

GUIDANCE TO APPLICANTS FOR DESIGN COMMISSION PRESENTATIONS

The applicant's presentation to the Design Commission is an extremely important component of the design review process and should be given significant attention to ensure that the Commission understands the proposed project's design concept, how that concept was developed, and, during the Concept and Final Design Review phases of the process, how the Commission's previous comments or conditions have been studied and addressed. This document is intended to outline general hearing procedures and provide guidance to allow applicants to develop high quality presentations that provide the Commission with the essential information they will need to provide feedback and make a decision.

Hearing Format

At the scheduled hearing, there will typically be multiple items and project reviews on the Commission's agenda. The agenda order is set by staff and may be modified by the Commission at the start of the meeting. Applicants should provide their presentations to staff in Power Point format by noon on the day of the hearing and should arrive to the meeting at least 15 minutes early to ensure their presentation is functioning properly. Animations/fly-throughs may also be provided in advance of the hearing. When the item is called the following will occur, in this order:

1. Staff presentation
2. Commission questions to staff
3. Applicant presentation (15 minutes maximum for all presenters and presentation components, including animations/fly-throughs; additional time may be requested in advance for more complex projects)
4. Commission questions to applicant
5. Public comment (3 minutes maximum per person)
6. Applicant rebuttal (5 minutes maximum)
7. After the Commission closes the public hearing, no further public or applicant comment is allowed unless specifically requested by the Commission.
8. Commission deliberation and action

Staff Presentation

The staff presentation will include the following information:

1. Overview of purpose of current design review phase of the project
2. Project location, current site conditions and surrounding context
3. Brief project description & history
4. For Concept & Final Design Review, a brief summary of staff's review of responses to previous comments/conditions (stating simply whether staff finds the previous comments/conditions have been satisfactorily addressed and whether additional conditions are recommended to ensure they are fully addressed as the project advances in the process)
5. Overview of design proposed, using imagery from the submitted application package
6. Staff comments or recommended conditions
7. Brief indication of Zoning Code compliance and next steps
8. Staff recommended action

Guidelines for Applicant Presentations

In general, the applicant's presentation should explain how the current design was developed, how the project is designed and, during Concept and Final Design Review, how it has evolved in response to Commission comments/conditions from previous design review phases. In addition, if there are any concerns with the comments/conditions recommended by staff, those concerns should be noted in the applicant's presentation. Design content provided in the presentation should not differ from the design content included in the plans that are submitted with the application, although additional views and models of the same design may be included. Images should be clear and include pedestrian perspective renderings of the project in context with surrounding existing buildings. Due to the potential length of time between review phases, applicants should expect that Commission membership may change between reviews. As such, each presentation should include a brief summary of the project program and opportunities and constraints of the site. Note that the time for questions and answers between the Commission and applicant is generally not limited; therefore, presentations should be structured to provide an overview of the most important considerations and responses, with more minor items being reserved for the Q&A period if the Commission has questions about those items. Specific guidelines for applicant presentations at each design review phase are noted below:

Preliminary Consultation

- Describe the building program.
- Explain the opportunities and constraints of the site and its surroundings that have been identified.
- Summarize studies that were conducted to develop the design and how the design evolved to its current form.
- Describe the proposed site planning concept and how it responds to the opportunities and constraints identified.
- Describe the building design concept and how it responds to the opportunities and constraints identified.
- Describe the architectural intent, including reference imagery, and how it contributes to Pasadena's climate and architectural legacy.

Concept Design Review

- Provide a brief reminder of the building program and primary site opportunities and constraints.
- Describe how the project has changed to address the Commission's Preliminary Consultation comments. Explain studies that were conducted and provide before and after imagery for each substantive comment.
- Describe further development of the design since Preliminary Consultation, such as landscape design concept, conceptual exterior materials, building sections, etc.
- Explain any concerns with the staff report, including staff's recommended conditions.

Final Design Review

- Provide a brief reminder of the building program and primary site opportunities and constraints.
- Describe how the project has changed to address the Commission's Concept Design Review conditions and recommendations, if any. Explain studies that were conducted and provide before and after imagery for each substantive condition/recommendation.
- Describe further development of the design since Concept Design Review, such as final landscape design, final materials specifications, wall sections and architectural details, treatment of mechanical systems and drainage, lighting, etc.
- Explain any concerns with the staff report, including staff's recommended conditions.