

Agenda Report

July 16, 2018

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: **ARTCENTER COLLEGE OF DESIGN MASTER PLAN AND FINAL ENVIRONMENTAL IMPACT REPORT (SCH#2016091009)**
SOUTH CAMPUS: 870, 888, 950, AND 988 S. RAYMOND AVENUE AND 1111 S. ARROYO PARKWAY
HILLSIDE CAMPUS: 1700 LIDA STREET

RECOMMENDATION:

It is recommended that the City Council:

1. Adopt a Resolution certifying the Final Environmental Impact Report (EIR), adopting findings pursuant to the California Environmental Quality Act (CEQA), and adopting the Mitigation Monitoring and Reporting Program for the ArtCenter College of Design Master Plan project;
2. Adopt a Resolution approving the Master Plan, Minor Conditional Use Permit for Reduced Parking, Minor Conditional Use Permit for Tandem Parking, and Private Tree Removals, with the findings and conditions of approval therein;
3. Adopt a Resolution allowing construction activities above and below the Metro Gold Line to occur outside the hours specified in Section 9.36.070.B. (Construction Projects – Noise Ordinance) of the Pasadena Municipal Code;
4. Adopt the findings in Attachment A for a Zoning Map Amendment to change the zoning designation of the properties located at 870 and 888 South Raymond Ave. from Industrial General, South Fair Oaks Specific Plan, Height Limit 56 feet (IG-SP-2-HL-56) and 1111 South Arroyo Parkway from Central District Specific Plan, Arroyo Corridor/Fair Oaks (CD-6) to Public and Semi-Public (PS), respectively (Attachment D);
5. Adopt the findings in Attachment A to approve a Development Agreement for the project;
6. Consider the findings in Attachment A to amend Section 17.48.060 (Signs – Master Sign Plan) Zoning Code to allow Outdoor Electronic Signs;

7. Conduct first reading of an ordinance amending the official Zoning Map of the City of Pasadena established by Section 17.20.020 of Title 17 of the Pasadena Municipal Code (Zoning Code) to implement the zone change contained in this report;
8. Conduct first reading of an ordinance approving a Development Agreement between the City of Pasadena and ArtCenter College of Design related to the Master Plan; and
9. Direct the City Clerk to file a Notice of Determination with the Los Angeles County Recorder.

PLANNING COMMISSION RECOMMENDATION:

On May 9, 2018, the Planning Commission voted to recommend approval of the Master Plan to the City Council. The Commission's discussion included publicly accessible amenities at the South Campus, the compressed natural gas (CNG) facilities, nighttime construction over and below the Metro Gold Line, and the digital gallery at the South Campus. Ten public speakers generally supported the Project; however, four of the speakers spoke in opposition to the proposed digital gallery.

Staff recommended approval of the Project, but did not support the CNG facility at the Hillside Campus nor the Zoning Code Amendment to create a review process for digital signs. ArtCenter's representatives verbally withdrew a request for the CNG facility at the Hillside Campus, but continued to request the Zoning Code Amendment. The Commission approved the staff recommendation, as well as supported the Zoning Code Amendment. However, the Commission requested that if the City Council supports the Zoning Code Amendment that it be returned to the Commission for further review related to the types of projects that could be eligible to apply for a digital sign.

DESIGN COMMISSION ADVISORY REVIEW:

On November 10, 2015, the Design Commission conducted review of the proposed Master Plan. The review focused on issues pertaining to urban design related to architecture, landscaping, site planning, and other aesthetic issues on the South Campus. The discussion included that the project design should support interaction between the building, internal circulation, and streets as well as relationship between other major uses in the vicinity, such as Huntington Hospital and the Shriners for Children Medical Centers.

EXECUTIVE SUMMARY:

The ArtCenter College of Design (ArtCenter) proposes a 15-year, two-phase Master Plan (Project) that focuses growth on its South Campus and improves existing infrastructure on its Hillside Campus. Upon completion of the Project, total enrollment at ArtCenter would increase from approximately 2,000 full-time equivalent (FTE) students to a maximum of 2,500 FTE students, and the number of faculty/staff would increase from 753 to approximately 994 between the two campuses.

At the South Campus, the two-phase development would include a total of three 100-foot tall, eight-story buildings for academic programs and student housing; an elevated open quad area over the Metro Gold Line; a mobility hub below the quad; renovation and internal floor area addition to an existing two-story building; renovation of an existing six-story building for academic purposes; and a compressed natural gas (CNG) fueling facility within the mobility hub area. In addition, installation of an 8,000 square foot digital gallery on the façade of the existing 1111 S. Arroyo Parkway building is proposed.

Improvements within the Hillside Campus would include renovations, reconstruction, and additions to existing buildings; removal of a temporary building; installation of photovoltaic solar canopies within the parking lots; and construction of an entrance kiosk. These improvements would also occur in two phases. An originally proposed CNG fueling facility has been withdrawn by ArtCenter. No development is proposed on any undeveloped areas of the Hillside Campus or any other properties owned by ArtCenter.

