

3333 E. Foothill Boulevard Predevelopment Plan Review

City Council
July 12, 2021





Predevelopment Plan Review (PPR)

Planning & Community Development Department

- Purpose of PPR is to achieve better projects through early consultation between City staff and applicants.
- Projects of Communitywide Significance
 - > Projects greater than 50,000 square feet in size with at least one discretionary action; or
 - > Projects with 50 or more housing units; or
 - > Projects determined by the Planning Director to be of major importance to the City
- 2,380 square-foot Formula Fast Food Restaurant use with outdoor dining area and a drive-through
- Informational Only – No Action Required



Project Site

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- **3333 East Colorado Boulevard**
 - > One parcel with frontage on Foothill Boulevard and Sierra Madre Villa Avenue
 - > EPSP-d2-CG-C (East Pasadena Specific Plan, subarea d2, Commercial General) zoning district
 - > 58,047 square-foot site area (approx. 1.3 acres)
 - > Currently developed with an approximately 8,037 square-foot restaurant building (El Torito) which would be retained on-site, as well as a surface parking lot



Project Description

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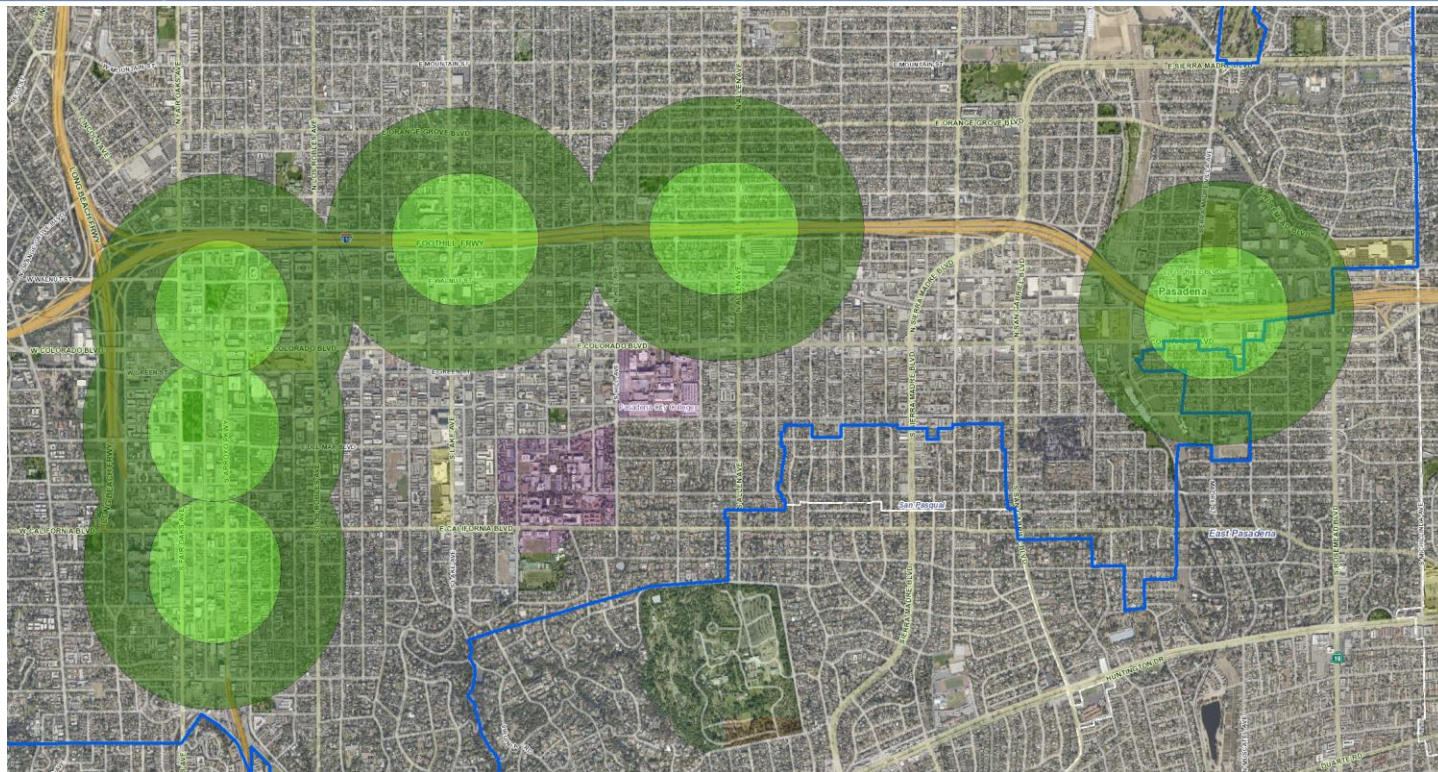
- Facilitate the construction of a new Formula Fast Food Restaurant use with a drive-through and outdoor dining area:
 - > One story structure, approximately 2,380 gross square feet with 550 square foot outdoor dining area
 - > 57 parking spaces provided on-site
 - > 9 drive-through lane queuing spaces
 - > Property is within a Transit-Oriented Development (TOD) area; drive-through businesses are currently not permitted within TOD areas.
 - In general, a TOD Area is defined as properties within a radius of ¼ mile (1,320 feet) from a light-rail station platform (Section 17.50.340.A.3)



