

Agenda Report

TO: CITY COUNCIL DATE: MARCH 2, 1998

FROM: CITY MANAGER

SUBJECT: SOUTH LAKE AVENUE RETAIL DEVELOPMENT PROJECT
ZONE CHANGE FROM CD-5 (CENTRAL DISTRICT) TO
PD-24 (PLANNED DEVELOPMENT)

STAFF RECOMMENDATION

It is recommended that the City Council, following a public hearing:

- 1) Certify the Final Environmental Impact Report for the South Lake Avenue Retail Development Project and the Mitigation Monitoring program contained therein;
- 2) Adopt a Resolution of the City Council of the City of Pasadena Making a Findings of Fact and a Statement of Overriding Considerations pursuant to Sections 15091 and 15093 of the State CEQA Guidelines and Section 21081.6 of the Public Resources Code (Attachment A);
- 3) Approve the De Minimis Impact on the State Fish and Wildlife Habitat (Attachment B);
- 4) Adopt a finding that the Project is Consistent with the General Plan as described in the Staff Report;
- 5) Approve the Zone Change from CD-5 (Central District) to Planned Development (PD-24) (Attachment C); and
- 6) Direct the City Clerk to file a Notice of Determination and a Certificate of Fee Exemption for the California Department of Fish and Game, with the Los Angeles County Recorder (Attachment D)

Summary of City Manager Recommended Proposed Project

Staff is recommending that the mitigation measures in the Final EIR (previously distributed to the City Council) be applied; that additional mobility-related conditions of

approval be incorporated, and that the footprint of Building C be reduced to approximately 6,000 square feet in order to achieve a project that is consistent with the General Plan (ATTACHMENT C - PD-24 (Attachment C - Lease Plan Levels 1 & 2 - Alt. 3)).

The purpose for this recommendation is to retain more of the landscape embankment along the sidewalk and recessed entrances to open the view of the east elevation of the building and to preserve some of the historic relationship between the Macy's department store building and the greenery and open space on the east elevation.

All other mitigation measures for other impacts are also recommended for inclusion. The additional mobility-related conditions of approval are discussed later in the report. The mobility related Conditions of Approval, as approved by the Transportation Advisory Commission have been incorporated into the Mitigation Monitoring Program and in the Mitigation Measures in the Final EIR.

The developer has agreed to reduce the square footage of Building C (Lease Plan Levels 1 & 2) - Alt. 3) in accordance with staff's recommendation. The footprint for Building C is also included with the site plans and drawings provided by the developer for illustrative purposes. Attachment H - Site Plans for The Shops on Lake Avenue)

Proposed Project

The proposed project described and analyzed in the FEIR involves the construction and operation of commercial development on approximately 406,600 square feet of land (9.3 acres). The project includes the addition of approximately 153,158 square feet of new retail, cinemas and restaurant uses to the existing 334,870 square feet of retail stores, for a total of approximately 488,028 square feet of development (including 6,298 square feet of loading space) The floor area ratio (FAR) of the project would be 1.2 to 1. Several components constitute the project.

1. The demolition of a portion (approximately 93,000 square feet) of the existing parking structure located between Macy's and the former I. Magnin's at South Lake Avenue and San Pasqual Street.
2. The addition of a new building on the south side of Del Mar Boulevard between Lake Avenue and Hudson Avenue (Building A) on the site of the existing motor court and parking lot. The eastern portion of the building fronting on South Lake Avenue will be two levels and contain retail and restaurant uses. The western portion of the building adjacent to Hudson Avenue will be four stories and contain three levels of parking at and above grade with the fourth story containing movie theaters which will accommodate 1,250 seats. Additionally, there will be three small kiosks (containing approximately 300 square feet each) located within the Plaza between Building A and the Macy's building. The kiosks would be used for retail uses such as a flower shop, newsstand, or coffee stand.

The applicant is seeking a Planned Development Zone Change in order to:

- Construct a three-level parking garage on the corner lot between Hudson Avenue and Lake Avenue on the south side of Del Mar Boulevard.
- Establish setbacks along the South Lake Avenue frontage, Hudson Avenue and Del Mar Boulevard.

Forest City submitted its first application for a PD in January 1996 and a revised application in September 1996. On April 16, 1997, Forest City introduced another set of revisions to the project by reducing the theater size from 3,000 to 2,000 seats. On July 21, 1997, Forest City again presented a reduction in theater size from 2,000 seats to 1,250 seats.