Staff is recommending approval of the Master Plan and the related entitlements subject to mitigation measures and conditions of approval. The installation of the digital gallery cannot be part of the City Council decision at this time as the Zoning Code currently prohibits such signs. In order to facilitate the proposed digital gallery at a future date, an amendment to the Master Sign Plan section of the Zoning Code to allow the review of a new type of signs would be required. While staff is introducing the Zoning Code Amendment consideration to the City Council as recommended by the Planning Commission, staff is not recommending approval of the Zoning Code Amendment nor the digital gallery itself.

The City has completed an Environmental Impact Report (EIR) that has been reviewed and recommended for certification by the Planning Commission. The EIR identified potentially significant effects related to the following topics: 1) biological resources; 2) cultural and tribal cultural resources; 3) hazards and hazardous materials; 4) hydrology and water quality; 5) noise; and 6) traffic. With the incorporation of mitigation measures identified in the Mitigation Monitoring and Reporting Program (MMRP), the EIR determined that all potentially significant effects would be reduced to a less than significant level.

LOCATION AND SETTING:

Hillside Campus:

The ArtCenter Hillside Campus, established in 1976, is located on one of the parcels ArtCenter owns (Figure 1 and Attachment C), at 1700 Lida Street. The total all of the property owned by ArtCenter is 156 acres, which is composed of the parcel where the ArtCenter development is located (~105 acres), south of Lida Street, and vacant undeveloped properties north of Lida Street.

The currently developed area within the Hillside Campus is limited to the property south of Lida Street and consists of two large parking areas, a guest parking lot, and four existing buildings, including the Ellwood Building, which was designated a Pasadena Historic Monument in 2005. No development is proposed for any of the properties north of Lida Street, nor for any areas south of Lida Street that are not already developed with buildings or parking lots.

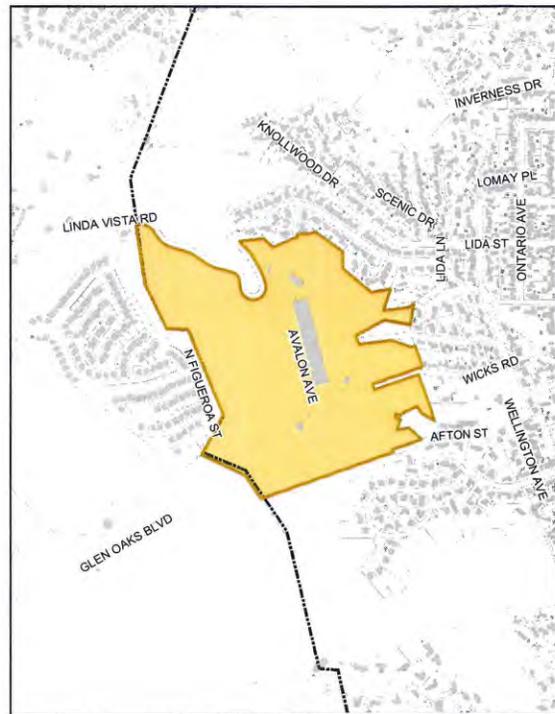


Figure 1: Hillside Campus -- 1700 Lida Street

South Campus:

The South Campus (Figure 2 and Attachment C), established in 2004, is located in the southwestern portion of the City, and sits between S. Raymond Avenue and S. Arroyo Parkway, just north of E. Glenarm Street.

The South Campus consists of five parcels bisected by the Metro Gold Line and totals almost seven acres. The parcel located at 870 S. Raymond Avenue is developed with a 39-foot-tall, two-story building for academic uses and 28 parking spaces. The parcel at 888 S. Raymond Avenue is developed with a 16-foot-tall, one-story building used for shop space and parking, along with 150 parking spaces. The parcel at 950 S. Raymond Avenue is developed with a 64-foot-tall, three-story building used for academic and administrative uses. The parcel at 988 S. Raymond Avenue at the northeastern corner of S. Raymond

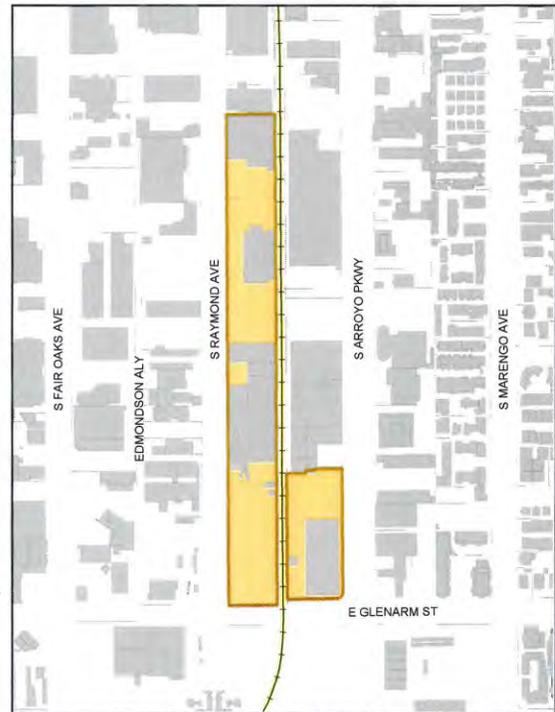


Figure 2: South Campus -- 870, 888, 950, 988 S. Raymond Avenue and 1111 S. Arroyo Parkway

