

August 12, 2013

Attn: Chairman Catania and Committee-Members
Ad Hoc Downtown Advisory Committee
c/o **City of South Pasadena**
1414 Mission Street
South Pasadena, California 91030

Subject:
South Pasadena Downtown Revitalization Project
Gonzalez Goodale Project No.: 12676

Dear Chairman Catania and Committee-Members:

This transmits in your care - for the Ad Hoc Downtown Project Advisory Committee - the attached materials:

- A matrix indicating the major member and public comments regarding the overall planning concept - as well as our draft responses to these comments.
- A draft Guiding Principles statement for the project. This is our summation of what we heard into a global, guiding, conceptual framework for the project. We anticipate this document to be further crafted to insure the Advisory Committee's conceptual intent in guiding the project's development.
- The overall project site plan.
- Project flow chart.

ARMANDO L. GONZALEZ FAIA

DAVID L. GOODALE AIA

JOHN FERGUSON AIA

HARRY R. DRAKE AIA

ALI BARAR AIA

In addition to these materials, for the meeting of August 21, we will also be providing power-point and easel-mounted boards of 3-dimensional conceptual images for the project, as well as site plan details responding to some of the Committee recommendations.

The images will be character studies of the project from 4 critical viewpoints:

1. Approaching the project's entry lane at the bridge/entry arch off of Mission Street, showing the character of the Mission Street storefronts.
2. Approaching the project's entry lane at Fair Oaks, showing the Fair Oaks corner element and the character of the lane adjacent to Chuck's.
3. Viewing west along El Centro, showing the senior / mixed use residential building on the south side of El Centro, the mixed use retail/residential on the north side, and the character of the re-shaped street, parking, and landscape.
4. Viewing the main town square from the west, showing restaurant terrace, site elevator and landscaped courtyard down to parking, and combined performance platform/water play area.

We look forward to further productive and creative interaction with the Committee on the August 21st.

Sincerely,



Gonzalez Goodale Architects
David L. Goodale, AIA Architect
Principal

DOWNTOWN PROJECT

MEMBER AND PUBLIC COMMENTS / RESPONSES

MAY 29 2013 AD HOC COMMITTEE MEETING

PROVIDE FOR BICYCLE ACCESS AND PARKING	WILL SHOW IN DETAILED SITE PLAN
MAXIMIZE THE MATURITY OF NEW TREES PLANTED	TO FOLLOW IN SPECIFICATIONS
BRIDGE / ENTRY ARCH FROM MISSION STREET WAS WELL RECEIVED	-
PROVIDE OPPORTUNITY FOR PUBLIC ART	PENDING DISCUSSION & SITE-SPECIFIC INTEGRATION WITH ARCHITECTURE
MID-BLOCK MISSION STREET CROSS-WALK IDEA VIGOROUSLY QUESTIONED: GARAGE EXIT, TRAFFIC BACK-UP AT FAIR OAKS & RAIL CROSS RESPECTIVELY, OVERALL SAFETY	WILL TAKE UNDER ADVISEMENT AND CONFER WITH PUBLIC WORKS/TRAFFIC SAFETY
IF ACTIVE, CHILDRENS' WATER FEATURE: CONFINE TO A WELL-DEFINED, SEGREGATED ZONE WHERE NEITHER NOISE NOR WIND-BLOWN WATER WILL BECOME A NUISANCE	WILL SHOW IN SITE PLAN
SHARE COMPARATIVE TOWN SQUARE SPACES FOR COMMUNITY UNDERSTANDING	WILL SHOW SITE PLAN/AERIAL
GENERAL CONCURRENCE WITH THE IDEA OF VERTICAL STOREFRONT RHYTHMS THAT REINFORCE EXISTING STOREFRONT CHARACTER (NO OVERLY LONG, HORIZONTAL UNINTERRUPTED 'BLOCKS')	SEE CONCEPT SKETCHES
AT SAME TIME, ESPECIALLY FOR 3 - STORY RESIDENTIAL, CONSIDER SETBACK OF RESIDENTIAL FROM STOREFRONT 0-SETBACK LINE.	SEE CONCEPT SKETCHES
SOME COMFORT WITH PREDOMINANT MATERIALS THAT ARE TRADITIONAL, (BRICK, PLASTER, CAST STONE), MIXED WITH NEW MATERIALS.	SEE CONCEPT SKETCHES