Community Participation

The involvement of the community (residents and business owners, historic preservation organizations, advisory task force) in this process has been extensive. Prior to the application for the project, the developer met with the residents, the business community, and Pasadena Heritage to discuss the proposed project. At that time an Advisory Task Force was formed which eventually grew into over 600 interested individuals. The first application for the proposed project was submitted in January 1996, with the first public discussion of the project at the March 13, 1996 Planning Commission meeting. To date there have been 31 public meetings -- including meetings of the Planning, Design, Cultural Heritage, Transportation Commissions, and Community Development Committee, EIR Scoping session, Business Enterprise Committee and a community wide meeting at Caltech to discuss the project. The Transportation Advisory Commission, through the involvement of their District 7 representative, had many in-depth discussions on the proposed project.

ENVIRONMENTAL REVIEW AND ANALYSIS

The Draft Environmental Impact Report was circulated for public review for 90 days (February 28, through May 28, 1997). With the revisions to the project, a Revised Draft Environmental Impact Report was prepared and was circulated for review for 56 days from September 30, 1997 to November 24, 1997.

The Final EIR (FEIR) contains responses to comments received at all the public meetings, letters received from the community and letters received from public agencies.

The FEIR (pages II-7 through II-22) provides a Summary of Impact and Mitigation. Included in this summary are also the measures required to mitigate those impacts. Most of the issues that were identified in the Initial Study, and analyzed in the Environmental Impact Report were determined to either be insignificant, or have temporary impacts. However, there are several issues that were identified in the Environmental Impact

Report that potentially could have an adverse impact on the environment, and remain so after all reasonable mitigation measures have been applied. Those are: (1) Traffic and Circulation; (2) Air Quality (Regional Operations); (3) Noise; and (4) Cultural Resources.

POLICY FRAMEWORK

General Plan

The General Plan is often characterized as the “constitution” for development within a jurisdiction. As such, a General Plan contains a set of broad policy statements about the goals for the future of the city.

The City of Pasadena’s General Plan contains Seven Guiding Principles which provide the policy framework for reviewing this project. These principles, each of which includes a number of objectives and policies are:

1. Growth Will be Targeted to Serve Community Needs and Enhance the Quality of Life;
2. Change Will be Harmonized to Preserve Pasadena’s Historic Character and Environment;
3. Economic Vitality Will be promoted to Provide Jobs, Services, Revenues, and Opportunities;
4. Pasadena Will be Promoted as a Healthy Family Community;
5. Pasadena Will be a City Where People can Circulate Without Cars;
6. Pasadena Will be Promoted as a Corporate, Entertainment and Educational Center for the Region;
7. Community Participation Must be a Permanent Part of Achieving a Greater City.

The General Plan also specifies policy direction for each of the seven Specific Plans. The proposed project is located in subarea a6 (Lake Avenue Retail Area - South of Del Mar/Cordova to California) of the Central District Specific Plan. The General Plan states:

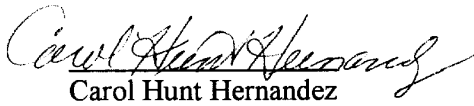
“In this area, the specific plan will seek to improve and add vitality to the existing successful retail area. In addition, housing can be developed on the west side of Mentor over a portion of Shopper’s Lane parking.”

The General Plan building intensity standards for this subarea include 150 new residential units and 675,000 new non-residential square footage. The existing CD-5 zoning allows an FAR of 1.25 to 1; the FAR of the proposed project is 1.2 to 1.


Respectfully Submitted,

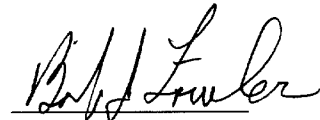

PHILIP A. HAWKEY
City Manager

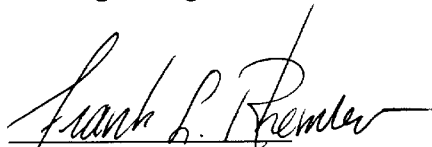
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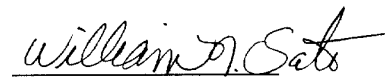

Carol Hunt Hernandez
Planner

Approved by:


David G. Watkins
Planning Manager


Bob J. Fowler
Acting Direct of Planning &
Permitting


Frank Rhemrev
Senior Deputy Attorney


FOR Cynthia Kurtz
Assistant City Manager
Director of Public Works &
Transportation

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