

South Pasadena Downtown Revitalization Project

Proposed Project Changes

Ad Hoc Downtown Advisory Committee

April 11, 2013



South Pasadena Downtown Revitalization Project

Genton Experience and Strengths

GENTON PROPERTYGROUP



City of South Pasadena

March 2011 – Community Redevelopment Commission unanimously recommends GPG to Community Redevelopment Agency as Downtown Revitalization Developer

March 2011 – Agency directs South Pasadena City and Agency Counsel to begin negotiations for ENA

June 2011 – CA AB 1x26 Dismantles the state's local redevelopment agencies

September 2011 – South Pasadena City and GPG enter into ENA

Parcels transferred from South Pasadena CRC to South Pasadena City

February 2012 – California Redevelopment Agencies Close

DOF contests transfer of property from Successor Agency to South Pasadena Housing Authority

December 2012 – South Pasadena City and GPG extend ENA

January 2013 – South Pasadena City Appeals DOF Decision

Attached are selected examples of projects for your view consideration:

- Four Seasons Residences, Los Angeles
- bLackwelder Creative Office Campus
- Broadway Lofts, Historic Preservation Adapting Re-Use
- Larchmont Village
- Town Center Corte Madera
- Southport Town Center

South Pasadena Downtown Revitalization Project

Genton Case Study – Four Seasons At Los Angeles

- Branded Four Seasons Residences
- In design phase, construction to start in 2014
- Consisting of one-acre of land located immediately east of the Four Seasons Hotel Los Angeles at Beverly Hills.
- GPG obtained entitlements to build a 160,000 sq. ft., 12 story building containing 95 for-sale luxury residences.
- The \$310,000,000 project was structured as a joint venture between Genton Property Group and an institutional investor.



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Genton Case Study – bLackwelder

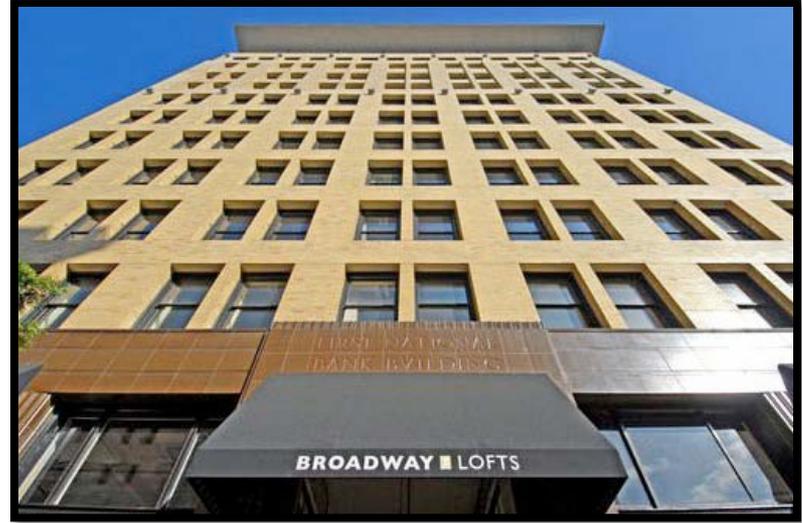
- Premier Creative Office Campus is West Los Angeles
- Adaptive Re-Use of 25 existing light industrial buildings originally constructed in the 1950's, totaling 145,000 sq. ft.
- The project has been repositioned as a collection of creative office buildings and is designed to meet LEED criteria for certification.
- The \$90,000,000 project is structured as a joint venture between Genton Property Group and an institutional investor.



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Genton Case Study – Broadway Lofts

- \$20,000,000 Historic Preservation and Adaptive Re-Use
- Completed in 2007, sold in 2012
- Broadway Lofts is a 12-story, historic bank building originally constructed in 1909
- Located adjacent to Horton Plaza in the Gas Lamp District of San Diego, California.
- Broadway Lofts was structured as a joint venture between Watt Genton and an institutional investor. The project was acquired as a public-private partnership established through a protracted and competitive public process.



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Genton Case Study – Larchmont Village

Low Density Residential Development



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Genton Case Study – Town Center Corte Madera

Life-Style Town Center Corte Madera is a neighborhood center that combines retail uses and office space to serve the community. The complex features popular restaurants and retailers such as: West Elm, The Container Store, REI, Z Gallerie, Ann Taylor Loft, Crate and Barrel, Barnes & Noble, California Pizza Kitchen and Il Fornaio.



