



Planning & Community Development Department

Conditional Use Permit #6926
E. Colorado Blvd and N. Sunnyslope Ave.
Rusnak Porsche

City Council
July 15, 2024





Conditional Use Permit #6926

Planning & Community Development Department

The applicant, Pasadena Rusnak Porsche, has submitted the proposed applications for the following:

- 1) **Conditional Use Permit (CUP):** To allow the establishment of a vehicle sales and leasing land use;
- 2) **CUP:** To allow new construction exceeding 25,000 SF;
- 3) **Minor Variance:** To allow a proposed structure to be set back 43 FT from the corner side property line (Sunnyslope Avenue), where the setback requirement is 5 FT; and
- 4) **Street Vacation:** To allow the vacation of Nina Street, from Sunnyslope Avenue to its easter terminus and transfer ownership to a private owner.



Planning Commission Recommendation

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On May 8, 2024, the Planning Commission held a public hearing and recommended that the City Council:

- 1) **Adopt** the Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program (7-0);
- 2) **Approve** the street vacation and transfer of ownership to a private owner (7-0);
- 3) **Approve** the Minor Variance to allow a greater corner setback along Sunnyslope Avenue (6-1);
- 4) **Deny** the CUP to allow the establishment of a vehicle sales and leasing land use (5-2); and
- 5) **Deny** the CUP to allow new construction over 25,000 SF (4-3).

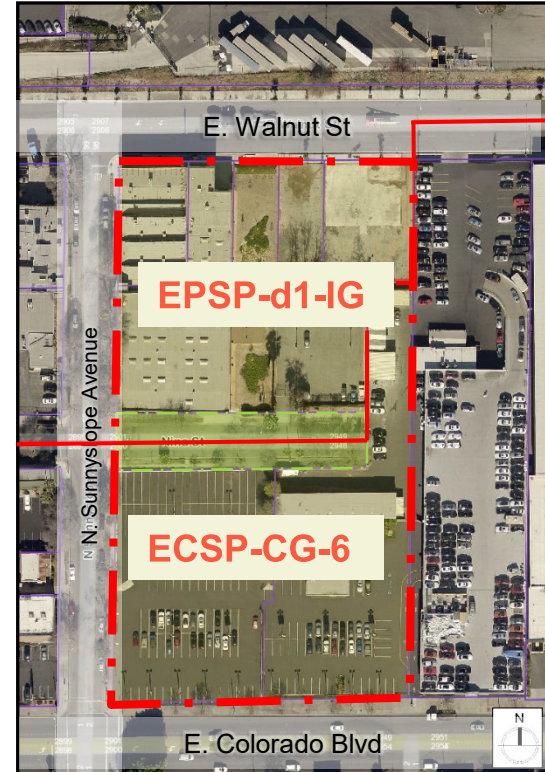


Project Location

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Site Information:

- > Eight Parcels:
 - 2914 to 2948 E. Walnut Street; 2929 & 2942 Nina Street; and 40 N. Sunnyslope Avenue).
- > Project Site Area: 4.4 acres.
- > General Plan and Zoning Districts:
 - South Half: 2003 East Colorado Specific Plan (ECSP-CG-6).
 - North Half: 2000 East Pasadena Specific Plan (EPSP-d1-IG).
 - Entire Site: Draft Lamanda Park Specific Plan.
- > Existing Uses:
 - North of Nina Street: commercial buildings, garage structure, surface parking, and a vacant lot.
 - South of Nina Street: commercial building and surface parking for the auto dealership to the east.





Site Photographs

Planning & Community Development Department



ABOVE: COLORADO BOULEVARD FRONTAGE LOOKING WEST

UPPER LEFT: NORTHEAST CORNER OF COLORADO BOULEVARD AND SUNNYSLOPE AVENUE

LOWER LEFT: COLORADO BOULEVARD FRONTAGE



Site Photographs

Planning & Community Development Department



ABOVE: PROPERTY ALONG NINA STREET LOOKING NORTH

UPPER LEFT: WALNUT STREET FRONTAGE

LOWER LEFT: SOUTHEAST CORNER OF WALNUT STREET AND SUNNYSLOPE AVENUE



General Plan

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General Plan Guiding Principal #3:

- > Economic Development: Pasadena will be an economically vital City by providing jobs, services, revenues and opportunities. A diverse economic base with jobs for Pasadena residents will be fostered; existing businesses will be encouraged to stay or expand...the continued fiscal health of the City will be ensured.

2003 East Colorado Specific Plan:

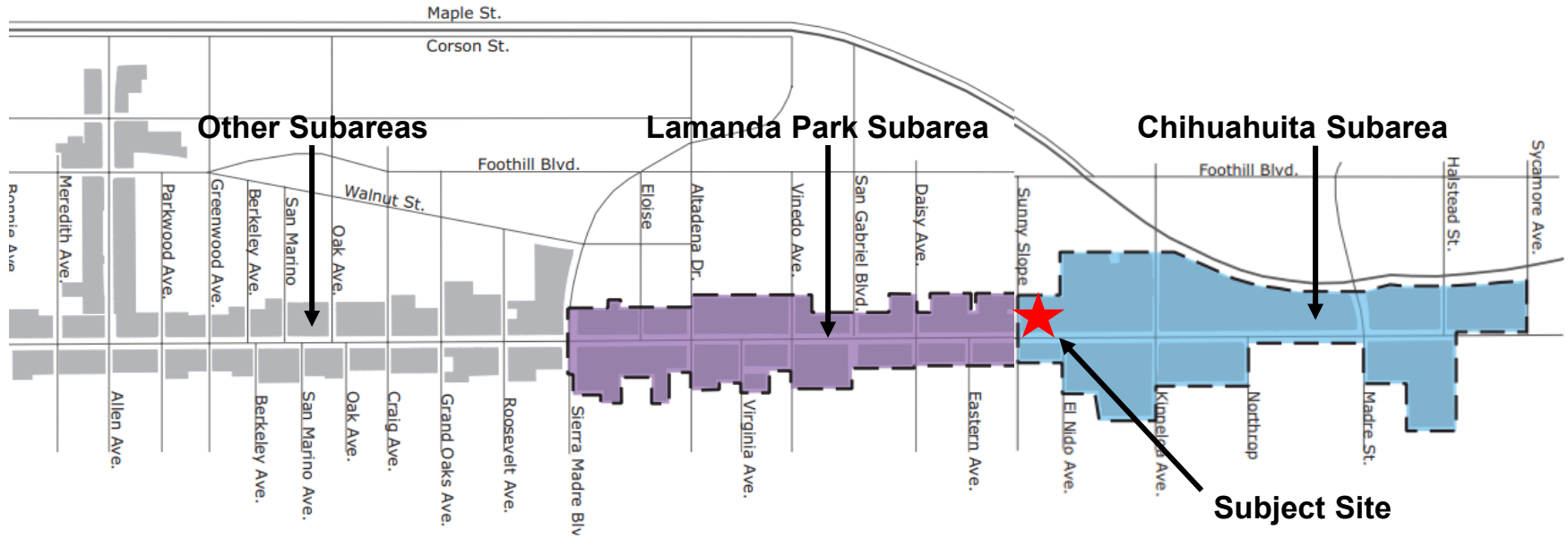
- > Project is located within the Chihuahueta Subarea. The Plan states the following:
 - A large number of auto dealerships are present in this area. A district filled with many auto dealers and large retailers makes this a destination...It is critical that these businesses have easy access from the street and parking in the front.
 - Colorado Boulevard at Sunnyslope Avenue is a transition point from the auto-oriented uses to the east and the pedestrian-oriented Lamanda Park neighborhood to the west.