Avenue and E. Glenarm Street is a surface parking lot with 148 parking spaces. The parcel at 1111 S. Arroyo Parkway on the northwestern corner of S. Arroyo Parkway and E. Glenarm Street is developed with a 96-foot-tall, six-story building and 410 parking spaces on both the surface lot and subterranean levels. The 1111 Building is used for academic and administrative uses, as well as for third party office spaces.

PROJECT DESCRIPTION:

The proposed 15-year Master Plan encompasses development on both the Hillside and South Campuses. The Project focuses growth at the South Campus by creating student housing and providing place-making features and provides for infrastructure improvements and building renovations at the Hillside Campus. The Project would be implemented in two phases, with Phase 1 occurring in the first five years, and Phase 2 in the final ten years. Upon completion of the Project, total enrollment would increase from its current enrollment of approximately 2,000 FTE students to 2,500 FTE students and increase faculty/staff from existing 753 to 994. Following are the Project details, which are also shown in Attachment C.

Phase 1 – South Campus:

(1) 988 Building—Student Housing and Parking

At 988 S. Raymond Avenue, the existing surface parking lot at would be removed and replaced with an eight-story, 100-foot-tall building with approximately 150,000 square feet in floor area. It would consist of two levels of new subterranean parking, two podium levels with campus amenities and six levels of student housing with approximately 150 units with a maximum of 500 beds. In addition, a pedestrian bridge would be installed to provide a connection between this building and the existing 1111 Building over the Metro Gold Line until completion of the Main Quad.

(2) 1101 Building—Student Housing and Parking

The 1101 Building would be constructed on the 1111 S. Arroyo Parkway parcel, immediately north of the 1111 Building, which is currently a surface parking lot. The eight-story, 100-foot-tall building with approximately 90,000 square feet in floor area would consist of six levels of housing above a two-story podium with campus amenities. This building would include a black box theater with a capacity of approximately 300 seats on the ground floor. The proposed student housing would be approximately 80 units with a maximum of 350 beds. The two levels of existing subterranean parking would remain.

(3) 1111 Building Improvements

The existing 1111 Building was constructed in 1984 as a six-story office building. Since 2014, portions of the building have been occupied by ArtCenter for administrative and academic purposes. Phase 1 would include seismic upgrades of the building, interior renovations for administrative and academic use, as well as the creation of the Mullin

Gallery on the ground level. The two levels of existing subterranean parking would remain.

An 8,000 square foot digital gallery is proposed for the exterior of the building, facing the intersection of S. Arroyo Parkway and E. Glenarm Street. The digital gallery would display images representing a wide array of artwork and designs associated with ArtCenter. As proposed, the images may include, character animation, storybook illustrations, photographic portraits, short film clips, traditional fine art, motion graphics.

(4) 950 Building Improvements

The existing 950 Building (also known as the “Wind Tunnel” building) would be renovated and approximately 40,000 square feet of new floor area would be internally added for academic programs. Renovations would be focused on the large interior space; no changes to the building footprint or envelope are proposed.

(5) Main Quad, Mobility Hub, and Underground Tunnel

In Phase 1, an elevated quad area (Main Quad) would be constructed over the Metro Gold Line to connect the 988, 1111, and 1101 Buildings. The quad would provide a variety of open spaces and pedestrian paths, which would be used by both the students and the general public. In addition, the first segment of a cycle-way, which would traverse through the South Campus, would be established as a circulation spine for pedestrians, cyclists, and electric carts.

A mobility hub would be located at the main entry plaza at 988 S. Raymond Avenue, below the Main Quad. It would include campus shuttle and passenger pick-up/drop-off areas, a bicycle parking, a car-sharing fleet, and a CNG fueling facility. This portion of the Project would also include the construction of a tunnel under the Metro Gold Line to connect the existing subterranean parking structures at 1111 S. Arroyo Parkway and 988 S. Raymond Avenue.

Phase 1 – Hillside Campus:

(1) Annex Building

During Phase 1, the temporary modular Annex Building, which was constructed on the North Lot in 2001 for academic and administrative purposes, would be removed.