South Pasadena Downtown Revitalization Project

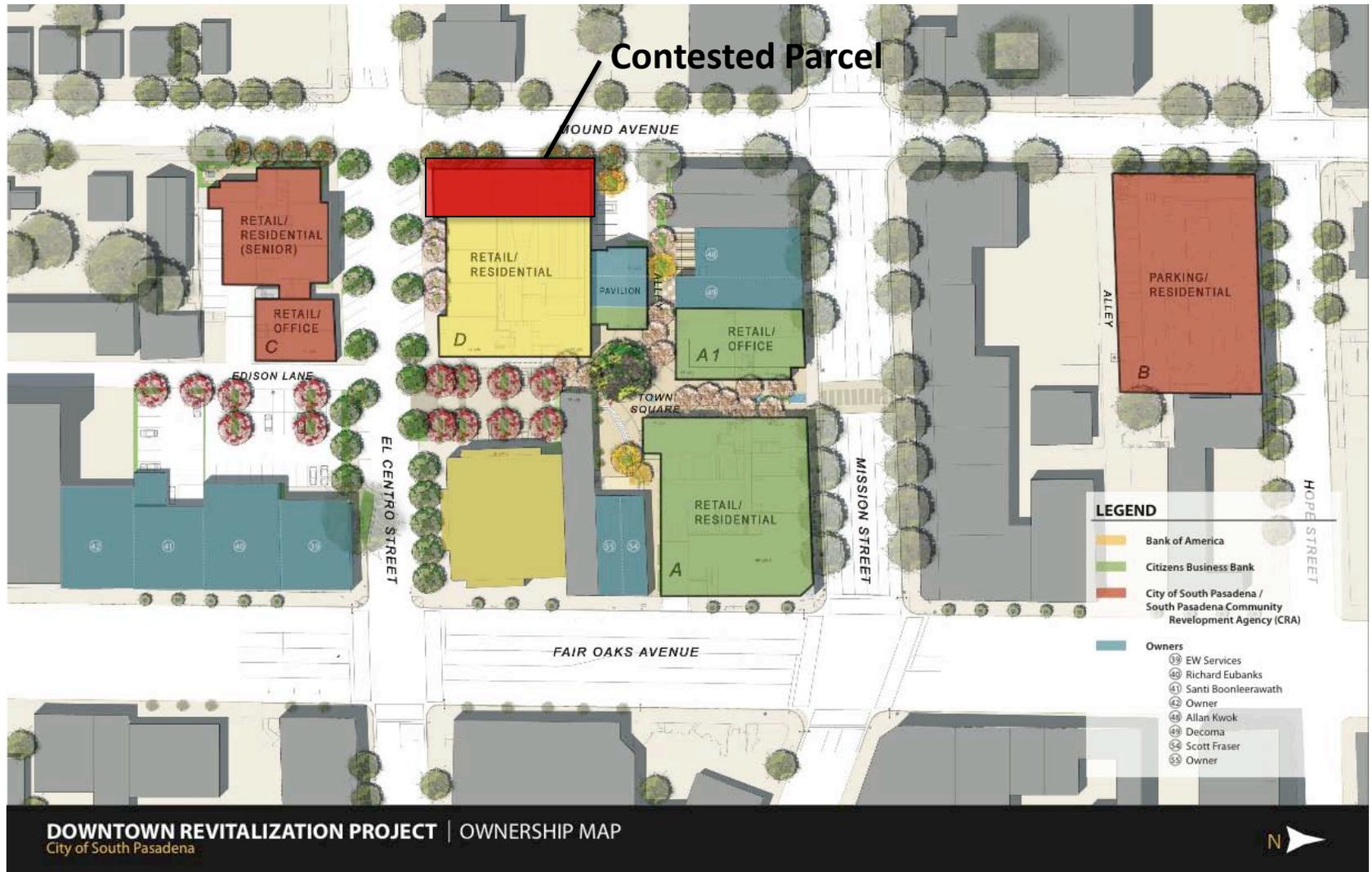
Genton Case Study – Southport Town Center

- Southport Town Center is a 250,000 square foot life-style retail project. Anchored by The Nugget Market.
- Southport Town Center was structured as a joint venture between Watt Genton and the landowner.
- The project was completed in 2007. The \$35 million project was acquired, entitled, constructed, and is owned by Watt Genton.