Area Map

Planning & Community Development Department

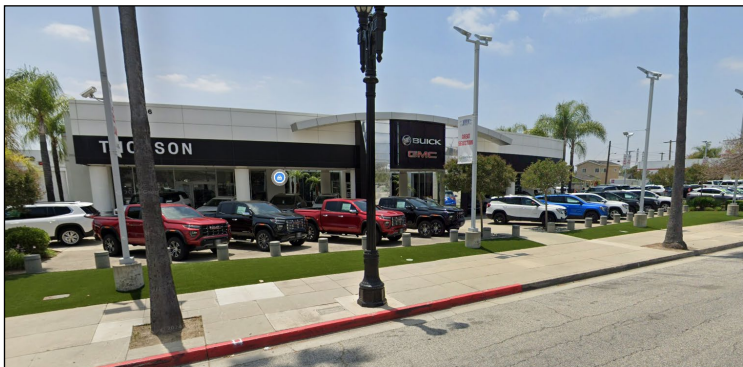
2003 East Colorado Specific Plan – Subareas





Area Photographs

Planning & Community Development Department



EXISTING AUTO ORIENTED BUSINESSES IN THE CHIHUAHUITA SUBAREA





Original Project (2021)

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Original Project Proposal:

- > Vacate Nina Street and incorporate land into the project site.
- > Demolish the Swanson and Peterson building and all other improvements on site.
- > Construct a new 60,230 SF, 2-story building towards the rear of the site.
 - 2 Minor Variances needed to exceed the setback requirements along Colorado Boulevard and Sunnyslope Avenue.
- > Incorporate customer parking and outdoor vehicle display area along the Colorado Boulevard and Sunnyslope Avenue.



Original Project (2022)

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Design Commission – May 22, 2022:

- > Preliminary Consultation Land Use Recommendations –
 - Consider the use of alternative pavement materials that are permeable;
 - Explore the feasibility of retaining the existing Swanson and Peterson building; and
 - Consider a freestanding structure along the street and/or move the main building closer to Colorado Boulevard to enhance the pedestrian environment.

Planning Commission – July 27, 2022:

- > Continued the hearing for the applicant to consider the following –
 - Retain the Swanson and Peterson building;
 - Incorporate a design that is in conformance with the required setbacks; and
 - Address the Design Commission's recommendations.
- > Established a Subcommittee to work with the applicant.
 - Applicant worked with the Subcommittee and other stakeholders for 2 years to address concerns raised.



Revised Project (2023)

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Swanson and Peterson Building:

- > Revised project retains and adaptively reuses the building.
- > Will be used to service vintage Porsche vehicles.

Site Layout and Setbacks:

- > A freestanding trellis structure has been added that will meet the setback requirement along Colorado Boulevard. Minor Variance needed to exceed the setback requirement along Sunnyslope Avenue.
- > Permeable grasscrete is proposed for the entirety of the vehicle display area fronting Colorado Boulevard, along with other site landscaping.

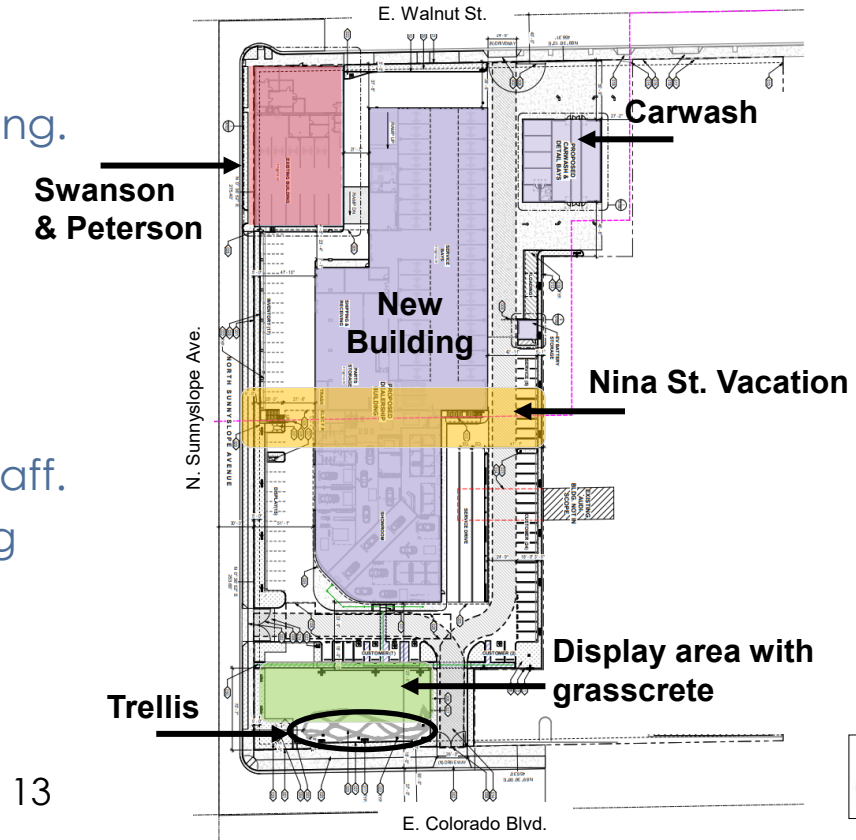
Revised project presented to the Planning Commission on May 8, 2024

Revised Project

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Proposed Site Plan:

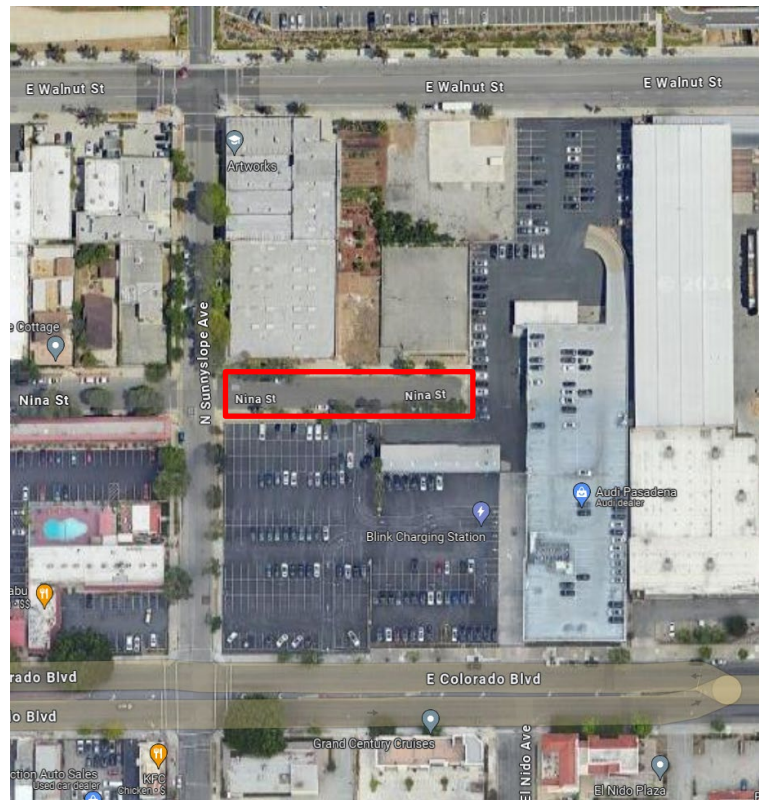
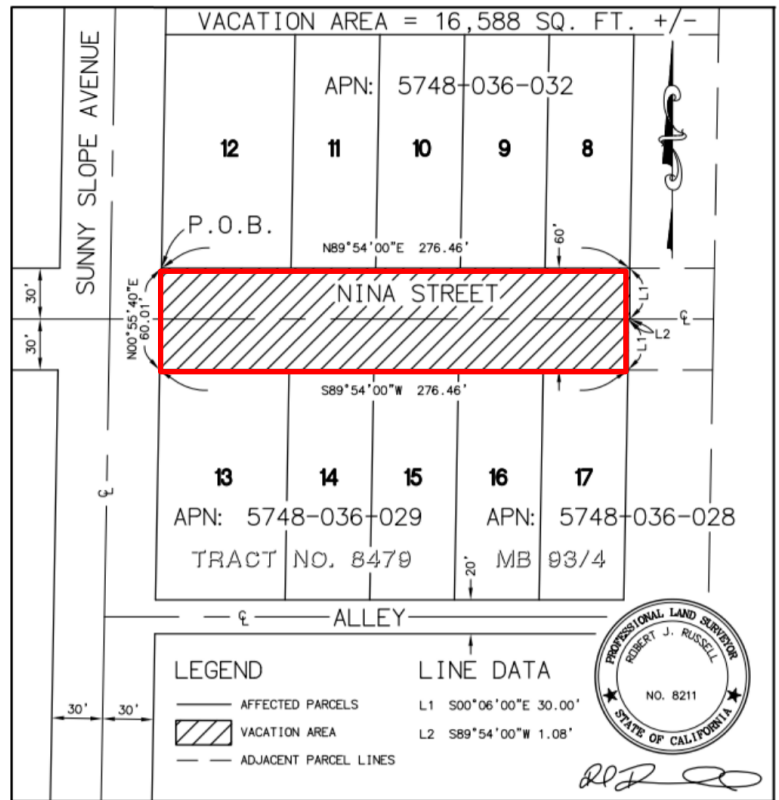
- > Retains the Swanson and Peterson Building.
- > New 58,849 SF auto dealership:
 - 27,410 SF of vehicle sales.
 - 31,439 SF of vehicle services.
 - 36-feet in height.
- > 4,864 SF car wash.
- > 158 parking spaces for customers and staff.
- > Vehicle display and trellis structure along Colorado Boulevard.
- > Nina Street vacation and transfer of ownership to a property owner.