(2) Sinclair Pavilion

The Sinclair Pavilion, located to the southeast of the Ellwood Building, is a 3,500 square foot covered, but not enclosed, structure. Work on this building would entail enclosing the structure for academic and student activities/functions.

(3) Photovoltaic Canopies

Photovoltaic canopies would be installed over the parking stalls and aisles on both the North and South Lots, at a height of 20 feet and covering approximately 40 percent for each lot. Installation of the photovoltaic canopies and support structure would result in a loss of 200 parking spaces; however, the minimum needed number of parking spaces for the Hillside Campus would be satisfied. A total of 148 existing trees (147 non-protected ornamental trees and one protected Aleppo pine) within the parking lots are proposed to be removed. The replacement of the protected tree would be consistent with the requirements of the Tree Ordinance (see Private Tree Removal discussion later in this report), and the non-protected trees would be voluntarily replaced at a one-to-one ratio.

(4) Circulation and Parking Improvements

The entrance to the Hillside Campus at the intersection of Lida Street and MacMinn Drive would be improved with a guard kiosk and pass-through/key card entrance lane.

Phase 2 – South Campus:

(1) 888 Building

The existing building and surface parking lot at 888 S. Raymond Avenue and the surface parking lot at 870 S. Raymond Avenue would be replaced with an eight-story, 100-foot-tall building with approximately 220,000 square feet in floor area and elevated landscaped space. It would consist of four towers constructed above a two-level common podium, with two levels of subterranean parking.

Two possible scenarios are proposed for this building: Scenario 1, the entire building would be occupied by academic uses or Scenario 2, the podium levels would be developed with academic uses and student amenities, and the four towers would provide a maximum of 650 beds in approximately 150 units of student housing.

(2) North Quad

The 888 Building would include an elevated North Quad, which would include student amenities such as study tables, fitness areas, community gardens, and an outdoor sculpture garden. In addition, the final segment of the cycle-way would be completed to link all buildings west of the Metro Gold Line.

Phase 2 – Hillside Campus:

(1) South Building

During Phase 2, the South Building would be reconstructed and expanded as a two-story, 35-foot-tall, 19,720-square foot building to house the new Commuter Services and Facilities Hub. The new facility would include offices for transportation-related services, building maintenance, and storage. A compressed natural gas fueling facility

for ArtCenter shuttles near this building was proposed and studied, but this request was withdrawn by ArtCenter representatives at the Planning Commission meeting.

APPROVALS REQUIRED:

The following are required for the Project, as presented to the City Council:

- Master Plan;
- Minor Conditional Use Permit (reduced parking);
- Minor Conditional Use Permit (tandem parking);
- Private Tree Removal;
- Exception to Noise Ordinance for night-time construction;
- Zoning Map Amendment;
- Zoning Code Amendment (Master Sign Plan); and
- Development Agreement

The following are required for the Project but will be processed in the future:

- Vesting Tentative Tract Map;
- Conditional Use Permit for the sale of alcoholic beverages (South Campus only);
- Public Tree Removal;
- Design Review; and
- Master Sign Plan.

ANALYSIS:

General Plan Consistency:

One of the eight Guiding Principles of the Land Use Element of the 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 the region, 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."

In addition, the project is consistent with a number of goals of the Land Use Element of the General Plan: *Goal 2. Land Use Diversity (Policy 2.9. Institutional Uses)*; *Goal 4. Elements Contributing to Urban Form (Policy 4.7. Strengthen Major Corridors)*; and *Goal 17. Educational System (Policy 17.4 Long-Range Planning for Private Schools)*.

Specific Plan Consistency: Central District Specific Plan

The eastern portion of the South Campus facing S. Arroyo Parkway is currently within the Central District Specific Plan. The Central District Specific Plan includes planning objectives related to new development in the Specific Plan area. These objectives encourage focused growth in the Central District that follows urban land patterns (e.g., transit-oriented, pedestrian-oriented, and mixed-use) and promotes 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, mixed-use nature, and quality and variety of architecture and design, the Project at the South Campus would be consistent with the type of development envisioned for the Central District.

Specific Plan Consistency: South Fair Oaks Specific Plan

The western portion of the South Campus facing S. Raymond Avenue is within the South Fair Oaks Specific Plan, which promotes new development near light rail transportation, in this case the Gold Line Fillmore Station. The City's General Plan Land Use Element was updated in 2015, and the vision for the area has shifted from promoting biomedical and technology-based uses to supporting institutional uses, such as the Huntington Memorial Hospital and ArtCenter, and related housing opportunities.

The primary objectives of the South Fair Oaks Specific Plan relate to the development at the South Campus, as it would integrate land use and transportation programs near a light rail station and promote public transportation in the immediate area. Further, with the provision of on-campus student housing, the Project would decrease auto travel (i.e., reduce traffic impacts) and encourage walking, bicycling, and the use of public transit.