South Pasadena Downtown Revitalization Project

Location of "Contested Parcel", Dissolution of Redevelopment Agency



DOWNTOWN REVITALIZATION PROJECT | OWNERSHIP MAP
City of South Pasadena



South Pasadena Downtown Revitalization Project

Approved and Entitled Development Program



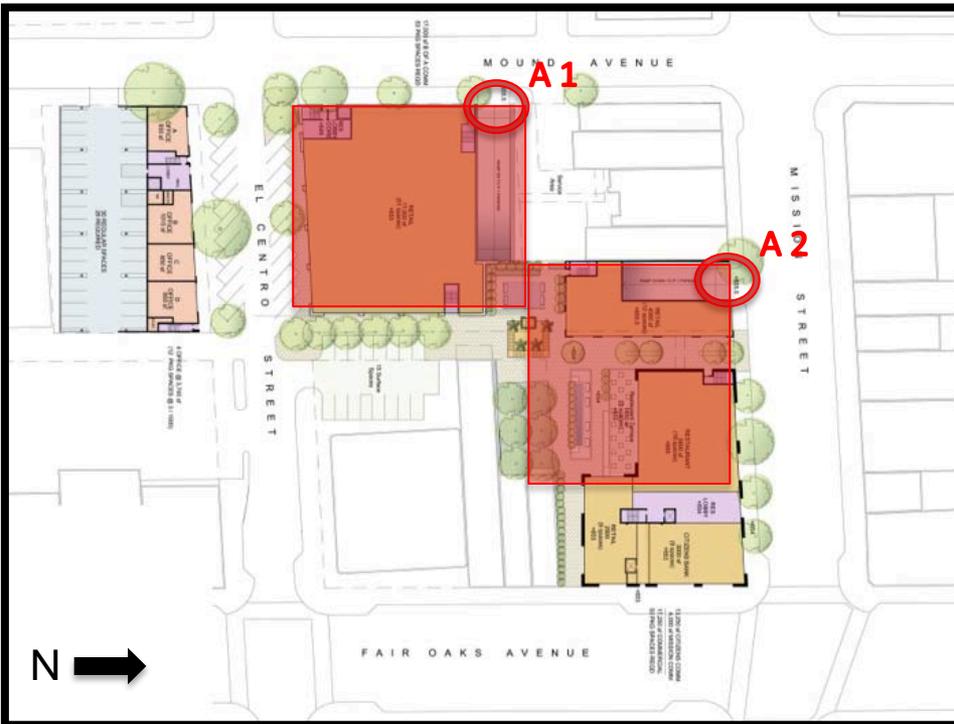
Downtown Revitalization Project : Site Plan



South Pasadena Downtown Revitalization Project

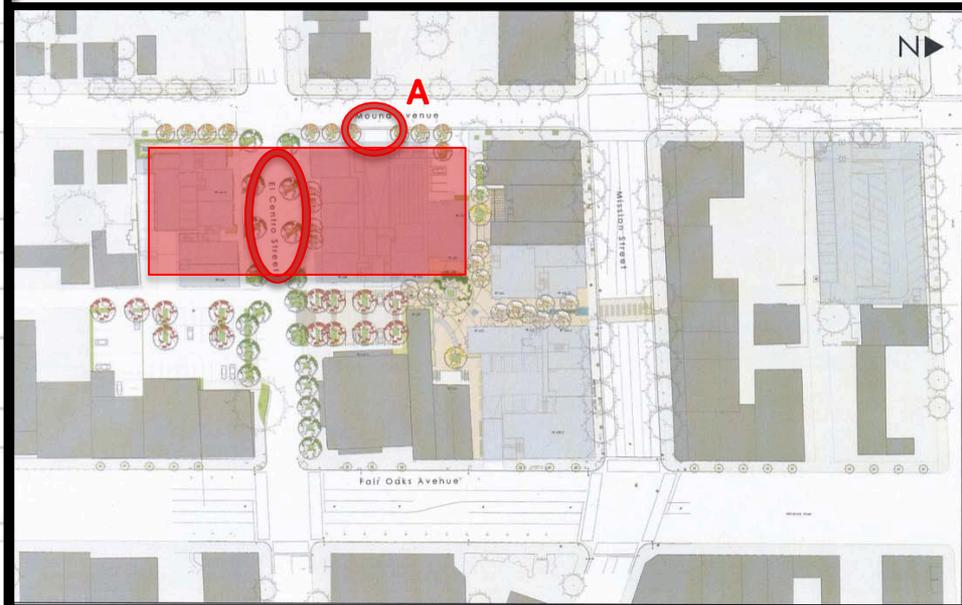
Garage and Parking Locations, Ingress and Egress Points

Modified Project



- Modified plan allows El Centro to remain accessible.
- Garages repositioned to serve Mission Area
- Entry/Exit point added to ease circulation from garages