Nina Street Vacation

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Renderings

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VIEW FROM THE CORNER, SUNNYSLOPE AVE AND COLORADO BLVD



VIEW FROM THE CORNER, SUNNYSLOPE AVE
AND COLORADO BLVD

ABOVE: EXISTING

RIGHT: PROPOSED





VIEW FROM THE SOUTHEAST CORNER OF SUNNYSLOPE AVENUE
AVE AND WALNUT STREET

ABOVE: EXISTING

RIGHT: PROPOSED





Planning Commission Discussion

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Street Vacation:

- > City has no need to retain street (recommended approval 7-0).

Minor Variance:

- > The trellis structure is proposed to be set back 43 FT along the Sunnyslope Avenue frontage, where 5 FT is required (recommended approval 6-1).
- > Unique circumstances:
 - Site has an 11-FT change in grade that descends from west to east, unlike most sites on Colorado Boulevard that descend from north to south; and
 - Condition constrains ability to place the trellis structure at the street corner without constructing retaining walls at the driveway entrance. This would negatively impact vehicular access and circulation – critical for this use.



Planning Commission Discussion

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Conditional Use Permits:

- > Vehicle sales and leasing land use (recommended denial 5-2).
- > New construction exceeding 25,000 SF (recommended denial 4-3).
- > Planning Commission determined that the project did not comply with the 2003 East Colorado Specific Plan:
 - The project did not create a pedestrian oriented environment:
 - » Placement of parking in front of the building, and
 - » Project does not provide a defined street edge with a continuous building wall.
 - The design of the building is a company prototype that was not unique to Pasadena and did not comply with the Specific Plan design guidelines.



Staff Recommendation

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2003 East Colorado Specific Plan:

- > The southern half of the project site is in the Chihuahuita Subarea:
 - Not identified as a pedestrian-oriented area.
 - Identifies area as auto-dealer oriented and indicates that dealers should have easy access from the street and parking in the front:
 - » The proposed project has vehicle display in the front and customer and employee parking at rear.
 - » The trellis structure will be used to visually frame a portion of the outdoor vehicle display area while also activating the street edge.
 - » A 5-FT landscape planter will be provided at the street edge.



Staff Recommendation

Planning & Community Development Department

2000 East Pasadena Specific Plan:

- > The northern half of the project site in the d1 Subarea:
 - Characterized as an older industrial area:
 - » Small- to medium-sized parcels and a mix of commercial uses.
 - » Concentration of auto-oriented businesses, including parts and body shops, and auto dealerships.
 - One purpose of the Subarea is to encourage its continued use as an industrial district with moderate amounts of office and commercial development.

Design Commission Review:

- > Required to complete the design review process:
 - Confirm the applicant responded to the Preliminary Consultation comments.
 - Review the project for consistency with all applicable design guidelines.



Environmental Review

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As required by the California Environmental Quality Act (CEQA), the following environmental topics were analyzed:

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Energy
- Geology and Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation
- Tribal Cultural Resources
- Utilities and Service Systems
- Wildfire
- Mandatory Findings of Significance

Mitigation measures were incorporated to reduce impacts to less than significant levels for Cultural Resources, Hazards and Hazardous Materials and Tribal Cultural Resources.



Recommendation

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It is recommended that the City Council:

1. Adopt the Mitigated Negative Declaration in Attachment C and Mitigation Monitoring and Reporting Program in Attachment D;
2. Adopt the findings in Attachment A and approve Conditional Use Permit #6926, with the conditions of approval in Attachment B;
3. Adopt a Resolution of Intention to vacate Nina Street, from Sunnyslope Avenue to its eastern terminus;
4. Set a public hearing for Monday, August 26, 2024, at 5:30 p.m. to consider the proposed street vacation prior to the adoption of the Resolution Ordering the Vacation in accordance with the requirements and recommendations contained in this report and subject to conditions herein; and
5. Direct the City Clerk to publish and post a Notice of Hearing in accordance with the requirements of the Streets and Highways Code Sections 8320, et seq.



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Rusnak Porsche

City Council
July 15, 2024





Draft Lamanda Park Specific Plan

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- Lamanda Park Specific Plan (LPSP) is a new specific plan that will include areas that are currently in the 2003 East Colorado and the 2000 East Pasadena Specific Plans, including the entirety of the project site.
- The site would be located in a zoning district that is planned to allow auto dealerships as identified in the Draft LPSP.
- The proposed project is within the planned development intensities (FAR and height) of the draft plan.
- Setback along Sunnyslope Ave is planned to be 3 feet minimum, the project would be in compliance.
- Setback along Colorado Blvd is planned to be between 3-10 feet, with a minimum of 30% of primary frontage located within required setback.



Minor Variance Findings (1)

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1. *There are exceptional or extraordinary circumstances or conditions applicable to the development site that do not apply generally to sites in the same zoning district.*

The subject site has a change in grade that descends from east to west, throughout the site and along the Colorado Boulevard frontage, from Sunnyslope Avenue to the eastern extent of the project site; unlike most sites on Colorado Boulevard that have a natural change in grade that descends from north to south. The resulting condition is an 11-foot grade change from the northwest corner of the site to the southeast corner. This condition constrains the ability to place the main auto dealership building at the required setback. If it were placed at the setback, it would impact vehicular access to the site by needing steeper driveways from Colorado Boulevard and Sunnyslope Avenue. It would also impact internal vehicular circulation and how cars are moved throughout the building which is an integral component of this use. The location of buildings is also driven by retaining the Swanson and Peterson building and adaptively reusing the space so that programming for the building and the new construction can be achieved. The trellis structure is proposed to be setback further to allow access for vehicles outdoors which is an external operating characteristic of the proposed use. Vehicle Sales relies heavily on the external operations and circulation- more so than a traditional retail store or office building. The grade of the site in combination with the retention of the existing Swanson and Peterson building results in unique conditions at this site that warrant the greater setback of the trellis structure along Sunnyslope Avenue. Additionally, the larger setback from Sunnyslope Avenue would allow an uninterrupted view of the proposed dealership building from Colorado Boulevard.



Minor Variance Findings (2)

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- 2. Granting the application is necessary for the preservation and enjoyment of a substantial property right of the applicant, and to prevent unreasonable property loss or unnecessary hardship.*

The placement of the buildings affects where vehicles are displayed and the outdoor operation of the site. The trellis structure is proposed to be setback further to allow clear access for vehicles outdoors which is an external operating characteristic of the proposed use. Vehicle Sales relies heavily on the external operations and circulation- more so than a traditional retail store or office building.

- 3. Granting the application will not be detrimental or injurious to property or improvements in the vicinity of the project site, or to the public health, safety, or general welfare.*

Granting the application would allow the display structure to be set back 43' from Sunnyslope Avenue corner property line, as opposed to the required five-foot setback. The additional setback granted would not be detrimental or injurious to property or improvements in the vicinity of the project site. The intent of the fixed five-foot setback along street frontages is to implement the purpose of ECSP to “create a pedestrian-friendly environment that balances the needs of pedestrians and vehicular traffic, recognizing the heavy local and regional use of Colorado Boulevard.” The intent of the specific plan is to have engaging spaces for pedestrians, and this can come in different forms. The proposed trellis does meet the standards to be considered a structure and in this case provides an engaging experience for pedestrians and other travelers along Colorado Boulevard.



