proposed zone change, and companion Master Plan, will allow ArtCenter to have a strong positive impact on not only S. Arroyo Parkway, but also E. Glenarm Street and S. Raymond Avenue. The location of the ArtCenter South Campus at the intersections of these three prominent streets will not only intensify these intersections, it will also create a district where students and the community can interact.

GOAL 17. Educational System. A strong and diverse educational system that is responsive to the life-long needs of the community and related to maintaining a high quality of life and a strong economy.

17.4 Long-Range Planning for Private Schools. Require private schools to collaborate with the City on site selection, site design, traffic control, circulation and site acquisition to ensure compatibility with the neighborhoods or districts in which they are located.

Consolidating the zoning for the ArtCenter South Campus under one designation, PS, that is specifically intended for large institutions, including private schools.

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

The proposed changes to the Zoning Map are necessary in order to align the Land Use Diagram with the entire South Campus site and to facilitate the long-term development of the site, as envisioned by the Master Plan. Reclassifying the portions of the site that are zoned IG and CD-6 to PS will ensure a common and cohesive vision and development of the entire South Campus. These zone changes will be of benefit to the city by facilitating improvements on the South Campus and will not adversely impact the public interest, health, safety, convenience, or general welfare of the City.

II. Findings for Development Agreement (Zoning Code Section 17.66.040.G.8)

1. *The proposed Development Agreement would be in the best interests of the City;*

The City would enjoy many benefits from the proposed development agreement. The public would have access to several amenities on the South Campus such as the Main Quad and rooms for community and neighborhood association meetings. Further, not only would there be a short-term benefit from fees collected related to construction permits, there would also be long-term benefits from ArtCenter's continued presence and re-investment in Pasadena.

The agreement would also eliminate uncertainty in the planning process and provide for the orderly future development of the property. The lack of certainty can result in a waste of resources, escalate the cost of housing and other development and discourage investment and a commitment to comprehensive planning. Developing the property in accordance with existing policies, rules and regulations with conditions of approval may strengthen the planning process and reduce the economic cost of development. All of this would be considered a benefit to the City and community making the proposed development agreement in the best interest of the City.

2. *The proposed Development Agreement is in conformance with the goals, policies, and objectives of the General Plan and the purpose and intent of any applicable specific plan, and this Zoning Code;*

One of the eight Guiding Principles of the Land Use Element of General Plan places importance on education and opportunities for growth for existing institutions:

Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region. Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.

The ArtCenter has been in Pasadena for 42 years, and in that time has established itself as a positive asset to Pasadena, and both the city and ArtCenter have mutually benefitted from its Pasadena location. ArtCenter's commitment to the Pasadena community is shown in its investment in expanding its South Campus and in re-investing in the Hillside Campus.

Both the South and Hillside Campuses are designated as Institutional on the Land Use Diagram of the General Plan's Land Use Element. The Institutional land use category applies to uses that can be, "[c]haracterized by facilities owned and operated by the City or by other public and/or private institutions such as corporate yards, schools, libraries, and hospitals." ArtCenter currently complies with this land use category and will continue to do so.

The Land Use Element of the Pasadena General Plan includes a number of Goals and Policies that support the continued operation of ArtCenter:

GOAL 2. Land Use Diversity. A mix of land uses meeting the diverse needs of Pasadena's residents and businesses, fostering improved housing conditions, offering a variety of employment and recreation opportunities, and supporting a healthy population while protecting the environment.

2.9 Institutional Uses. Accommodate the development of educational, religious, cultural, and similar facilities that enrich the lives of Pasadena's residents.

ArtCenter not only provides education opportunities for Pasadena residents, but it also participates in and sponsors art and creative events open to the general public.

GOAL 4. Elements Contributing to Urban Form. A safe, well-designed, accessible City with a diversity of uses and forms. These diverse forms include distinct, walkable districts, corridors, and transit and neighborhood villages and cohesive, unique single and multi-family residential neighborhoods and open spaces where people of all ages can live, work, shop and recreate.

4.7 Strengthen Major Corridors. Encourage the economic improvement of underused parcels along Pasadena's corridors by clustering more intense uses at major intersections and lower intensity mixed-use or commercial development between major intersections.

ArtCenter investment in the South Campus will have a strong positive impact on not only S. Arroyo Parkway, but also E. Glenarm Street and S. Raymond Avenue. The location of the ArtCenter South Campus at the intersections of these three prominent streets will not only intensify these intersections, it will also create a district where students and the community can interact.

GOAL 17. Educational System. A strong and diverse educational system that is responsive to the life-long needs of the community and related to maintaining a high quality of life and a strong economy.

17.4 Long-Range Planning for Private Schools. Require private schools to collaborate with the City on site selection, site design, traffic control, circulation and site acquisition to ensure compatibility with the neighborhoods or districts in which they are located.

The Master Plan process has included input from ArtCenter, the City, and the community to achieve a responsible long-range vision for ArtCenter's continued presence in Pasadena.

Central District Specific Plan:

Although the Hillside Campus is not within a Specific Plan, the eastern portion of the South Campus, on the west side of S. Arroyo Parkway, is within the Central District Specific Plan.