Approved Project

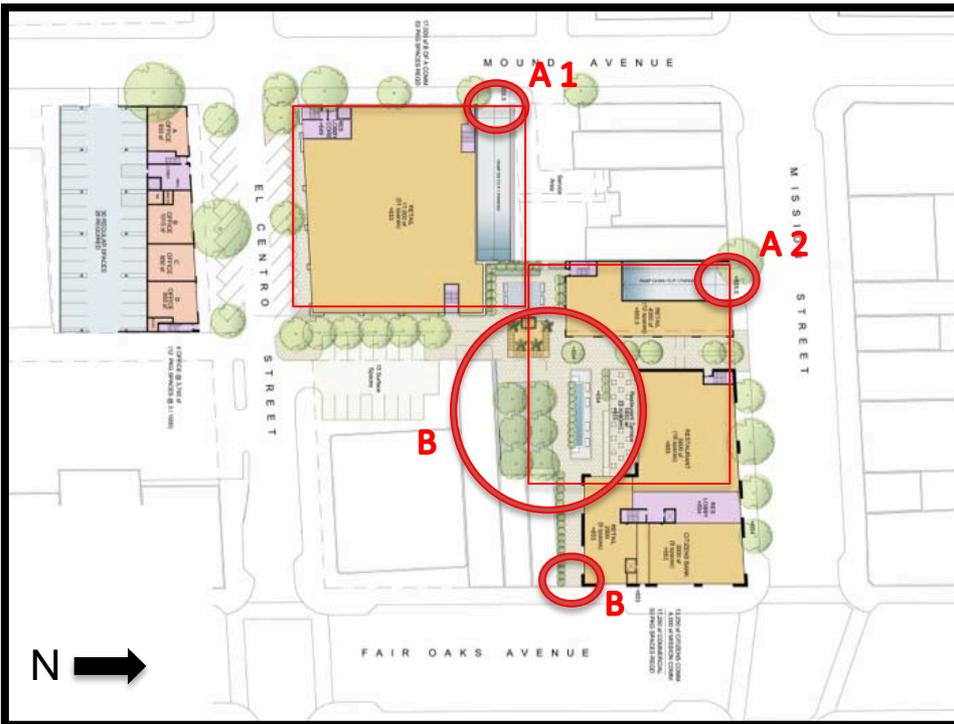


- Approved plan requires closure of El Centro

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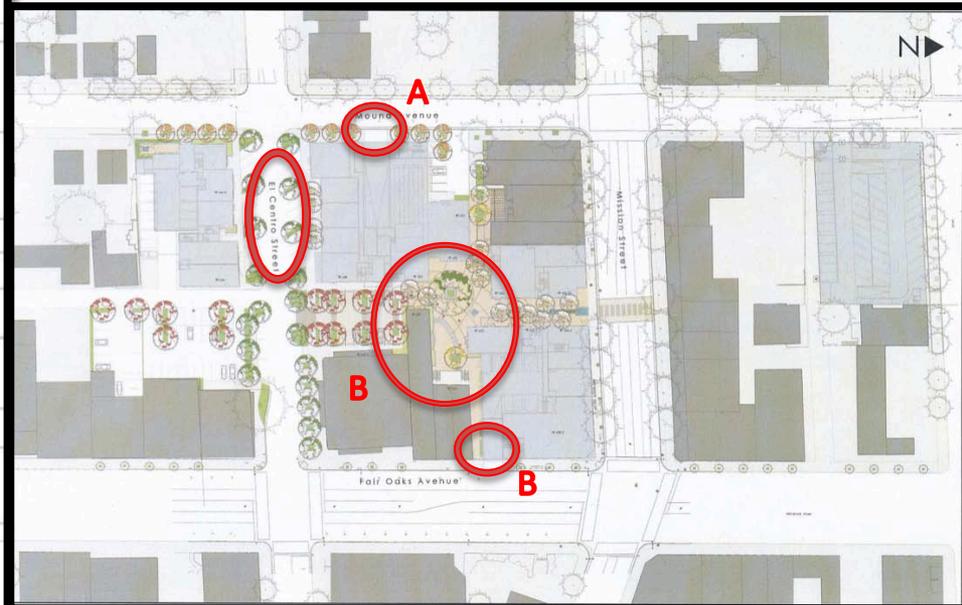
Fair Oaks Driveway and Public Plaza

Modified Project



- Modified plan closes driveway and replaces with larger pedestrian access connecting Fair Oaks
- Modified plan reflects surface parking lot to structure, reorganized building and doubles the size of the Public Plaza