Minor Variance Findings (3)

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4. *Granting the application is consistent with the General Plan and the purposes of Title 17 of the Municipal Code and will not constitute a grant of special privilege inconsistent with limitations on other properties in the vicinity and in the same zone district.*

Adjacent properties are developed with large commercial developments similar in scale as the proposed auto dealership, many of them with setbacks greater than the required fixed five-foot setback. As proposed, the setback along Sunnyslope Avenue is consistent with General Plan Land Use Policy 4.11 – Development that is Compatible, which requires 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 granting of the application would not constitute a grant of special privilege.

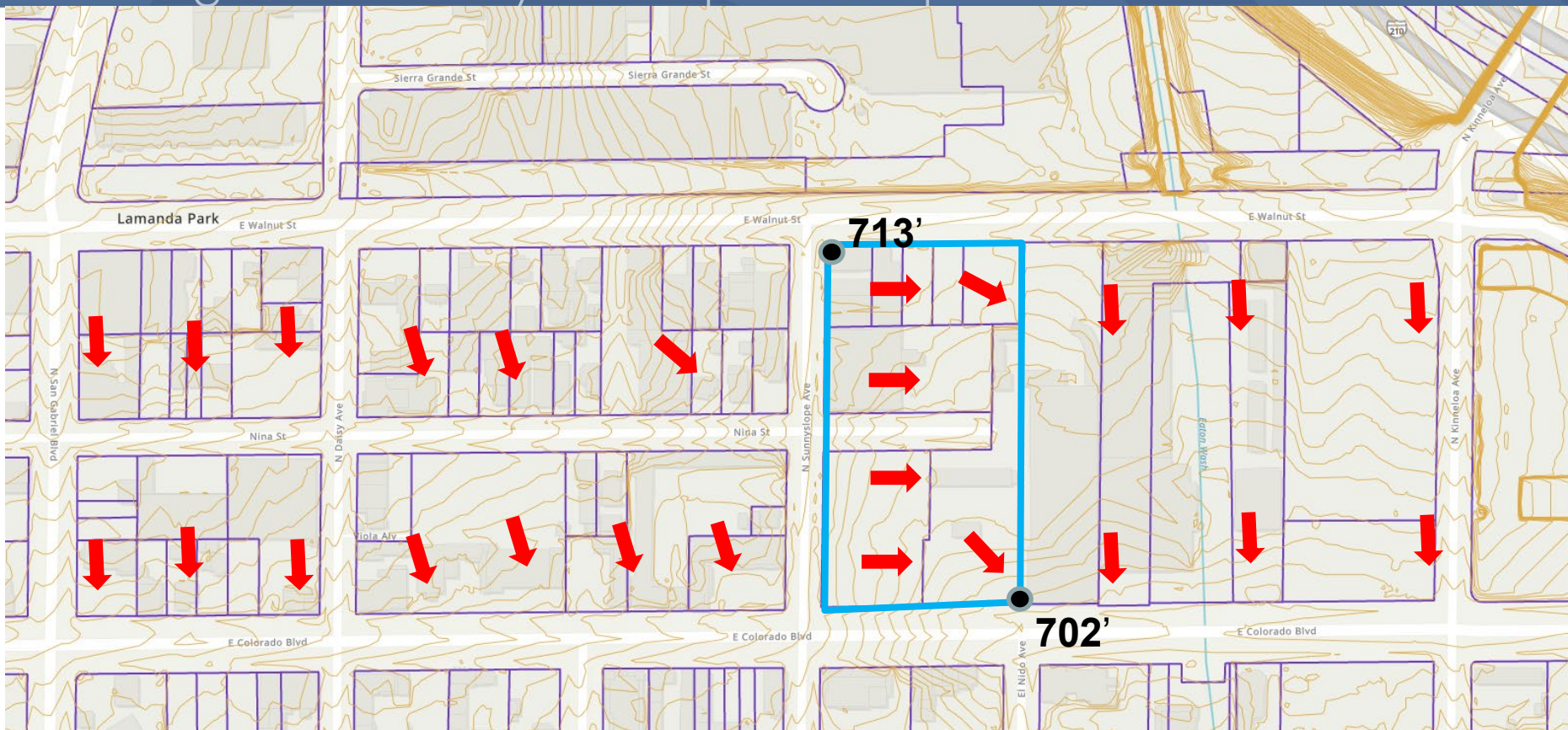
5. *Cost to the applicant of strict compliance with a regulation is not the primary reason for the granting of the Variance.*

The cost to the applicant of complying with the City's development standards has not been considered throughout the review of this application.



Site Topography

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November 15, 2023 meeting

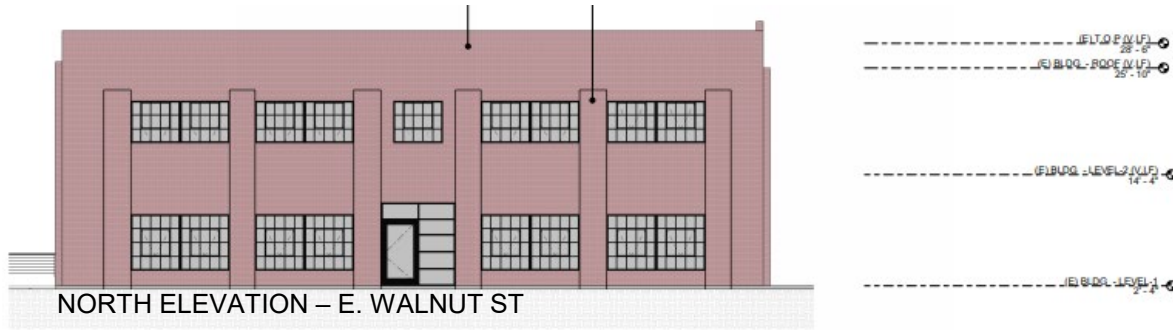
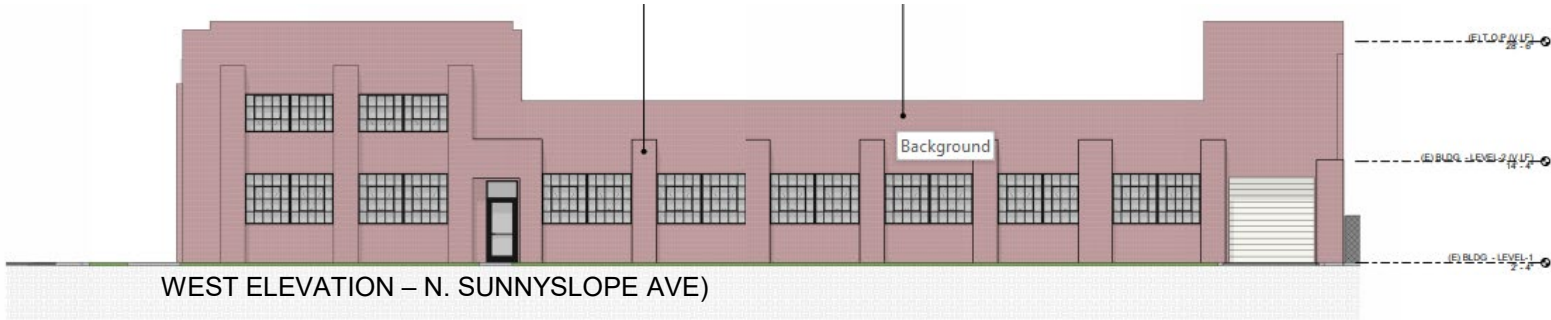
- The subcommittee commended the applicant team for retaining the Swanson and Peterson Building.
- The subcommittee did not find the sculpture structure to be appropriate and encouraged the applicant team to consider other means to engage the street such as:
 - > A smaller building at the corner;
 - > Introducing projecting roofed elements to the main building that extends to the front property line; or
 - > Combination of a smaller building and colonnade at the corner that reflect architectural elements from the main auto dealership building.
- If the sculpture structure was going to be further pursued, the subcommittee recommended that the design be improved.

December 6, 2023 meeting

- The applicant team informed the subcommittee that Porsche branding and design standards would not permit the suggested options to be built in front of the main auto dealership building.
- Each of the alternatives obstructed views of the building and the display of vehicles.
- Rusnak indicated that they could incorporate some of the subcommittee comments to improve the design of the sculpture structure.