Development Standards:

For projects in the PS zoning district, the development standards, such as floor area, height, and setback requirements are specified under a Conditional Use Permit or Master Plan. A Master Plan also outlines the types and locations of uses, the amount of new development, the amount and location of parking, and other details and features of a project for a specific period of time. The proposed development standards are shown in that table on the following page:

Table 1: ArtCenter Master Plan Development Standards	
Development Standards	Proposed
Number of Students	2,500 FTE and 1,275 students at Hillside Campus at any one time.
Number of Staff	994
South Campus	
Land Uses	Primary: College, Traditional Setting and Dormitories. Ancillary: Retail; Restaurants, Restaurant Fast Food, Restaurant, and/or Formula Fast Food; Conference Centers; and Maintenance and Service Facilities.
Gross Floor Area	East of Gold Line: 221,209 sq.ft. West of Gold Line: 540,806 sq.ft. Total: 762,015 sq.ft.
Street Setbacks	0 to 15 feet
Rear / Side Setbacks	None required, but subject to negotiations with Metro.
Height	1101 Building: 100 feet 1111 Building: 96 feet (existing) 870 Building: 29 feet (existing) 888 Building: 100 feet 950 Building: 64 feet (existing) 988 Building: 100 feet (Plus maximum of 15 feet for appurtenances that cover no more than 25 percent of the roof area of the building)
Number of Student Housing Units/Beds	1101 Building: 80 units/350 beds 1111 Building: None 870 Building: None 888 Building (Scenario 1): None 888 Building (Scenario 2): 150 units/650 beds 950 Building: None 988 Building: 150 units/500 beds Total (Scenario 1): 230 units/850 beds Total (Scenario 2): 380 units/1,500 beds
Parking Spaces	Minimum of 850 spaces required
Tandem Parking	Up to 30% of total off-street parking spaces provided
Hillside Campus	
Land Use	Primary: College, Traditional Setting Ancillary: Maintenance and Service Facilities
Gross Floor Area	Ellwood Building: 207,168 sq.ft. Sinclair Building: 3,500 sq.ft. South Building: 19,720 sq.ft. Annex Building: 17,000 sq.ft. to be demolished Total: 230,388 sq.ft.
Setbacks	As exist
Height	Ellwood Building: 21 feet (existing) Sinclair Building: 24 feet (existing) South Building: 35 feet Solar Canopies: 20 feet (Plus maximum of 15 feet for appurtenances that cover no more than 25 percent of the roof area of the building)
Parking Spaces	Minimum of 558 spaces required (737 provided)

Minor Conditional Use Permit: To allow the reduction in the number of required parking spaces for the South Campus.

ArtCenter's Hillside and South Campuses do not operate separately with distinct academic programs; consequently, the students and faculty/staff will continue to move between campuses. The typical Zoning Code parking requirements could not be applied to calculate the parking needed for each campus individually. In order to properly address the future parking demand, a parking demand study was prepared by the traffic and parking engineering firm Linscott, Law, and Greenspan (LLG).

The number of existing parking spaces at the Hillside Campus is 937 spaces, whereas the minimum requirement is 558 spaces. After the installation of PV canopies, 200 parking spaces will be removed. The number of parking space provided for the project will be 737 spaces, which will continue to exceed the minimum requirement.

The number of required parking spaces for the South Campus per the Zoning Code would be 1,165 spaces. However, per the Transit Oriented Development section of the Zoning Code, the parking requirement may be reduced through a parking demand study with approval of Minor Conditional Use Permit. Per the LLG parking study, the parking spaces needed for the South Campus would be a minimum of 850 and up to 1,050. As mentioned earlier, due to the distance between the two campuses as well as the existence of housing and other public amenities at the South Campus, staff recommends a minimum of 1,050 parking spaces be provided at the South Campus. The Project will provide a total of 1,787 parking spaces between both campuses, which would meet the required parking for both campuses.

In addition, recognizing that development will occur over a 15-year span, as well as trends in multi-modal and non-auto travel, a condition of approval is recommended that requires ArtCenter to submit an updated parking demand study before building permits are issued for each of the 1101, 988, and 888 Buildings. The purpose of this condition is to confirm the parking demands are still within a range as analyzed and would be consistent with the Master Plan.

Minor Conditional Use Permit: To allow up to 30 percent of parking stalls to be tandem parking for the South Campus.

ArtCenter proposes tandem parking for up to 30 percent of parking spaces provided for all uses on the South Campus, including the college, dormitories, retail, café, galleries, black-box theater, and the use of the open space by the public. As determined by the parking demand study, there would be a minimum of 850 parking spaces and up to 1,050 spaces at the South Campus. Thus, the number of tandem parking spaces would be between 255 and 315 spaces, depending on the number of parking spaces that are ultimately provided at the South Campus.