Section 3 of the Central District Specific Plan includes planning objectives related to new development in the Specific Plan area. Recognizing that the Central District lies at the heart of the City, the planning objectives in Section 3 encourage focused growth in the Central District that follow urban land patterns (e.g., transit-oriented, pedestrian-oriented, and mixed-use). Objectives are included to promote quality of life, including objectives related to safe and attractive communities, suitable housing, an effective range of accessible services, and access to public transit. With its proximity to transit, expansive network of pedestrian-friendly spaces and linkages, mix of uses, and quality and variety of architecture and design, the proposed improvements within the South Campus would be consistent with the type of development envisioned for the Central District.

South Fair Oaks Specific Plan:

The South Fair Oaks Specific Plan area was established in 1998 to promote new development near light rail transportation in the area. Since that time, the Fillmore Station has been completed as part of the Metro Gold Line, which started its operation in July 2003. Per the updated General Plan Land Use Element, the City's vision for the South Fair Oaks Specific Plan area has shifted since 1998, from promoting biomedical and technology-based uses to institutional with the planned expansion of the Huntington Memorial Hospital and ArtCenter, and related housing opportunities.

The primary objectives of the South Fair Oaks Specific Plan that are applicable to the proposed improvements within the South Campus relate to the integration of land use and transportation programs near a light rail station to address traffic in the Specific Plan area. The Project would be consistent with these objectives as the proposed improvements under the Master Plan would focus density in an area immediately adjacent to the Fillmore Station. With the provision of student housing within the South Campus to enable ArtCenter students to live on-campus, the Project would increase non-auto travel and encourage walking, bicycling, and the use of public transit to address traffic in the South Fair Oaks community.

- 3. The proposed Development Agreement would not be detrimental to the health, safety, and general welfare of persons residing in the immediate area, nor be detrimental or injurious to property or persons in the general neighborhood or to the general welfare of the residents of the City; and*

The proposed development agreement would be beneficial to the public interest and general welfare of the City as it would help facilitate a multi-phase project where ArtCenter would invest in the maintenance of the Hillside Campus and the investment and expansion of the South Campus. The proposed development agreement requires that

the project comply with the Conditions of Approval, all applicable Fire Department standards, Building and Safety Division standards, the Zoning Code, and the certified Final Environmental Impact Report and Mitigation Monitoring Reporting Program to ensure that the Master Plan would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.

4. The proposed Development Agreement is consistent with the provisions of State law (Government Code Sections 65864 through 65869.5.)

These Government Code Sections outline requirements related to the contents of agreements, the applicability of an agreement on the public hearing and approval process. The agreement complies with Chapter 17.66 of the Zoning Code, which outlines the procedures and requirements for the review, approval and amendment of development agreements. The proposed agreement meets or exceeds the standards outlined by the State and City. The agreement specifies the duration of the agreement, the permitted uses of the property, the density or intensity of use, the maximum height and size of buildings. In addition, the agreement does not allow a use that would not be permitted by the Zoning Code, nor does it constitute a rezoning of the property or permit a variance to a specific standard. The agreement is presented to the Planning Commission as the recommending body and the City Council for final decision. Related hearings are noticed as a public hearing and includes a newspaper notice; notices mailed to all property owners within 500 feet of the subject property and multiple on-site postings.

III. Findings for Zoning Code Amendment – Master Sign Plan (Zoning Code Section 17.74.070.B)

1. *The proposed amendment is in conformance with the goals, policies, and objectives of the General Plan; and*

The Land Use Element of the Pasadena General Plan includes a number of Goals and Policies that support the proposed Zoning Code Amendment:

GOAL 4. Elements Contributing to Urban Form. A safe, well-designed, accessible City with a diversity of uses and forms. These diverse forms include distinct, walkable districts, corridors, and transit and neighborhood villages and cohesive, unique single and multi-family residential neighborhoods and open spaces where people of all ages can live, work, shop and recreate.

4.11 Development that is Compatible. Require that development demonstrates a contextual relationship with neighboring structures and sites addressing such elements as building scale, massing, orientation, setbacks, buffering, the arrangement of shared and private open spaces, visibility, privacy, automobile and truck access, impacts of noise and lighting, landscape quality, infrastructure, and aesthetics.

The proposed Zoning Code Amendment will create a set of regulations, and a discretionary review process, by which a proposed Outdoor Electronic Sign would be reviewed for its contextual relationship with neighboring structures and sites, while addressing potential impacts to lighting, safety, and aesthetics.

GOAL 7. Architectural Design and Quality. Encourage an architecturally distinguished city with a diversity of building styles. New development will recognize this by supporting a variety of materials, forms, and construction techniques while demonstrating contextual relationship to its surroundings through traditional physical concepts (orientation, scale, materials) and non-physical concepts (cultural, climactic, economic).

7.2 Architectural Diversity & Creativity. Allow for the development of a diversity of buildings styles. Support innovative and creative design solutions to issues related to context and environmental sustainability.

7.4 Design Review. Require design review for new and redeveloped projects to assure compatibility with community character, while promoting creativity, innovation, and design quality.

The proposed Zoning Code Amendment will enhance architectural diversity and creativity while requiring design review through the Master Sign Plan process to ensure compatibility with community character, while promoting creativity, innovation, and design quality.

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

The proposed Zoning Code Amendment would create a process by which a creative and innovative type of signage, outdoor electronic signage, may be reviewed on a case-by-case basis to ensure it is compatible and contextually appropriate to its surroundings. The development standards that are proposed will regulate where and how such outdoor electronic signage may be placed, and its discretionary review through the Master Sign Plan review process will ensure this type of outdoor electronic signage will not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.