Swanson and Peterson Building

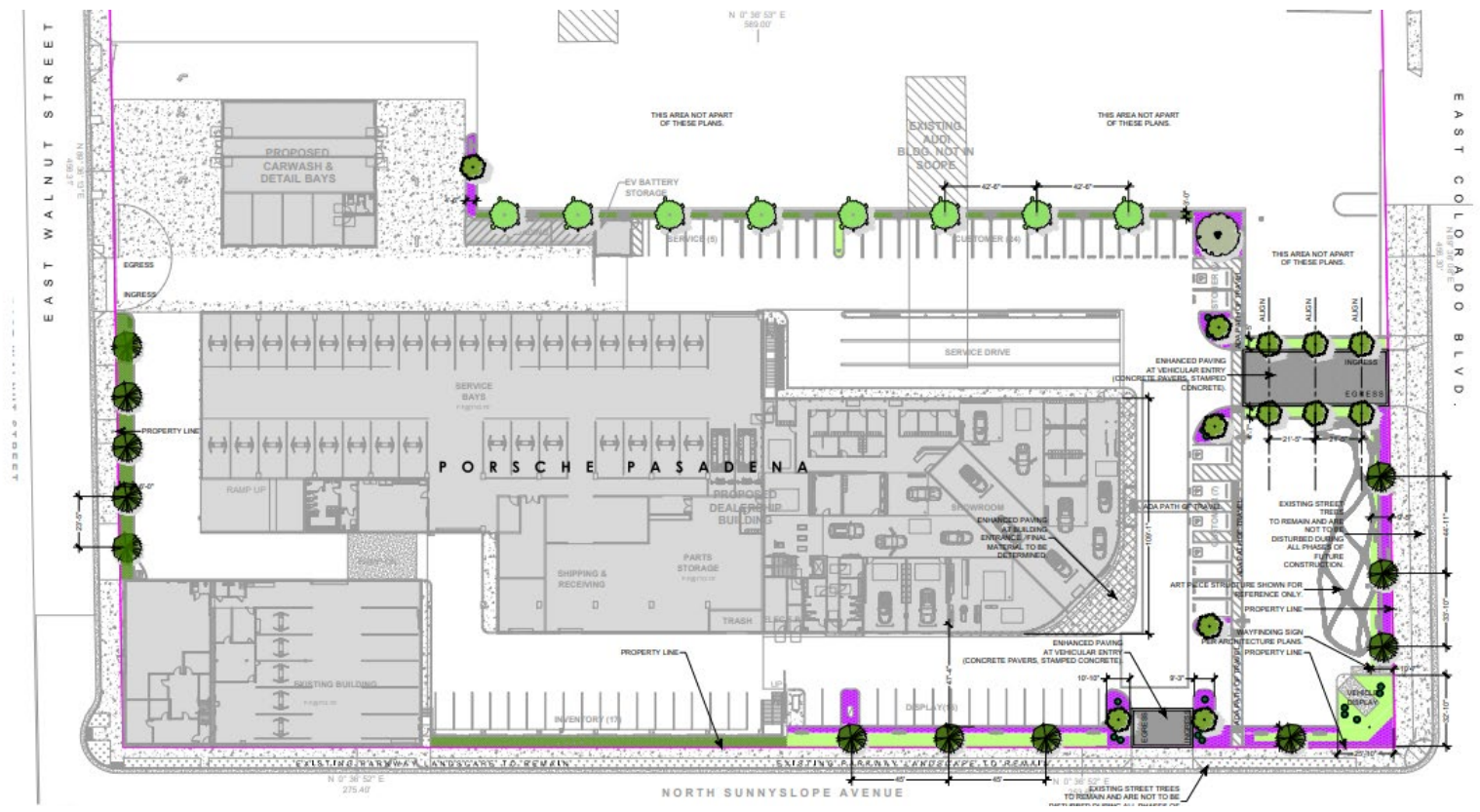
Planning & Community Development Department