ENCOURAGEMENT OF HIGHER MASS AND/OR PORTAL AT RETAIL ENTRYWAYS	SEE CONCEPT SKETCHES
NARROW ALLEYS ARE POTENTIALLY RICH/INTERESTING, BUT NEED CHARM IN THEIR DEVELOPMENT.....GLASS AT CHUCK'S OR ENGAGING LANDSCAPE	SEE CONCEPT SKETCHES
FOCUS ON CONNECTIONS BETWEEN CORE OF PROJECT AND RIALTO AND THE SENIOR RESIDENTIAL COMPONENT	SEE CONCEPT SKETCHES; WILL BE PROVIDED IN SITE PLAN DETAIL
AVOID CURRENT NEW/OLD CLICHES (EXPOSED STEEL EYEBROWS, CABLES). IF INTERNAL MORE CONTEMPORARY, KEEP IT SOULFUL, A 'MISHMASH', NOT SLICK. MAXIMIZE VARIETY AND DIVERSITY OF THE ARCHITECTURE.	SEE CONCEPT SKETCHES
TRY TO GAIN AS MUCH RETAIL FRONTAGE INTO INTERNAL SPACE AS POSSIBLE.	SEE CONCEPT SKETCHES; SITE PLAN DETAIL
BE ATTENTIVE TO ENVIRONMENTAL PERFORMANCE, PASSIVE SOLAR, WINDOWS IN SETBACKS OR COURTYARDS FOR SUN, NOISE, AIR, TRAFFIC PROTECTION.	SEE CONCEPT SKETCHES.
DEVELOP BUILDING FORM TO HAVE RICH INS AND OUTS, RECESSED ENTRIES.	SEE CONCEPT SKETCHES.
INSURE THAT MATERIALS OF CONSTRUCTION AND SITE WORK ARE BOTH OF HIGH DURABILITY TO INSURE LONGEVITY AND SUSTAINABILITY OF PERFORMANCE	SEE CONCEPT SKETCHES; FURTHER RESPONSES IN SPECIFICATIONS
IF MORE CONTEMPORARY, LESS TRADITIONAL ARCHITECTURE ELEMENTS, THEY SHOULD BE FOCUSED IN COURTYARD AREAS, NOT ON PUBLIC RIGHT OF WAYS	SEE CONCEPT SKETCHES

CATEGORY RANGE OF COMMENTS

Site Planning & Architectural Planning

Site Detail

Landscape & Sustainability

Architectural Massing & Profile

Architectural Character & Materials



GUIDING PRINCIPLES

DOWNTOWN PROJECT

JULY 12, 2013 / DRAFT

AD HOC DOWNTOWN PROJECT ADVISORY COMMITTEE

1. Insure an overall environment that is pedestrian and bicycle-friendly in the scale of circulation and open space, in the maximization of glazed storefronts, and in the richness of both architectural and site materials and details (architectural finishes, lighting, signage, seating, sun protection, landscape, art, etc.).
2. Foster maximum pedestrian connectivity between the project and the existing context, including Mission, Mound, Fair Oaks, and El Centro (exercising caution and City collaboration with mid-block crossings). Insure senior housing component is well-connected to the whole of the project; and encourage connection between the project and possible future re-development of the Rialto Theater.
3. Emulate the level of detail, diversity, charm, and intimacy that is evident throughout the existing downtown streetscape. Employ compatible, traditional materials and styles, especially on public street frontages.
4. Reflect the particulate, individualized vertical storefront rhythms of the existing downtown streetscape, including the ins and outs of their storefronts, and the character of their dimensionally high, glassy entry portals.
5. Where building mass exceeds one and two-story datum-line of surrounding context, step the upper-story residential portions of the project back from the sidewalk line, in part or in whole.
6. Emphasize appropriate use zoning /discretion so that diverse, parallel activities don't compromise each other (e.g. children water play and outdoor dining).
7. Perform for environmental sustainability, not only in technology, but in passive planning, providing such features as sun-protected openings, traffic and sun-protected rooftop niches and courtyards, and overall solar planning. Provide durable materials that will insure a low-maintenance sustainability for the project's architecture.

MISSION STREET

MOUND AVENUE

FAIR OAKS AVENUE



STREET

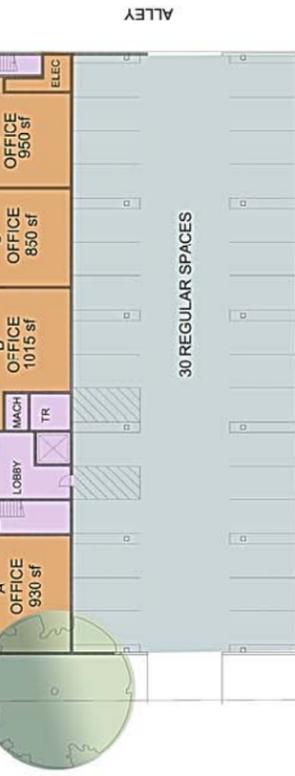
EL CENTRO

GROUND FLOOR PLAN

DOWNTOWN REVITALIZATION
CITY OF SOUTH PASADENA

JONATHAN GENTON, DEVELOPER
GONZALEZ GOODALE ARCHITECTS

JULY 16 2013



PARKING

ALLEY

30 REGULAR SPACES