Approved Project

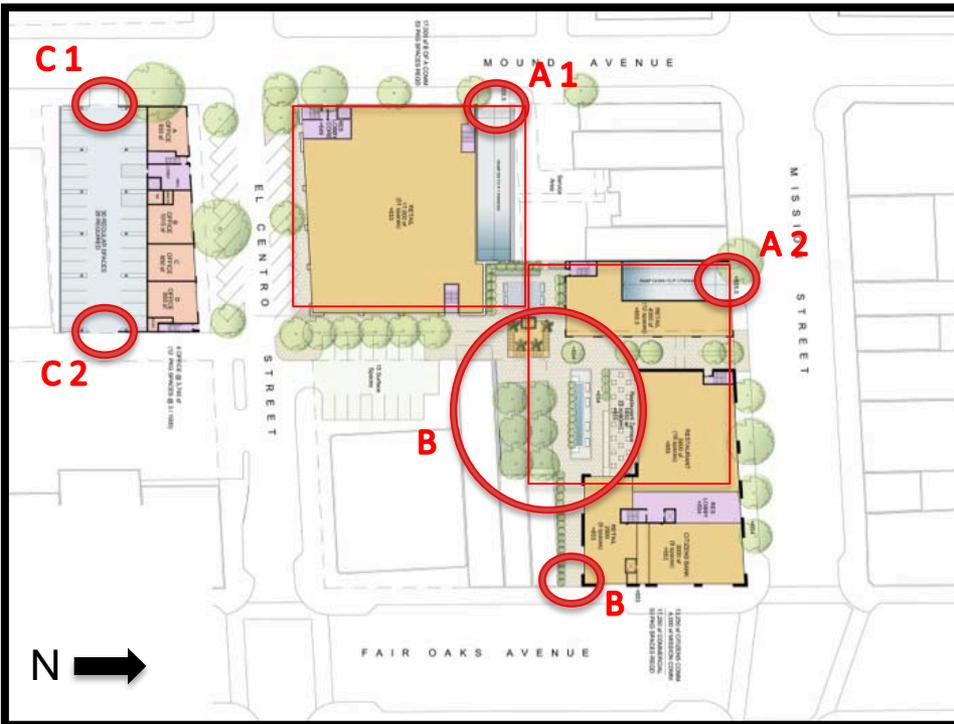


- Approved plan calls for a driveway on Fair Oaks into a surface parking lot.

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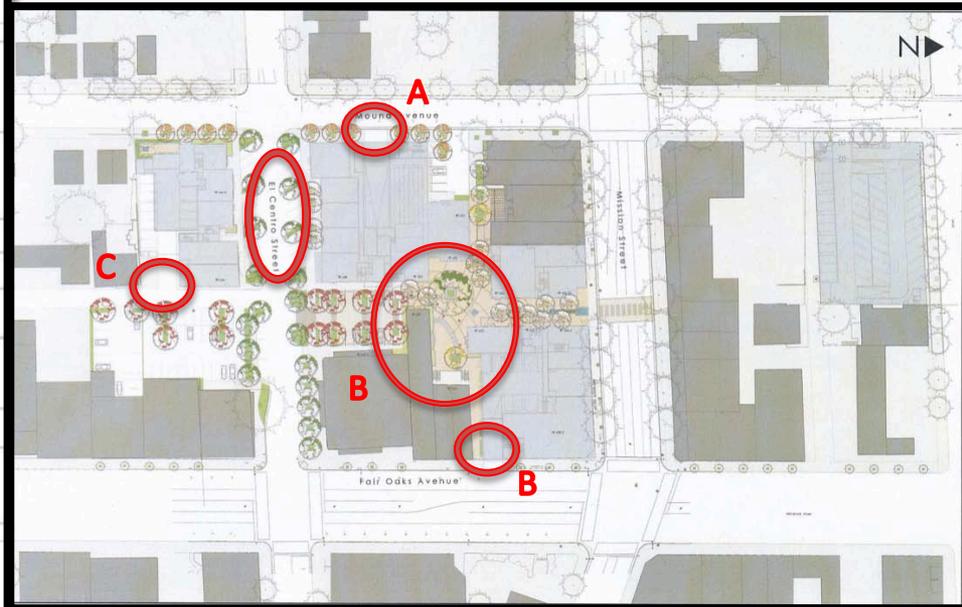
Dual Driveways for Building C

Modified Project



- Modified plan opens directly to Mound and Edison Ln, reducing impact on El Centro