Proposed Landscape Plan

Planning & Community Development Department



Trellis Structure

Planning & Community Development Department



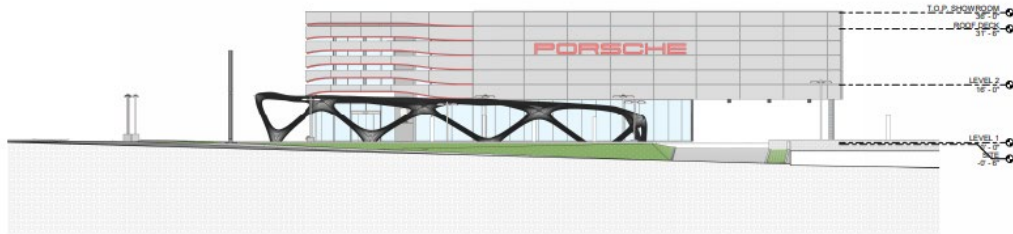
VIEW FROM E. COLORADO BLVD



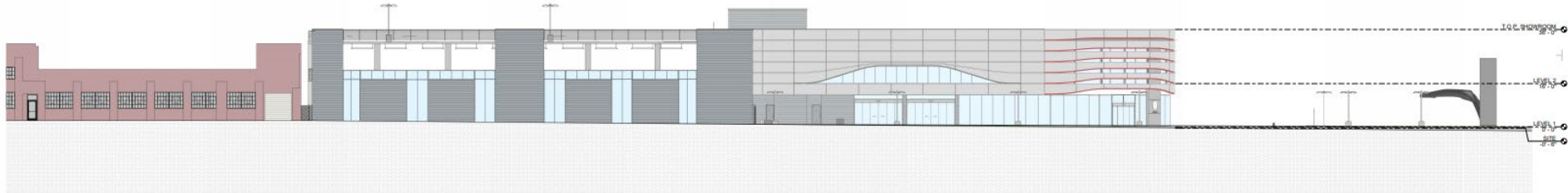
VIEW FROM N. SUNNYSLOPE AVE AND E. COLORADO BLVD

Trellis Structure

Planning & Community Development Department



VIEW FROM E. COLORADO BLVD

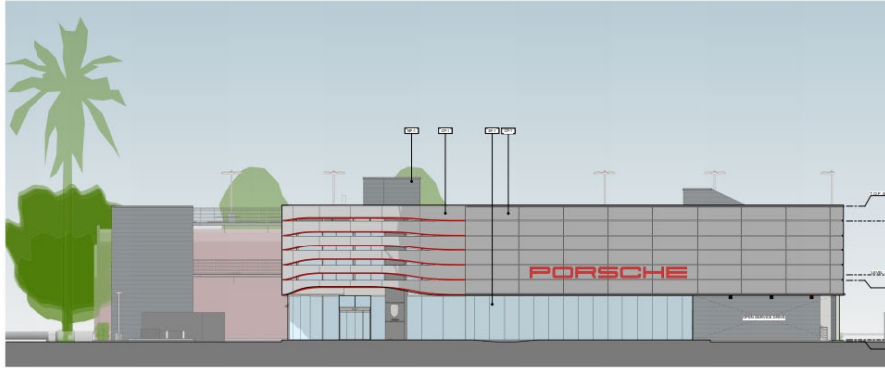


VIEW FROM N. SUNNYSLOPE AVE AND E. COLORADO BLVD



Proposed Elevations

Planning & Community Development Department



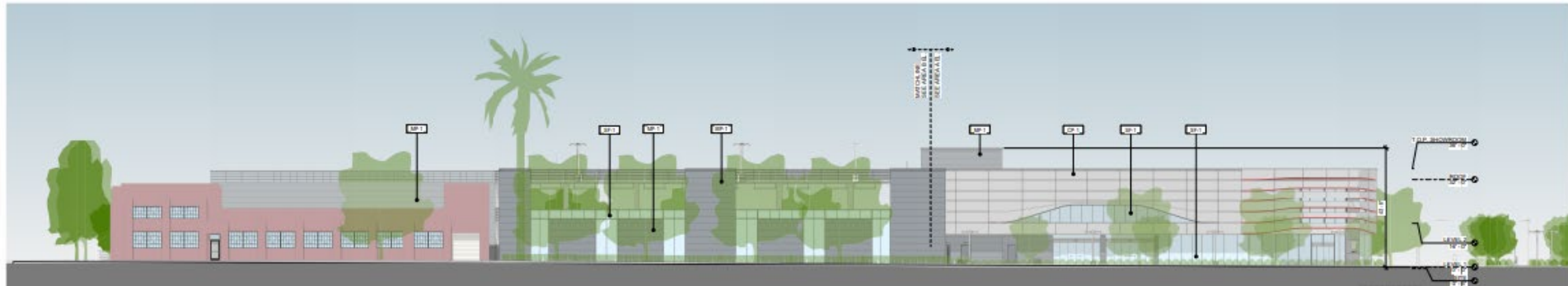
PROPOSED SOUTH ELEVATION – E. COLORADO BLVD



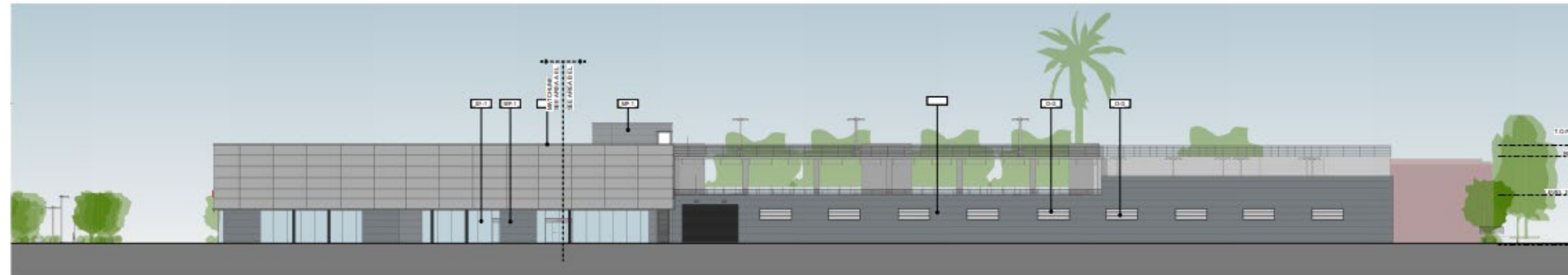
PROPOSED NORTH ELEVATION – E. WALNUT ST

Proposed Elevations

Planning & Community Development Department



PROPOSED WEST ELEVATION – N. SUNNYSLOPE AVE



PROPOSED EAST ELEVATION



Project Location

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EXISTING VIEW OF PROJECT SITE FROM COLORADO BLVD



EXISTING VIEW OF PROJECT SITE FROM WALNUT ST



Surrounding Sites

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COLORADO BOULEVARD



Surrounding Sites

Planning & Community Development Department



WALNUT STREET



SUNNYSLOPE AVENUE





Project Location

Planning & Community Development Department



EXISTING VIEW OF PROJECT SITE FROM SUNNYSLOPE AVE – NORTH OF NINA ST

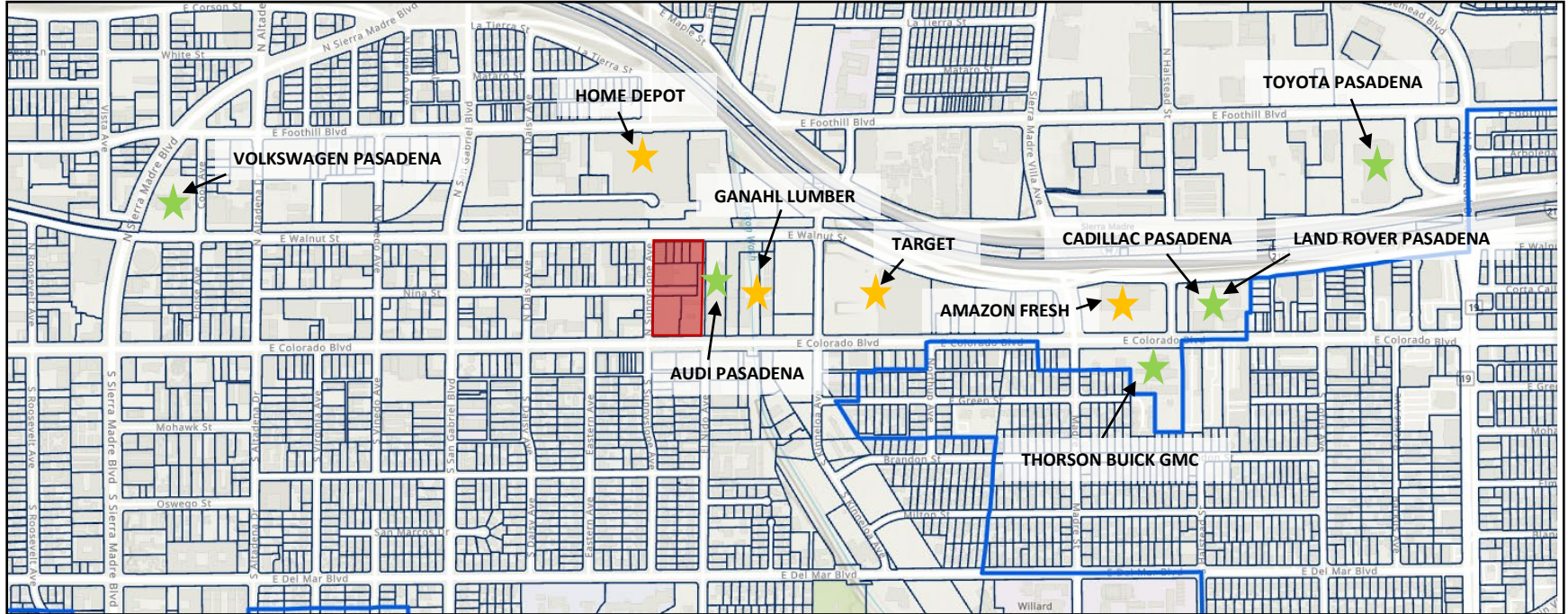


EXISTING VIEW OF PROJECT SITE FROM SUNNYSLOPE AVE – SOUTH OF NINA ST



Surrounding Sites

Planning & Community Development Department





East Colorado Specific Plan (2003)

Planning & Community Development Department

Chapter II



C. PLAN GOALS AND OBJECTIVES

As guided by the Colorado Boulevard Today and Tomorrow document, "To improve the appearance, function and urban ambiance of East Colorado Boulevard," the goals for revitalizing East Colorado Boulevard remain consistent with guiding Pasadena policy. To that end this Specific Plan reinforces goals and objectives that serve to accomplish beautification and enhancement. The following is a summary of the overall goals for the Specific Plan area:

- Beautify the streetscape by installation of street trees, street and median landscaping to soften the urban edge and a consistent selection of urban furnishings.
- Retain the eclectic mix of uses and protect the vitality of small independent businesses.
- Extend public transit with convenient stops located through the planning area. Consider additional expansions to the existing ARTS bus system to serve East Colorado Boulevard.
- Locate new parking to the rear or sides of buildings and/or screen new and existing parking with landscaping. Serve parking to the rear by enhancing existing alley and linked parking lot access.
- Work to beautify key intersections and establish community and sub-area gateways that help to establish a sense of place.
- Expand the list of allowable land uses to include multi-family housing on upper floors only in all sub-areas except the Route 66 sub-area and the Chihuahuita sub-area outside the transit node.
- Work to transition auto dealers (new and used) and auto related uses into the Chihuahuita sub-area.
- Encourage two and three-story buildings along Colorado Boulevard to improve the street scale.



East Colorado Specific Plan (2003)

Planning & Community Development Department

Plan Area Context

Chihuahuita Sub Area:

Sunny Slope to Sycamore makes up the Chihuahuita sub-Area. The name "Chihuahuita" was taken from the community that was located in this area in the early 1900's. Known as Titleyville, the area was commonly referred to as Chihuahuita, or Little Chihuahua in Spanish, because many of the residents came from the Mexican State of Chihuahua. The sub-area was named Chihuahuita through the approval process as a way of honoring this former East Pasadena Community. A number of large automobile dealerships are present in this area. A district filled with many auto dealers, easy freeway access and large retailers, makes this a destination location for neighboring communities and Pasadena residents.

The area along Colorado Boulevard between Northrop and Madre streets on the south side of Colorado Boulevard is in Los Angeles County. This area should be annexed from the county to generate tax dollars while at the same time benefiting the corridor by creating one continuous streetscape theme, improving conditions, and giving land use controls.

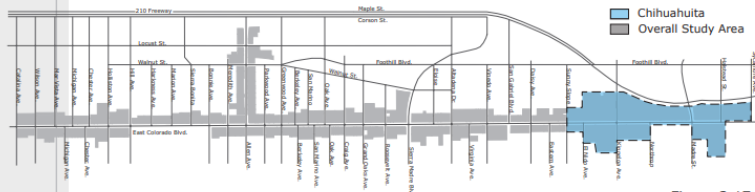


Figure 2.17

EAST COLORADO BLVD.



