



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION

May 25, 2022

Rusnak Pasadena
c/o Len Silvernail
P.O. Box 70489
Pasadena, CA 91117

Via email: lsilvernail@rusnakgroup.com

NOTICE OF DESIGN COMMISSION COMMENTS [CORRECTED LETTER]

Application for Preliminary Consultation

2915 East Colorado Boulevard (EPSP-d1-IG, ECSP-CG-6)

Case #: DHP2022-00167

Council District 4

Dear Mr. Silvernail,

On May 24, 2022, at a virtually held public meeting, the Design Commission, acting under the provisions of Section 17.61.030 of the Pasadena Municipal Code, reviewed your application for Preliminary Consultation of the proposed new construction of two automobile sales and service buildings at the above listed address. The design guidelines applied to this review were the design-related goals and policies in the Land Use Element of the General Plan, the East Colorado Specific Plan design guidelines, the East Pasadena Specific Plan design guidelines, and the Design Guidelines for Neighborhood Commercial and Multi-family Residential Districts. The Commission generally agreed with the comments in the staff report, which are reiterated below, and provided additional comments on the preliminary design, also listed below:

1. The immediate context is in transition and includes a number of automobile sales and service facilities and large-format retail developments. As such, a new, contemporary-designed automobile sales building such as the proposed building is appropriate and compatible with the surrounding context.
2. As the landscape design is developed, consider the use of alternative pavement materials that are permeable, and that reduce solar heat gains as further sustainability enhancements to the project. In addition, the open parking areas of the site should be richly landscaped to soften the paved areas and the building itself.
3. Consider a freestanding structure along the street edge to enhance the pedestrian environment, and to create a relationship to the broader context of Pasadena's architectural legacy along Colorado Boulevard.
4. Consider including design elements to the building that can further enhance the pedestrian experience through appropriately-scaled architectural features such as shading elements, façade softening through landscape, or other means, particularly

along the southwest corner elevation. At the storefront, consider window treatments or designs that provide depth.

5. Explore the feasibility of retaining and adaptively reusing the existing brick building at the north end of the site fronting East Walnut Street. Relocation of the building to another area on the project site may be appropriate in order to retain and reuse it.
6. Demonstrate sustainability efforts of the overall project including the building materials, composition, exterior building features and building systems as well as the surrounding parking, driveway and paved areas.
7. Explore the feasibility of moving the proposed building closer to Colorado Boulevard in order to be consistent with the surrounding context. Although the varied topographic nature of the site may prove this to be difficult, consider whether changes to the interior floor plan, such as placing parking/service uses at the lower level and the showroom at the upper level, may allow for an improved relationship of the building to the street.
8. Explore a solution that combines the suburban model of the proposed project with a response to the architectural context and future development potential of the surrounding area and that incorporates a more activated and enhanced pedestrian experience from East Colorado Boulevard and East Walnut Street.

NEXT STEPS

This completes the Preliminary Consultation process. As your project moves forward to Concept Design Review, the new building design should endeavor to address and respond, in writing and/or graphically, to the comments above. If the comments are not satisfactorily addressed, revisions to the submitted plans may be required and the approval process for your project may be delayed.

Please contact me if you have any questions about this letter.

Sincerely,



Stephanie Cisneros
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cc: Energov; Address file