Approved Project

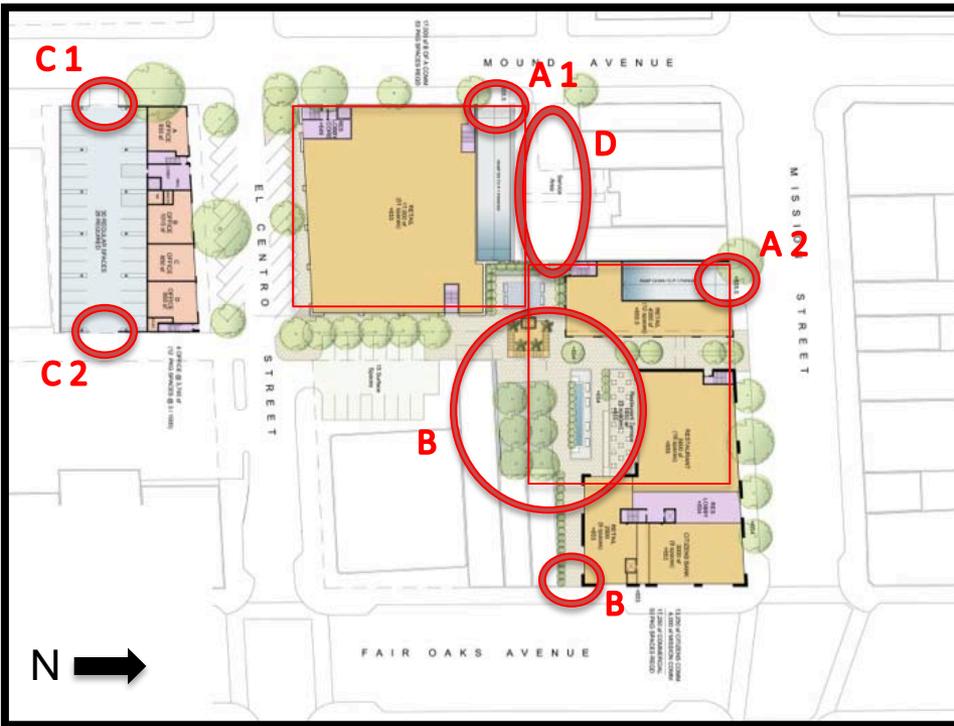


- Approved plan calls for all traffic to Parcel "C" to Enter/Exit on Edison Ln

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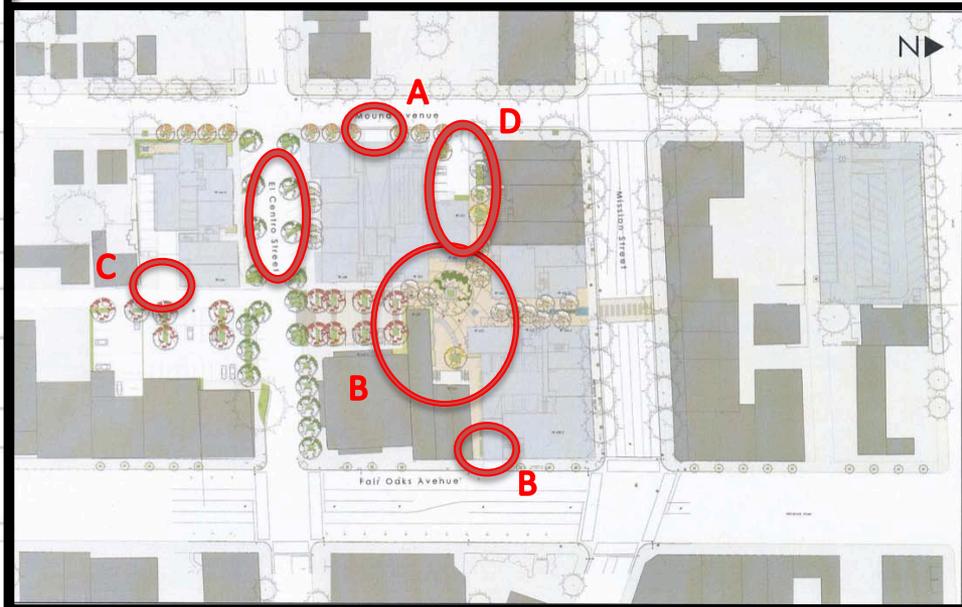
Setback From Existing Buildings on Mission