Transit-Oriented Development Radii

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- ¼ mile
- ½ mile





Transit-Oriented Development Standards

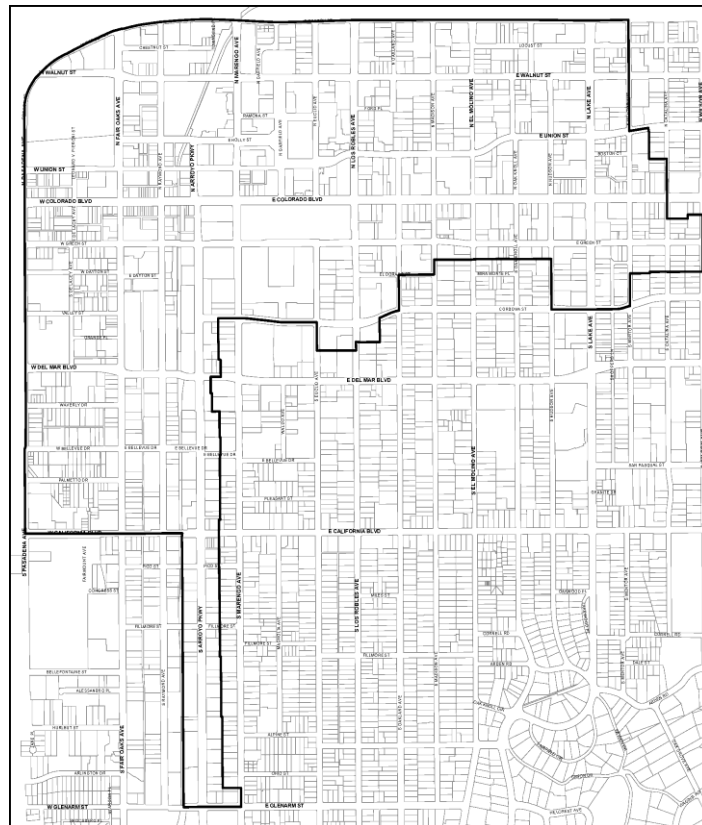
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- A TOD Area is defined as properties within a radius of ¼ mile (1,320 feet) from a light-rail station platform (Section 17.50.340.A.3)
- Optionally, projects located between ¼ mile and ½ mile from a light-rail station platform may voluntarily make use of applicable TOD standards, unless:
 - > Proposed project is one of the prohibited land uses in Section 17.50.340.B; or
 - > Project is within ¼ mile and ½ mile of the Sierra Madre Villa L (Gold) line platform, in which case the ½ mile TOD area does not apply.
- Prohibited uses:
 - > Drive-through businesses
 - > Large recycling facilities
 - > Vehicle services (sales and leasing, service stations, washing and detailing, storage)
 - > Wholesaling, distribution, and storage