The request is in conformance with the intent of the Zoning Code, since the proposed tandem spaces would be 30 percent and below the maximum allowed 75 percent with a Minor Conditional Use Permit. The size and configuration of the parking spaces will

meet the development standards of the Zoning Code and there is a condition of approval that requires a full-time parking attendant on each floor where the tandem spaces are located.

Private Tree Removal: To allow the removal of one protected tree (Hillside Campus).

On the Hillside Campus, there are 187 trees within the Project area, not including the undeveloped areas of site. Of these, 148 ornamental parking lots trees are proposed for removal, 45 in the North Lot and 103 in the South Lot, in order to facilitate the demolition of the Annex Building and the installation of photovoltaic canopies. Of the 148 trees, only one, a 24-inch Aleppo pine, qualifies for protection under the City's Tree Protection Ordinance.

In order for the City to approve a tree removal, at least one of six findings must be made, one of which includes the submittal of landscape plan showing the planting of new trees to replace the loss of the protected trees. ArtCenter has submitted a preliminary landscaping plan with the general location of replacement trees and new landscaping on the Hillside Campus. The plan emphasizes a tree canopy that is sustainable and is consistent with to the Tree Replacement Matrix adopted by the City Council. A condition of approval is included in the Resolution for the Master Plan, which requires the applicant to submit a final landscaping plan to ensure the adherence to the Tree Replacement Matrix.

Exception to Noise Ordinance for Night-Time Construction:

Section 9.36.070.B of Pasadena Municipal Code (Noise Ordinance) restricts construction within a residential district, or within a radius of 500 feet of a residential district, in such a manner that, "...a reasonable person of normal sensitiveness residing in the area is caused discomfort or annoyance at any time other than..." the hours of 7:00 a.m. to 7:00 p.m., Monday through Friday, and 8:00 a.m. to 5:00 p.m. on Saturday, and prohibits such work on Sundays and holidays. The east side of the South Campus is located approximately 280 feet from several residentially-zoned (RM-32 and RM-32-OC) properties to the east, on the west side of S. Marengo Avenue.

Within the South Campus, construction of the elevated Main Quad, the temporary bridge, and the underground tunnel connecting the subterranean parking structures would involve construction activities over and under the Metro Gold Line right-of-way. As part of ArtCenter's talks with Metro, it is highly likely that Metro will require construction of these two project elements outside of the hours permissible by the City's Noise Ordinance, in order to minimize disruption of Gold Line service.

Section 9.36.170 (Exemptions) of the Noise Ordinance provides for an exemption from the time-of-day restrictions for construction activities that are "deemed necessary by the City to serve the best interests of the public and to protect the public health, safety and welfare." Staff is recommending the City Council adopt a resolution finding this deviation from the time-of-day restriction falls within these parameters, to allow only those construction activities related to the Main Quad and connecting the two

subterranean parking structures outside the normally-permissible hours.

Night-time construction was analyzed in the Draft Environmental Impact Report for potential noise and vibration impacts. The analysis concluded that with the implementation of two mitigation measures (installation of temporary and impermeable sound barriers and limiting material deliveries to day-time hours) noise and vibration impacts would be less than significant.

Zoning Map Amendment: Change zoning of 870 and 888 S. Raymond Avenue and 1111 S. Arroyo Parkway to PS.

The South Campus consists of five parcels with three 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 (Attachment D) 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. ArtCenter currently operates under a College – Nontraditional Setting land use on portions of the South Campus located at 870 and 888 S. Raymond Avenue and 1111 S. Arroyo Parkway, as the use is permitted by right within the IG-SP-2-HL-56 and CD-6 zones. The proposed Zoning Map Amendment would allow the entire South Campus to be a PS zoning district, which is more appropriate for a College – Traditional Setting, Dormitory, and its ancillary uses.

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

Zoning Code Amendment: To amend the Master Sign Plan regulations.

The Project as analyzed in the EIR could also include an 8,000-square-foot digital gallery on the façade of the 1111 Building that would display images representing a wide array of artwork and conceptual designs associated with ArtCenter. As proposed, images could include character animation, storybook illustrations, photographic portraits, short film clips, traditional fine art, motion graphics, multimodal transportation design systems, and wearable technology. However, none of the Project approvals presented herewith would approve of the gallery and it is not part of the proposed Master Plan.

Per Chapter 17.48 of PMC (Sign Ordinance), such a display of images would be considered a sign, and a sign that blinks, flashes, or moves in any manner, including electronic message signs (except those showing time and/or temperature), is currently prohibited by the Zoning Code. In order to install a sign that is currently prohibited by the ordinance, a Zoning Code Amendment to allow such a sign would be required.

Although staff is not supportive of such an amendment, if the City Council is, it would require an amendment to the Master Sign Plan regulations in the Zoning Code to create an "Outdoor Electronic Sign." This new sign type would be reviewed as part of the Master Sign Plan application process. As such, ArtCenter would be allowed to apply for an outdoor electronic sign as part of their Master Sign Plan submittals, which typically occurs after design review is completed.