East Colorado Specific Plan (2003)

Planning & Community Development Department

Chapter III



The Route 66 and Chihuahuita sub-areas have some unique characteristics that require additional treatment to the street edge. Many small businesses make up the Route 66 sub-area. Similarly, automobile dealerships and larger retailers line the Chihuahuita street frontage. It is critical that these businesses have easy access from the street and parking in the front. To enhance the pedestrian experience and maintain a continuous street frontage for retail, parking lots should be screened with a landscaped wall or a landscaped buffer, entries should be well signed, and should be shared with adjacent businesses where possible. When walls are used, they should be designed with breaks to accommodate pedestrian circulation. In addition to the landscape buffer, a consistent treatment of trees planted in tree grates will help to unify the entire corridor and will beautify the area. Route 66 furnishings and public signage should be actively promoted in these areas.

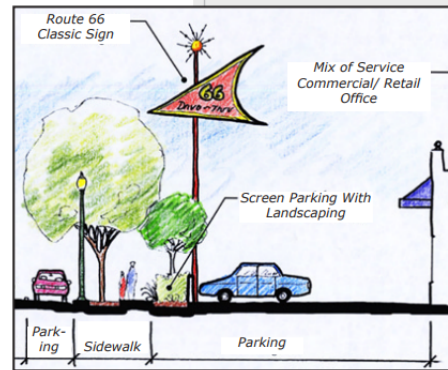


The majority of Allen Avenue is nicely landscaped with parkways and street trees

Gold Line (Allen Avenue)

The majority of Allen Avenue is nicely landscaped with parkways and street trees. As pedestrian traffic increases as a result of the new Gold Line Station, additional lighting and wider sidewalks should be considered.

The block between Corson Street and Locust Street has the potential to take on a more urban street scene. Trees should be planted in tree grates and wider sidewalks and plaza areas are appropriate.



Landscaped buffers between parking lots and sidewalks help to improve visual impacts



East Colorado Specific Plan (2003)

Planning & Community Development Department

Mobility

The following are key nodes in the Specific Plan area where such pedestrian-orientation should be emphasized, both in streetscapes and adjacent developments:

Hill Avenue / East Colorado Boulevard: Adjacent to Pasadena City College, this intersection can become a more prominent pedestrian node. Bus stop areas should be prominently integrated with sidewalk areas via curb cut-outs, human-scale and inviting shelters and seating, and transit information kiosks. Crosswalk areas should be flanked by bulb-outs where feasible, and crosswalk areas should receive special paving treatments or prominent striping (such as "zebra" or "piano" patterns).

Allen Avenue / East Colorado Boulevard: Allen Avenue will provide direct access between the Gold Line on the I-210 freeway and Colorado Boulevard. This intersection can become both a transit hub and a pedestrian node. It is likely that regional transit riders could desire an additional connection (via a future ARTS line or a similar neighborhood-oriented route) from this location to reach the Gold Line station, although the station lies within walking distance of the intersection.

Madre Street / East Colorado Boulevard: Madre Street provides a second access point to the Gold Line. The addition of future transit lines that provide access between this intersection and the Gold Line will create a transit hub here. Many passengers on regional transit lines would walk between the Sierra Madre Villa Gold Line Station and this point. Prominent treatments should be given to street furniture at transit stops, and crosswalks areas should contain special paving treatments or striping.

Sunnyslope Avenue / East Colorado Boulevard: This gateway into the core of East Colorado Boulevard is also a transition point from the auto-oriented uses to the east, and the pedestrian oriented Lamanda park neighborhood to the west. Proper pedestrian and street configuration treatments (such as slightly wider sidewalks around the base of the entrance structure) at this location will slow traffic slightly, and help to define the area to the west as a pedestrian-oriented area.

EAST COLORADO BLVD.



East Colorado Specific Plan (2003)

Planning & Community Development Department

Design Guidelines

These Citywide Design Principles and Criteria are presented as a guide to development throughout the community, and are intended to achieve the following:

- Buildings and landscapes particular to Pasadena—designs that complement their settings and enhance the community's unique character and special qualities.
- Development projects that contribute to an identifiable and coherent city form—a place that is both visually appealing and comfortable to use.
- Creative architectural solutions that acknowledge the surrounding context without direct mimicry of historical styles.

The principles and criteria are written to promote desirable qualities. They are applicable to all development projects subject to design review and may be supplemented by more detailed design guidelines for a particular project type or a specified area within the City. Finally, they should establish a dialogue between designers, developers, and the local community.



East Colorado Specific Plan (2003)

Planning & Community Development Department

A. COMMUNITY CHARACTER

Guideline 1 Promote Compact Development Patterns

Intent

Creating attractive and vibrant urban environments is facilitated by concentrating people, buildings, and activity in close proximity. Compact development supports diverse economic vitality, provides easy walkable connections between destinations, promotes street activity, and provides spatial definition to an area. In other words, compact development patterns help to create livable public realms. It follows that it is desirable to plan for East Colorado Boulevard as a compact and densely developed series of businesses and neighborhoods in the City.

Recommendations

- 1.1 Reinforce the spatial definition and social vitality of streets and important public space through compact development patterns.
- 1.2 Provide sufficient building height and mass to spatially define public streets and spaces.

Chapter VI

East Colorado Blvd.
Specific Plan
88





East Colorado Specific Plan (2003)

Planning & Community Development Department

Design Guidelines



Guideline 2 Route 66 Architectural Style

Intent

Promote creative designs for new construction, additions, and substantial exterior alterations that reinterpret some of the traditions of the Route 66 era (generally, from the 1930's through the early 1960's).

Recommendations

1.1 *Design features that could be included in such reinterpretations include Streamline Modern or Art Deco, take-out windows near the sidewalk, curved canopies and walls, thin horizontal canopies over sidewalks, elements with oblique angles, pylon signs designed as part of the architecture, large arrows as design features, neon signs, and icon signs. Such design features are especially encouraged in the Route 66 Sub-Area.*

1.2 *"Off the shelf" or "chain" corporate architecture and generic designs are not recommended for new development along East Colorado Boulevard. Each project should strive to achieve the unique theme of the corridor.*

EAST COLORADO BLVD.



East Colorado Specific Plan (2003)

Planning & Community Development Department

Design Guidelines

C. SITE PLANNING AND DESIGN

Guideline 1 Encourage Integrated Site Planning



Intent

New development along East Colorado Boulevard should consider the interrelationships among adjacent land uses, the travel way, and pedestrian needs. Site planning refers to the arrangement of buildings, parking, walkways, landscape, and other uses on a site. The scale of buildings and the size of outdoor spaces between buildings and parking, etc., should be designed to encourage pedestrian use and provide a comfortable pedestrian environment.

Recommendations

- 1.1 *Avoid large blank walls adjacent to street frontages.*
- 1.2 *On larger sites, focal points should be developed to create a definite sense of identification. Plazas, landscape, fountains, artwork, textured pavement, changes in pavement levels, and building vertical features may be combined to create focal points of identity.*
- 1.3 *Locate and orient buildings to positively define public streets and civic spaces such as public plazas; maintain a continuous building street wall and in general limit spatial gaps to those necessary to accommodate vehicular and pedestrian access.*
- 1.4 *Encourage recessed main building or shop entrances consistent with a traditional "main street" design that is inviting and does not interrupt street and/or retail continuity.*





Design Review

Planning & Community Development Department

Applicable Design Guidelines:

- Design-Related Goals and Policies in the Land Use Element of the General Plan
- Design Guidelines in the East Colorado Specific Plan (southern portion of site)
- Design Guidelines in the East Pasadena Specific Plan (northern portion of site)
- Design Guidelines for Neighborhood Commercial & Multi-Family Residential Districts

Design-Related Policies in the Land Use Element of the General Plan:

4.10: Locate and design buildings to relate to and frame major public streets, open spaces, and cityscape. New development at intersections should consider any number of corner treatments, and should balance safety and accessibility concerns with the vision of the area and the need for buildings to engage the street and create a distinct urban edge.

4.11: 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.

