



MEMORANDUM

DATE: SEPTEMBER 22, 2020

TO: DESIGN COMMISSION

FROM:  DAVID REYES, DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: 10 WEST WALNUT STREET (LINCOLN PROPERTIES) – CULTURAL SIGNAGE, ADVISORY REVIEW (FORMERLY KNOWN AS 100 WEST WALNUT AVE).

Staff requests that the Design Commission review and provide advisory comments to the Director for the cultural signage, which was required as part of the approval for the mixed-use project currently under construction on the PARSONS Corporation site located at 100 W. Walnut Street. The cultural signage proposal will consist of one major display and five site specific inlaid bronze plaques.

On September 2, 2015, the City Council approved a Planned Development (PD) for the 10 West Walnut Development, which includes this mixed-use project and a Phase 2 development west of the existing PARSONS buildings. Condition No. 20 of the PD states, *“Lincoln Property Company shall consult with the City of Pasadena Cultural Affairs Division, Pasadena Museum of History and Pasadena Heritage, to develop a permanent and visible recognition of the property such as a plaque or monument of the history and contribution of African American businesses, individuals and residents in the area.”* On August 2, 2020, Phase 1 of the mixed-use project received final design review approval from the Design Commission.

In addition to consulting with the Pasadena Cultural Affairs Division, Pasadena Museum of History, and Pasadena Heritage, staff requested the applicant present the proposal to the City’s Northwest and Arts & Culture Commissions for advisory comments. On July 14, 2020, the project was presented to the Northwest Commission who provided comments related to the content and design of the proposed signs and bronze plaques. The presentation was defined as the “final design intent.” Following this meeting, planning staff determined that the project should also receive input from the Design Commission, given that the project is a ‘signage program.’ Specifically, the Design Commission’s input regarding the location and scale of signs will be valuable to ensure that this important graphic (and dimensional) informational component of the project is appropriately scaled and properly presented to the public. The Design Commission’s comments will be forwarded to the City’s Northwest and Arts & Culture Commissions. The aforementioned commission comments will be forwarded to the Planning Director who, pursuant to 17.61.030 (Design Review) is the review and approval authority for sign review in the Central District.