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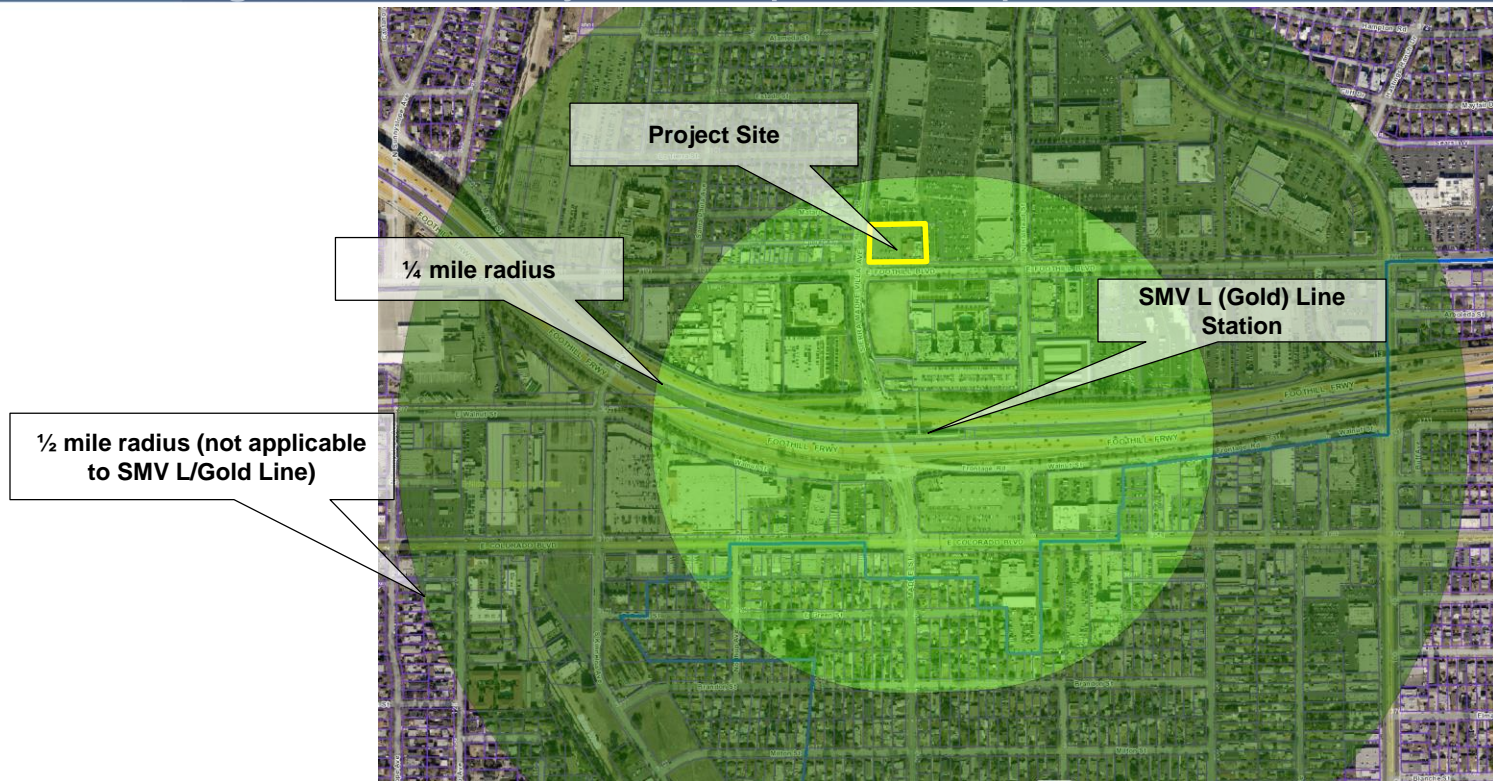
Within the Central District, the TOD standards also apply to the area shown at right (Fig. 3-5, Section 17.30.020):