7.3: Require that new and adaptively re-used buildings are designed to respect and complement the defining built form, massing, scale, modulation, and architectural detailing of their contextual setting.

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

Design Guidelines for Neighborhood Commercial & Multi-Family Districts:

- 1.1 Relationship to Public Realm. Buildings should be oriented to positively define and frame adjacent public streets, and/or public or common spaces, while promoting the collective form of neighborhoods by:
- Matching or complementing adjacent building setbacks;
 - Matching or complementing adjacent building heights and massing;
 - Completing the streetscape pattern of the street they front.
- 1.3 Corner Lots. Buildings on corner lots should be designed to positively define and frame the public realm of both streets they front.
- 1.5 Holistic Design. The constituent parts of new projects (building, open space, landscape, parking) should be internally integrated in image and form, while relating compatibly to those of neighboring buildings.
- 6.3 Contexts in transition should receive projects in either a contemporary or traditional style with no limitations that will help to shake the future character of their surroundings.

Design Guidelines for Neighborhood Commercial & Multi-Family Districts (con't):

- 7.1 Scale. Buildings should be scaled to respond to their context by sensitively and positively addressing the scale and massing of their adjacent neighbors. This can be accomplished by:
- Matching existing building heights or exceeding them by only one story. Additional stories should be modulated by setbacks.
 - Including elements such as porches, galleries, arcades, etc. to relate the scale of facades to those of existing buildings.
 - Introducing landscape and/or trees as a screen between existing and new buildings.
- 7.2 Side and rear elevations. The rear and/or side elevations of new buildings that are visible from the public realm should be designed with equal care and quality as the front or principal facade.
- 9.1 Garage entrances. Parking garage entrances should be designed and composed as an integral part of the building facade and should not interfere with existing adjacent buildings. The garage entrances should be designed as doorways and be gated or secured by doors scaled in proportion to the overall form of the building.
- Automobile entrances to buildings should be less prominent than pedestrian entrances. This can be accomplished by way of size, massing, or detail variation.

East Colorado Specific Plan:

A. Community Character

Guideline 2. Route 66 Architectural Style

Recommendation 1.2: "Off the shelf" or "chain" corporate architecture and generic designs are not recommended for new development along East Colorado Boulevard. Each project should strive to achieve the unique theme of the corridor.

C. Site Planning and Development

Guideline 1. Encourage Integrate Site Planning

Recommendation 1.1: Avoid large blank walls adjacent to street frontages.

Recommendation 1.3: Locate and orient buildings to positively define public streets and civic spaces such as public plazas; maintain a continuous building street wall and in general limit spatial gaps to those necessary to accommodate vehicular and pedestrian access.

Recommendation 1.5: Due to the high visibility of corner properties, extra care should be given to building location and articulation. Corner buildings should have prominent architectural features to anchor their location whenever possible while still allowing sight lines at corners.

East Colorado Specific Plan (con't):

C. Site Planning and Development (con't)

Guideline 3. Control Access, Circulation and Parking

Recommendation 1.2: Site surface parking lots behind buildings or interior to a block, not to the front and preferably not to the side of a building in relation to the street; most importantly, surface parking is not to be located at a street corner.

Recommendation 1.3: When parking must occur at the street edge, screen views of automobiles from public view and adjacent sensitive land uses, including adequate screening for parking garages; dense planting and low-profile walls are often an effective screen for surface parking.

D. Building Design

Guideline 1. Respect Surrounding Character

Recommendation 1.3: Respond to the regulating lines and rhythms of adjacent buildings that also support a street-oriented environment; regulating lines and rhythms include vertical and horizontal patterns as expressed by cornice lines, belt lines, doors, and windows.

Recommendation 1.4: Use regulating lines to promote contextual harmony, solidify the relationship between new and old buildings, and lead the eye down the street.

East Colorado Specific Plan (con't):

D. Building Design (con't)

Guideline 2. Mitigate Massing and Bulk

Recommendation 1.1: Design building volumes to maintain a compatible scale with their surroundings. Large buildings should have variations in the vertical and horizontal planes in order to break up a “big box” appearance.

Recommendation 1.3: Buildings should be designed to be viewed from all public areas/easements, including sidewalks, alleys, and streets.

Recommendation 1.5: When buildings must be set back from the street, smaller, freestanding structures can be used to provide a street-front presence, provide a buffer to the parking, and/or reduce the impact of large buildings.

Recommendation 1.6: Employ simple, yet varied masses, and emphasize deep openings that create shadow lines and provide visual relief; discourage monolithic vertical extrusions of a maximum building footprint.



Design Review

Planning & Community Development Department

East Colorado Specific Plan (con't):

D. Building Design (con't)

Guideline 3. Emphasize Human-Scale Design

Recommendation 1.2: Use design elements such as separate storefronts, display windows, shop entrances, exterior light fixtures, awnings and overhangs to add interest and give a human dimension to street-level building facades.

Recommendation 1.4: Architectural detail should be used to enhance the building and the adjacent pedestrian spaces by adding color, shadows, and appropriate variation in form.

Recommendation 1.5: Pedestrian-level exterior walls should have elements of building depth and character. Emphasize windows, trellises, roof overhangs, recessed or projected stories, columns, balconies, wainscots, and awnings.

East Colorado Specific Plan (con't):

D. Building Design (con't)

Guideline 4. Unify and Articulate Building Facades

Recommendation 1.1: Each building should have a definable base such as a wainscot or bulkhead, a roofline, parapet or cap detail, and identifiable entry.

Recommendation 1.2: Variation in patterns, changes in material, building pop-outs, columns, and recessed areas should be used to create patterns of shadow and depth on the wall surfaces.

Recommendation 1.3: Architectural detail should be used to enhance the building and the adjacent pedestrian spaces by adding color, shadows, and appropriate variation in form. Ornamental tile, built up stucco relief, and prefabricated molding forms (including cast materials) are a few suggested uses of material that should be considered.

Recommendation 1.6: Material and color should work in conjunction with the desired architectural building character and style. Appropriate materials for walls and facades include, but are not limited to, stucco, stone, tile, split-faced block, brick and wood lap siding.

East Colorado Specific Plan (con't):

D. Building Design (con't)

Guideline 5. Windows, Doors, and Storefronts

Recommendation 1.2: All storefronts should be appropriately detailed using elements that are of texture, shade and shadow, and with a clear sense of entry, identification, and pedestrian scale.

Recommendation 1.3: Window type, material, shape, and proportion should complement the architectural style of the building entry. Balance and the effect on the overall facade design should be carefully considered.

Recommendation 1.8: Doors, windows, and openings should be used to add character and interest to the wall plane.

Guideline 5. Design Roof Silhouettes

Recommendation 1.1: Express roofs in a visually interesting manner that complements the composition of the building and the surrounding area; sculpted roof forms are encouraged.

Recommendation 1.11: Avoid long inarticulate flat roofs by incorporating vertical projections and corner details.



Design Review

Planning & Community Development Department

East Pasadena Specific Plan:

6.5.2 Building Architecture, Massing and Height

- To promote a “pedestrian friendly” character and avoid large blocky facades, building facades should be articulated with architectural features such as awnings, pilasters, bay windows, a distinct base, recessed display windows, a cornice or varied roof line.
- Buildings should be designed to be attractive from all directions. Where rear or sides of buildings are visible from adjacent streets, these facades shall receive equal design treatment as the front or main façade.
- Accessory structures and enclosures, including enclosed storage areas, shall be integrated with the design of the primary building on the parcel and shall not be designed as an appendage attached to the building.

East Pasadena Specific Plan (con't):

6.5.2 Building Architecture, Massing and Height (con't)

- Quality materials are desired such as smooth sand finish stucco rather than swirling applications, and brick and stone pavers rather than asphalt. The following are examples of building materials, which are preferred
 - o Smooth finish stucco; screed expansion joints are favored, which are integrated with the design of windows and doors
 - o Brick and/or brick veneer with a natural color grout
 - o Precast concrete panels for structures taller than two stories
 - o Cut stone, tile or other smooth, durable material on the ground level (the base) for visual interest and for ease of graffiti removal
 - o Terra cotta or ceramic roof tiles
 - o Steel or a wrought iron grill work or concrete block grills, not chain link or barbed wire
 - o Canvas awnings, not vinyl
 - o Wood, steel or aluminum and clear glass on storefronts, windows, doors, or atrium spaces