Modified Project



- Modified plan sets project off Mission Parcels

Approved Project

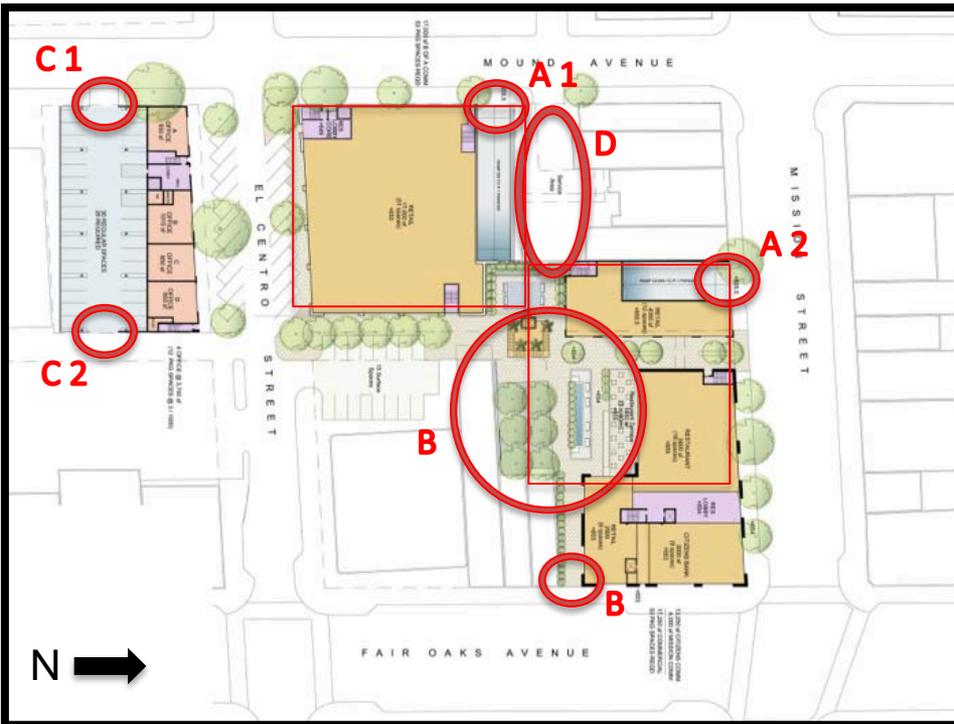


- Approved plan calls for construction on area of existing buildings

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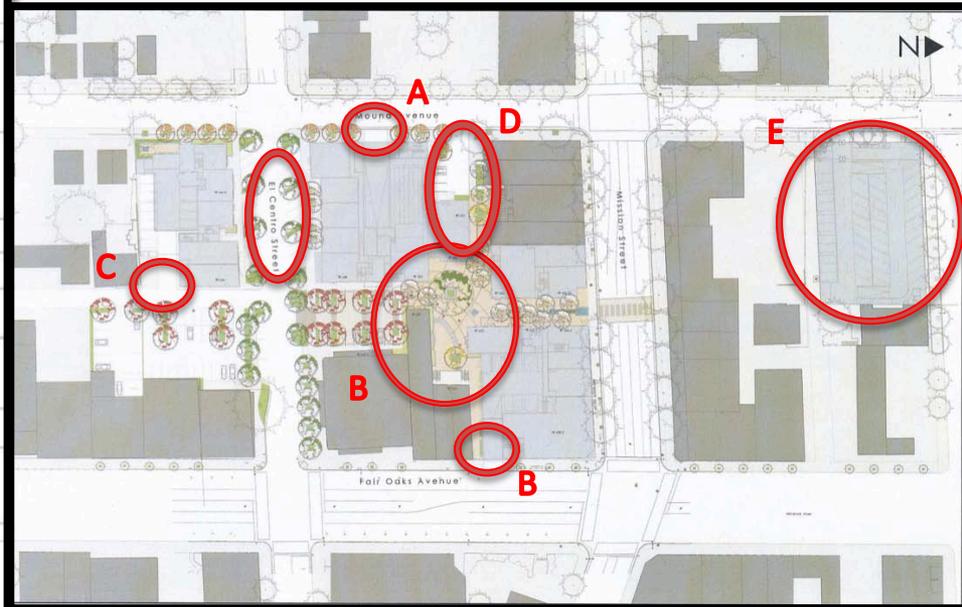
Hope & Mound Parcel