A Master Sign Plan allows for a holistic and comprehensive review of all proposed signs in a project, while providing for some flexibility in the application of the sign regulations, in order to achieve a high design quality. Master Sign Plans are reviewed by Design & Historic Preservation staff, whose decisions can be appealed or called for review to the Design Commission.

The Planning Commission discussed in-depth the digital gallery, and although the Commission did vote to support the amendment, there was discussion amongst the Commissioners about whether allowing Outdoor Electronic Signs in Pasadena was appropriate. As such, the approval for the amendment process included a provision that the City Council send the amendment back to the Planning Commission for additional review and discussion. The Planning Commission supported the recommendations from staff on what projects could be eligible to apply, and expanded the list as outlined below.

Outdoor Electronic Sign

If the City Council supports the Zoning Code Amendment, there is a potential for proliferation of outdoor electronic signage, and as such, staff recommends a reasonable limitation on operators and sites eligible to apply for such a sign, as well as limitations on number, location, hours of operations, and type of media that may be displayed as indicated below.

Eligibility:

In order to be eligible to submit an application for an Outdoor Electronic Sign, all of the following restrictions would apply:

- The site is zoned PS (Public, Semi-Public);
- The site is not adjacent to, or directly across the street from a residential zoning district (RS or RM);
- The land use has an existing or proposed Master Plan; and
- The land use has an existing or proposed Development Agreement (suggested by the Planning Commission).

Limitations:

All of the following restrictions would apply to a proposed Outdoor Electronic Sign:

- One Outdoor Electronic Sign per site;
- Cannot be located on, above, or project into, public right-of-way;
- Must be attached to a building (i.e. cannot be a free-standing structure);
- If visible from a residential zoning district (RS or RM), cannot operate between 10:00 p.m. and 7:00 a.m.
- Still images only (i.e. no animation or videos);
- No text or logos permitted, images only;
- Refresh rate of no less than 10 minutes;
- All content must directly relate to the use/operator of the site where the sign is located.

It is the staff position that Outdoor Electronic Signs are not appropriate in Pasadena, given the City's history of valuing high-quality and subtle design, and the potential proliferation of such signs, even with the eligibility and limitations listed above. However, if the City Council does support the amendment, staff supports Planning Commission's request that the matter be referred back to the Commission for further review to establish the criteria that would apply to such signs.

Development Agreement:

A Development Agreement is an agreement between a City and a property owner(s) or other persons having a legal or equitable interest in the property proposed to be subject to the agreement or an authorized agent of the owner(s) in compliance with Government Code Section 65864 and Chapter 17.66 of the Zoning Code (Development Agreements). It is typical that a Development Agreement would include items that either side wishes to obtain from the other, although these items do not require a nexus, or connection, to the development application, in this case, the Master Plan.

ArtCenter is requesting a 20-year Development Agreement and the school and City staff have held several negotiating sessions. The result of these discussions is a proposed Development Agreement which is summarized below:

1. Term of Development Agreement. 15 years with an automatic five year extension upon issuance of the first building permit for construction of a new building.
2. Use of City Property. The City will permit ArtCenter to utilize the Glenarm Power Plant site for construction staging, temporary parking and other construction related activities, subject to an annual lease/license agreement with a clause that allows the City to cancel the agreement no less than 90 days in advance.
3. Cooperation. The City will support ArtCenter in obtaining any required approvals or permits from other regulatory agencies and attend public hearings, if

necessary, to support ArtCenter's project. For example, the City will agree to support ArtCenter's efforts to obtain approvals from Metro for the Main Quad.

4. Public Benefit Payment. ArtCenter will make annual payments to the City, for the term of the Development Agreement, to partially offset public services provided to the Project (e.g. police and fire). Annual payments would begin upon the issuance of Certificate of Occupancy for the first building constructed with student housing and would increase upon the issuance of each additional Certificate of Occupancy for buildings with student housing.
5. Public Access. ArtCenter will provide reasonable public access to the Main Quad at the South Campus, coordinate with the City on public use of ArtCenter parking for special events (e.g. Rose Bowl, Rose Parade), consider space for a bike share station at the South Campus, and provide public use of meeting space(s) and the black-box theater for community events (e.g. City community meetings, neighborhood association meetings, etc.).
6. Compressed Natural Gas Facility. The City will make best efforts to provide ArtCenter use of the existing Compressed Natural Gas Facility at the City Yards for ArtCenter shuttles, on terms yet to be finalized, for the term of the Development Agreement.

ENVIRONMENTAL REVIEW:

In accordance with the requirements of the California Environmental Quality Act (CEQA), an Environmental Impact Report (EIR) was prepared in order to identify and analyze the project's potential impacts on the environment.