Project Location Map

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Distance from SMV L (Gold) Line Station

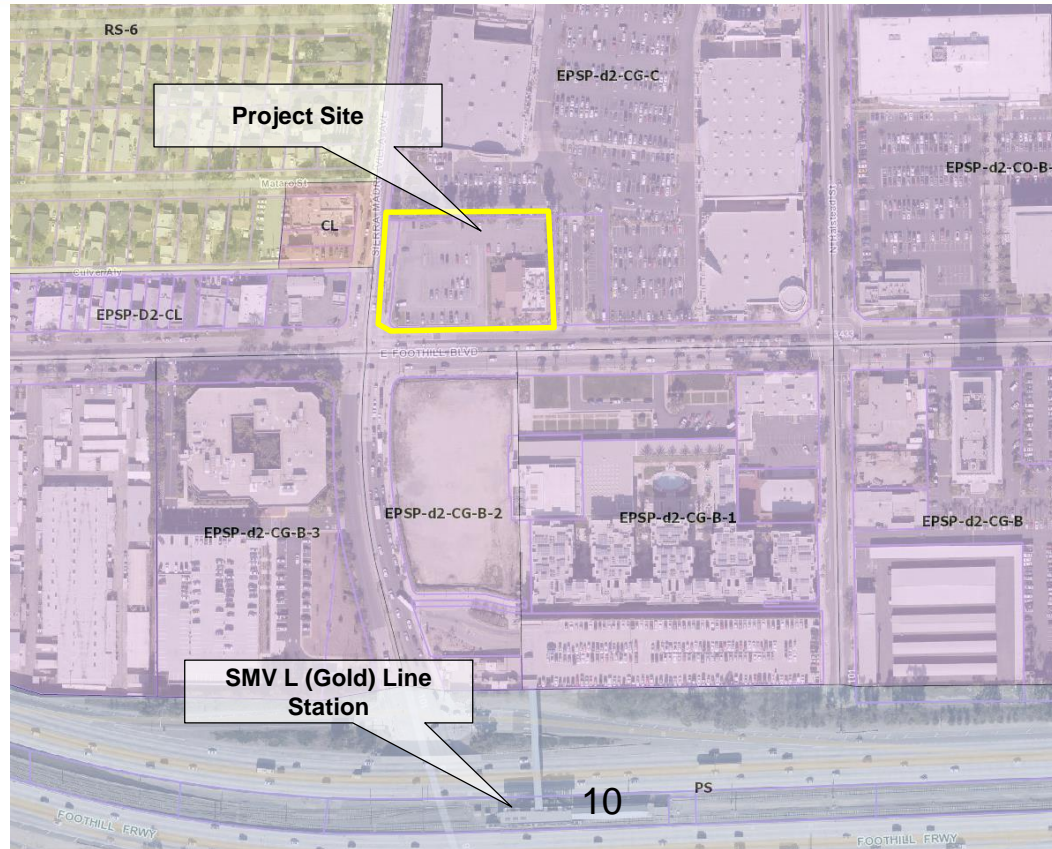
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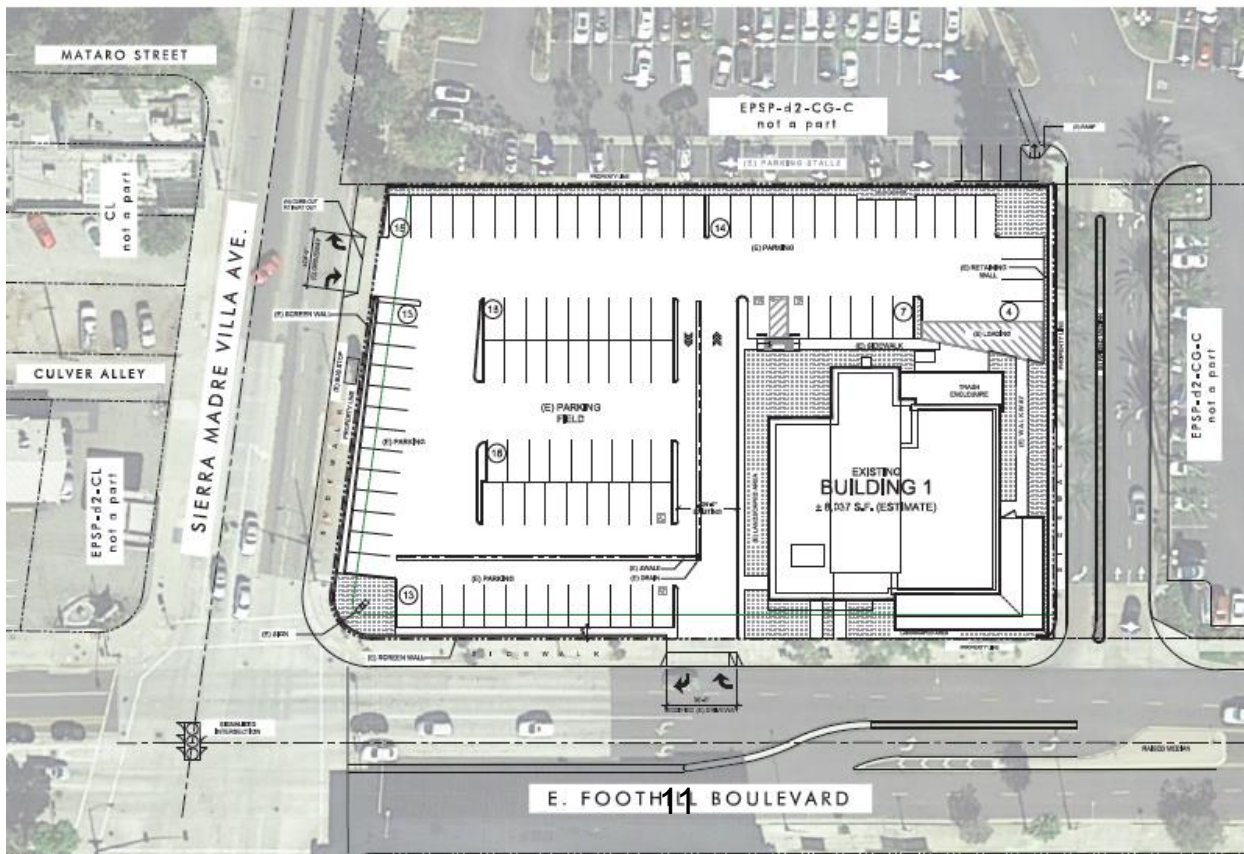
Existing Zoning