Modified Project



- Modified plan removed Hope/Mound parcel from project

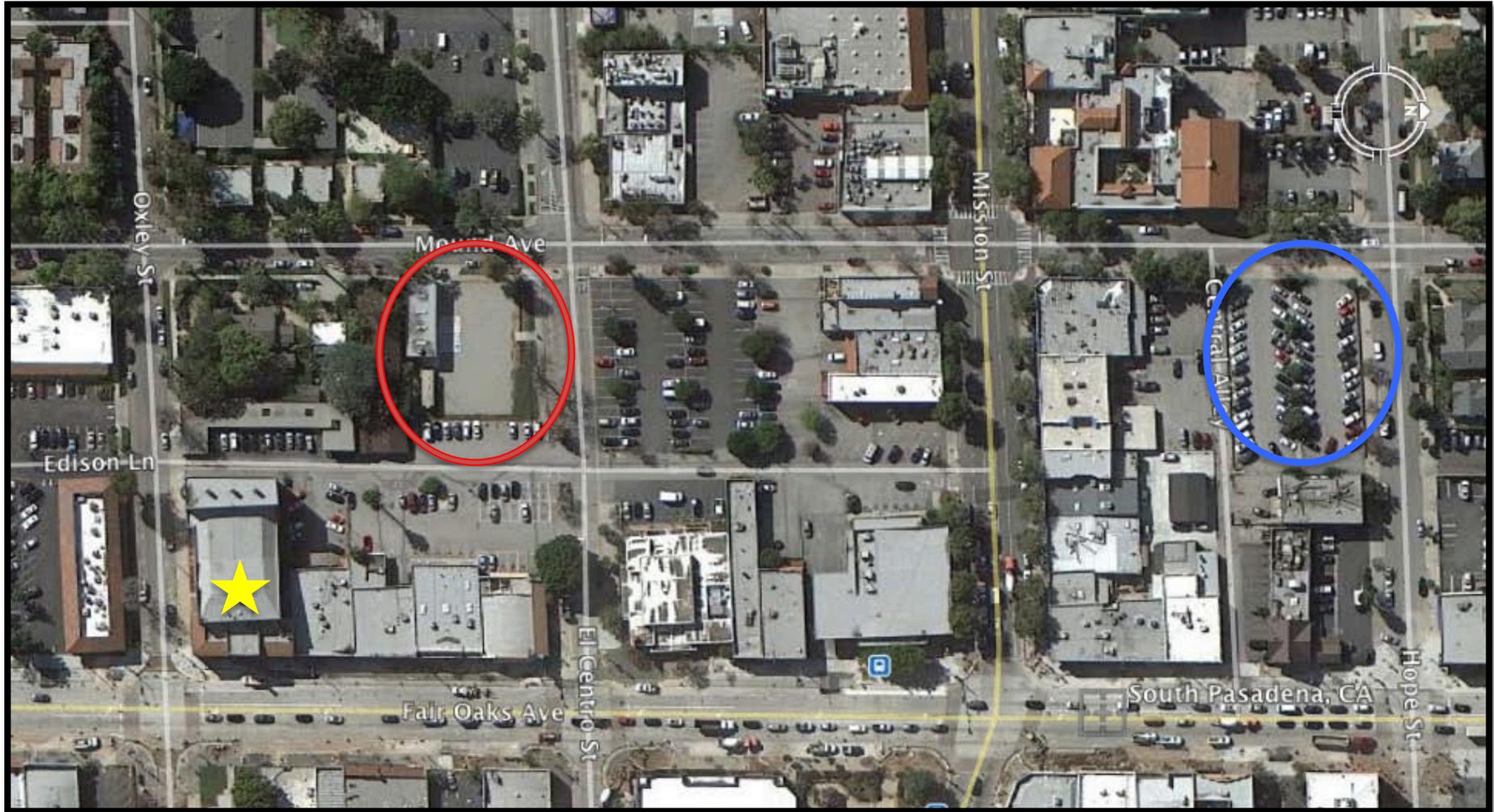
Approved Project



- Approved plan calls for above-grade parking structure and residential at Hope/Mound Parcel

South Pasadena Downtown Revitalization Project

Project Aerial Map



South Pasadena Downtown Revitalization Project

Garage



Green Street & Raymond Ave.
Pasadena, CA
Ground Floor Retail with parking
above.

Anacapa and Anapamu
Granada Garage in Santa Barbara, CA
Ground Floor Retail and office space above



S. De Lacey Ave.
Pasadena, CA
Ground Floor Retail with parking
above.

Architectural Character – Façade Palette

Approved Project

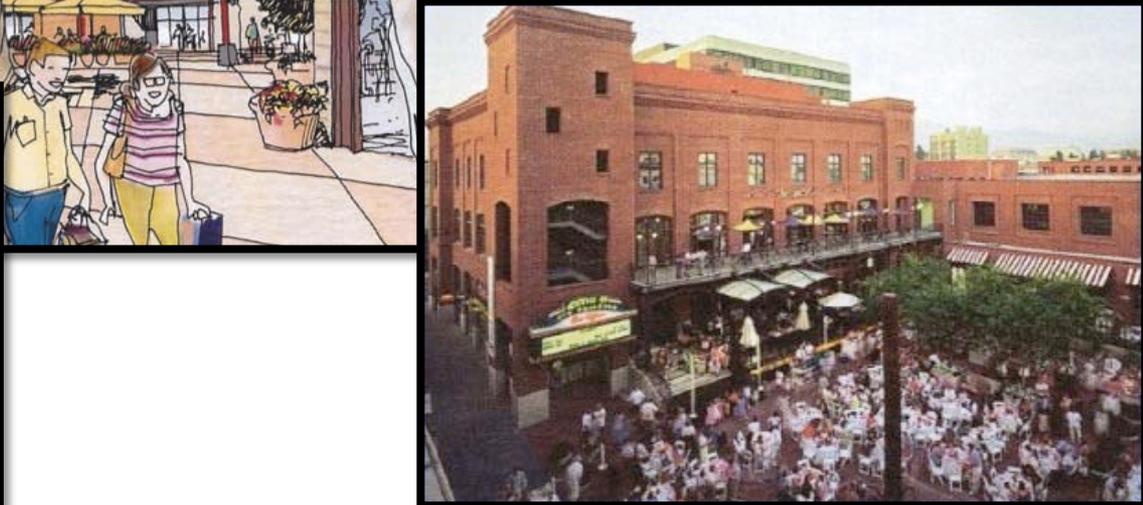


Modified Plan



Modified Plan

Architectural Character – Plaza Activation



Architectural Character – Massing Details



Modified Plan



Modified Plan

South Pasadena Downtown Revitalization Project

Action Items

A. Garage and Parking Locations, Ingress and Egress Points

B. Fair Oaks Driveway and Public Plaza

C. Dual Driveways for Building C

D. Setback From Existing Buildings on Mission

E. Hope & Mound Parcel

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Next Steps

1. Second Ad Hoc Downtown Advisory Committee Meeting
 - A. Scheduled For **May 29, 2013**
 - B. Present Final Site Plan Reflecting Committee's Preferences
 - C. Design Charrette

2. Looking Ahead
 - A. Environmental Review of Final Site Plan/Modified Project