The EIR evaluated the following environmental topics: Aesthetics, Air Quality, Biological Resources, Cultural and Tribal Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use, Noise, Public Services (Fire Protection), Traffic, and Utilities and Service Systems (Water Supply and Infrastructure, Wastewater, Solid Waste, and Energy).

Of these, the EIR identified potentially significant effects in the following topics only:

- Biological Resources;
- Cultural and Tribal Cultural Resources;
- Hazards and Hazardous Materials;
- Hydrology and Water Quality; and
- Noise, and Traffic.

With incorporation of mitigation measures, it was determined in the EIR that all potentially significant effects would be reduced to a less-than-significant level.

Environmentally Superior Alternative:

CEQA requires that an EIR describe a range of reasonable alternatives to a proposed project that could feasibly avoid or lessen any significant environmental impacts, while

attaining the basic objectives of the project but will avoid or substantially lessen any of the significant effects of the project. The alternatives that were analyzed in the Draft EIR are: 1) No Project/No Build Alternative; 2) Reduced Building Height Alternative; 3) No Encroachment Over and Under the Metro Right-of-Way Alternative; and 4) Change in Location of the New Commuter Services and Facilities Hub on the Hillside Campus to the North Lot Alternative.

The CEQA Guidelines also require that an environmentally superior alternative be identified in an EIR, other than the No Project/No Build Alternative. In this instance, Alternative 4 (*Change in Location of the New Commuter Services and Facilities Hub on the Hillside Campus to the North Lot Alternative*) is the Environmentally Superior Alternative. Under Alternative 4, the impacts of the Project related to biological resources and mudflows would be eliminated without resulting in different tradeoffs that were identified for the other two alternatives (i.e., impacts related to hydrology and land use associated with the reduction in open space).

Comments on the Draft Environmental Impact Report:

The Draft EIR was made available for public review and comment from October 26, 2017 through December 18, 2017, during which the Planning Commission provided comments at their meeting on November 8, 2017. During the public comment period, comments were received from five public agencies, three organizations, and 23 individuals. In a public meeting on November 8, 2017, the Planning Commission and three members of the public provided comments on the Draft EIR.

The comments received on the Draft EIR included the following topics:

- CNG facility (Hillside)
- Photovoltaic Panels (Hillside)
- Digital Gallery (South)
- Proximity of construction to Metro Gold Line (South)
- Proximity of construction to wildlife corridor (Hillside)
- Increase in student and faculty
- Building height (South)
- Alcohol Sales (Hillside)
- Traffic on Lida Street (Hillside)
- Public access to Main Quad (South)
- Affordable Student Housing
- Development on other properties owned by ArtCenter (Hillside)

The majority of comments received were related to the CNG facility at the Hillside Campus, the photovoltaic panels at the Hillside Campus, and the digital gallery at the South Campus.

Final Environmental Impact Report:

The Final EIR was released on April 25, 2018 and includes clarifications, revisions, and corrections, responses to comments, and the Mitigation Monitoring and Reporting Program. All commenters who provided contact information were notified and provided a CD. The Final EIR and all related documents were made available on the City's website at: www.cityofpasadena.net/planning/art-center-college-of-design-master-plan/ and hard copies were also made available at the City Clerk's office, Permit Center, Central Library, Allendale Branch Library, and Linda Vista Branch Library.

Late Comments on the Environmental Impact Report:

On May 9 and May 10, 2018, comments on the EIR were received from Arroyos & Foothills Conservancy and California Department of Fish and Wildlife. Because these were received after the public comment period for the Draft EIR and after the Final EIR was released, responses to these comments were not included in the Final EIR. Nonetheless, responses to these late comments have been prepared as shown in Attachment E.

COUNCIL POLICY CONSIDERATION:

The proposed recommendation furthers the goals and policies of the General Plan related to health facilities and compatibility with surrounding neighborhoods, specifically:

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

FISCAL IMPACT:

Consistent with the adopted Fee Schedule, fees will be charged for review of applications and for processing, permitting, inspections, and monitoring.

Respectfully submitted,



DAVID M. REYES
Director of Planning & Community
Development Department

Prepared by:



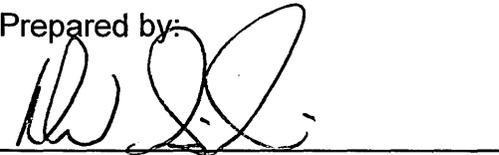
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Reviewed by:



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Senior Planner

Approved by:



STEVE MERMELL
City Manager

Attachments (5):

- Attachment A: Findings –Zoning Map Amendment, Zoning Code Amendment
- Attachment B: Final Environmental Impact Report
- Attachment C: Site Plans – Existing, Phase 1, Phase 2
- Attachment D: Proposed Zone Change: 870 and 888 S. Raymond Avenue / 1111 S. Arroyo Parkway
- Attachment E: Late Comments and Responses on the Environmental Impact Report