

NOTICE OF PREPARATION AND SCOPING MEETINGS

Hill and Colorado Planned Development 1336 and 1355 East Colorado Boulevard and 39 North Hill Avenue

TO: Agencies, Organizations, and Interested Parties DATE: October 18, 2013

SUBJECT: Notice of Preparation of a Draft Environmental Impact Report in Compliance with Title 14, Section 15082(a) of the California Code of Regulations and Notice of Scoping Meetings

The City of Pasadena, as the lead agency under the California Environmental Quality Act (CEQA), will be coordinating the preparation of an Environmental Impact Report (EIR) for the properties located at 1336 and 1347 East Colorado Boulevard (previously known as Pasadena Ford), which is further described below. The City is requesting identification of environmental issues and information that you or your organization believes should be considered as part of the preparation of the a Draft Environmental Impact Report.

PUBLIC REVIEW PERIOD: October 18, 2013 to November 18, 2013

RESPONSES AND COMMENTS: Please send your responses and comments by November 18, 2013 to: Jose D. Jimenez, Planner; Phone: (626) 744-7137; Fax: (626) 396-8998; E-mail: josejimenez@cityofpasadena.net; Mailing Address: Planning Department, 175 N. Garfield Avenue, Pasadena, CA 91101. Please indicate a contact person for your agency or organization.

SCOPING MEETINGS: The City will hold two scoping meetings for the project to receive comments on the scope and content of the proposed EIR. You are welcome to attend either scoping meeting and present environmental information that you believe should be considered in the EIR. The two scoping meetings are scheduled as follows:

Community Meeting

Date: Thursday, November 7, 2013

Time: 6:00 p.m.

Place: Hill Avenue Branch Library

55 S. Hill Avenue Pasadena, CA 91106 Planning Commission Meeting

Date: Wednesday, November 13, 2013

Time: 6:30 p.m.

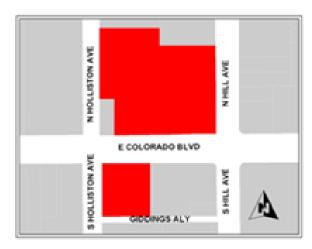
Place: City Hall Council Chambers

Room S249

100 North Garfield Avenue Pasadena, CA 91101

AGENCIES: The City requests your agency's views on the scope and content of the environmental information relevant to your agency's statutory responsibilities in connection with the proposed project, in accordance with California Code of Regulations, Title 14, Section 15082(b). Your agency will need to use the EIR prepared by the City when considering any permits that your agency must issue, or other approval for the project.

PROJECT LOCATION: The project is comprised of two sites (referred to herein as the north and south sites), with multiple APN numbers, that was previously owned and operated as a car dealership (Pasadena Ford). The site has been vacant since 2007. The north and larger site is located at 1355 East Colorado Boulevard, which is the northwest corner of Colorado Boulevard and Hill Avenue. The north site measures approximately 127,961 square feet (2.94 acres), and contains multiple buildings that were previously used for the



display, sale and service of new and used vehicles. The showroom facing out onto Colorado Blvd, was determined to be eligible for listing in the National Register in the City's historic resources survey of the East Colorado Blvd Specific Plan area. The south site, with the address of 1336 East Colorado Boulevard, is located at the southeast corner of Colorado

Boulevard and Holliston Avenue and measures 30,895 square feet (0.71 acres). It contains a small building that was used in conjunction with automotive sales and has no historic merit.

PROJECT DESCRIPTION: The proposed project involves the establishment of a Planned Development District encompassing the two subject sites. The proposed Planned Development District delineates development standards relative to building setbacks, heights, form, mass, scale, and other design considerations for future development at the site. Based on the proposed development standards, which can be considered to constitute a "development envelope," the project proponent has set forth a potential development concept for the project site, which is further described in the following paragraphs.

The potential development concept for the North Parcel includes construction and operation of full-service hotel within an approximate 345,000 square foot building (Building A). The hotel would include up to 375 guest rooms with related services (312,000 square feet), a ballroom (12,500 square feet), conference rooms (approximately 8,900 square feet) and commercial retail uses (16,400 square feet). Consistent with the proposed Planned Development District standards for varied massing, the building would range in height from a minimum of two stories up to a maximum of five stories (57.5 feet) along the roadway frontages. In the interior of the site, portions of the proposed building would be up to seven stories (77.5 feet). A portion of the roof would have architectural features and rooftop bar and pool, resulting in an overall height of 90 feet. The proposed FAR is 2.71. Two levels of subterranean parking would be provided within the North Parcel to accommodate up to 700 vehicles. Vehicle access to the site would be provided from multiple locations. Along Hill Avenue, a driveway is proposed within proximity of the northern property line. Along East Colorado Boulevard, a driveway serving as the dropoff/pick-up to the hotel, as well as valet service, would be centered approximately 150 feet away from the intersection of East Colorado Boulevard and Hill Avenue. Access to the subterranean parking would also be provided at this location.

The potential development concept for the South Parcel includes construction and operation of an approximate 90,000 square-foot commercial use building (Building B) that would range from three to four stories in height and have a FAR of 2.79. The building would have a maximum height of 48 feet and provide two levels of subterranean parking with up to 150 parking spaces. The ground floor would encompass approximately 10,000 square feet devoted to, but not limited to, retail, restaurant, and other non-residential uses consistent with the adopted uses allowed within this area of the East Colorado Specific Plan. The remaining approximate 80,000 square feet would be devoted to a hotel with approximately 150 rooms. This building would be setback five feet, as required, from Holliston Avenue with no setback required on East Colorado Boulevard. Vehicle access to the site would be provided by an existing alley located to the rear of the property.

POTENTIAL ENVIRONMENTAL EFFECTS: An EIR will be prepared to evaluate the Project's potential impacts on the environment. The topics anticipated to be discussed in the EIR include Aesthetics, Greenhouse Gases, Public Services, Hazards and Hazardous Materials, Air Quality, Hydrology and Water Quality, Transportation/Traffic, Land Use and Planning, Utilities and Service Systems, Cultural Resources, and Noise. The Project's potential environmental effects are further described in the Project's Initial Study, which is available for review as detailed below.

DOCUMENT AVAILABILITY: The Notice of Preparation and Initial Study can be viewed on the City of Pasadena website at: http://cityofpasadena.net/Planning/Environmental_Notices/

The documents are also available during regular business hours at the City of Pasadena, Planning Department, 175 N. Garfield Avenue, Pasadena, CA, 91101 between the hours of 8:00 a.m. through 5:00 p.m. Monday through Thursday, and between 8:00 a.m. and 12:00 p.m. on Friday, and at the Pasadena Central Library, 285 E. Walnut Avenue, Pasadena, CA 91101.

If you require additional information please contact Jose D. Jimenez at (626) 744-7137.

ADA: In compliance with the Americans with Disabilities Act (ADA) of 1990, listening assistive devices are available with a 24-hour advance notice. Please call (626) 744-4009 or (626) 744-4371 (TDD) to request use of a listening device. Language translation services may be requested with 48-hour advance notice by calling (626) 744-4009.