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General PPR Comments

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- **Consistency with General Plan**

- > Consistent with policies related to infill development, and retail/ commercial businesses
- > Inconsistent with policies related to Transit Villages, Pedestrian-Oriented development, relationship of buildings to transit stops and multi-modal access, and developments designed to reduce vehicle trips, energy consumption, and GHG emissions

- **Consistency with East Pasadena Specific Plan**

- > Consistent with goals related to infill development, increased landscaping along street frontages, and providing places to eat, shop, and meet friends
- > Inconsistent with goals related to encouraging transit use and walking, reduction of vehicle trips and GHG emissions, and development of gathering places such as parklets and plazas.

- **Consistency with Zoning Code**

- > The proposed use is specifically prohibited within Transit-Oriented Development areas (Section 17.50.340.B.1.a).



Entitlement Process/Next Steps

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- Proposed project is located within a Transit-Oriented Development Area (1/4 mile of a transit stop – in this case, the Sierra Madre Villa L (Gold Line) station
- Proposed use (drive-through restaurant) is not currently permitted in TOD
- Zoning Code Text Amendment would be required to allow such uses within TOD areas
 - > Amendments to the text of the Zoning Code may only be initiated by:
 - City Council Action
 - Commission Action
 - City Manager
- East Pasadena Specific Plan Update

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