

# EAST PASADENA

## SPECIFIC PLAN UPDATE

*Planning Commission Study Session*  
*March 11, 2026*



**OUR PASADENA**  
PUTTING THE PLAN IN MOTION

# East Pasadena Specific Plan Update: Tonight

- Boundary, Context & Proposed Boundary Changes
- Planning Process & Community Engagement
- Plan Vision
- Plan Subareas & Concepts
- Residential Density
- Other Areas for Discussion:
  - Big Box Retail
  - Drive-through Businesses
  - Specific Plan Name



# **SPECIFIC PLAN AREA & CONTEXT**



# East Pasadena Specific Plan Area

- East Pasadena Specific Plan (2000)
- Bounded by:
  - Orange Grove & Rosemead (north)
  - Colorado Boulevard (south)
  - Michillinda Avenue (east)
  - Kinneloa Avenue (west)
- Auto-oriented development
- Transit-oriented mixed-use development near Sierra Madre Villa (SMV) A Line Station



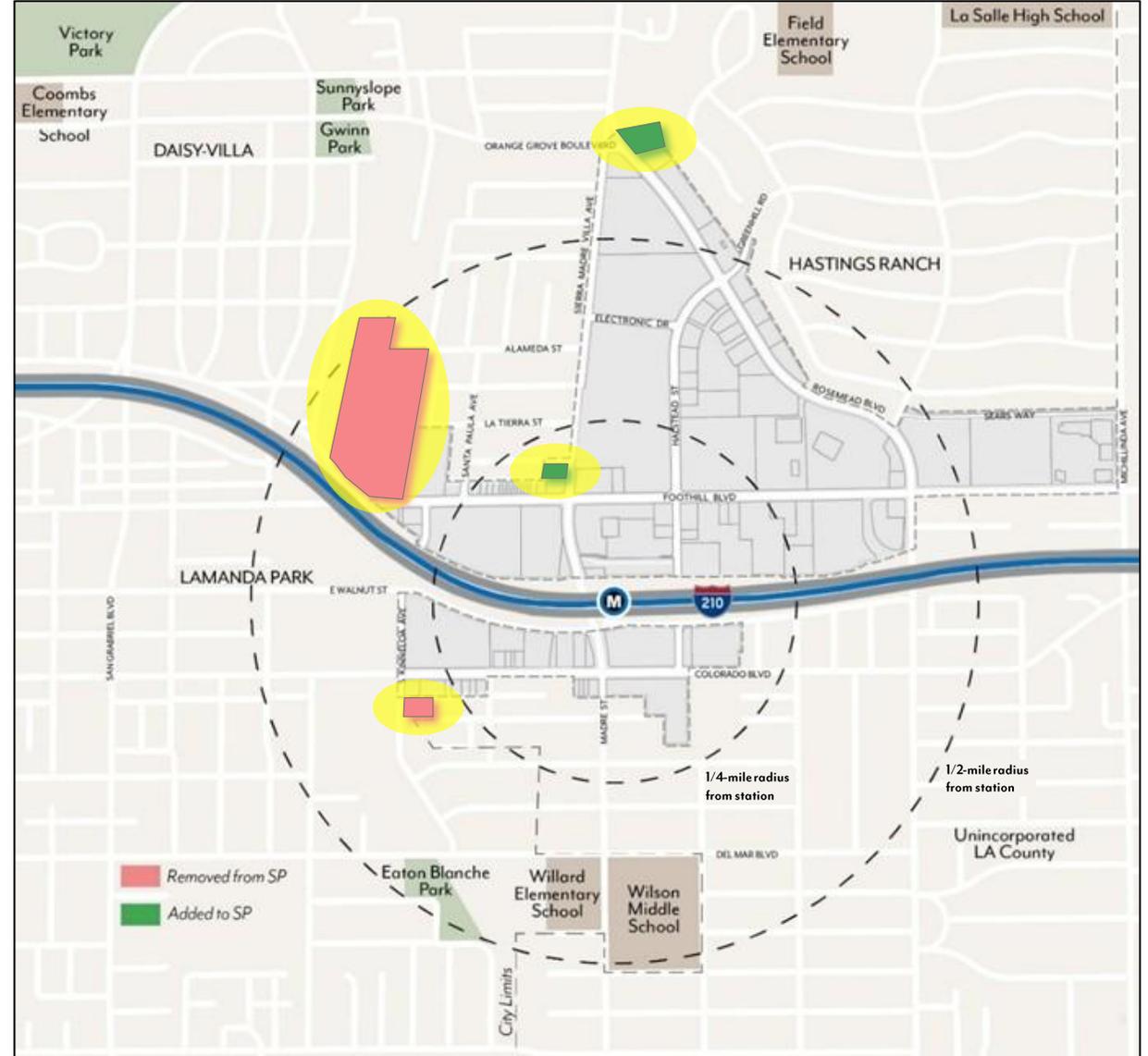
# East Pasadena Specific Plan Area

- Notable Assets
  - SMV Station, Kaiser Permanente, PCC Community Education Center, Auto Dealerships
  - Shopping Centers:
    - Hastings Village
    - Foothill Rosemead Market Place
    - Hastings Ranch Plaza
- Recent Commercial Development
  - 'Panda Inn'
  - Ferrari dealership
  - Xencor
  - GM Advanced Design Center
  - Remodel Land Rover
- Recent Housing Development
  - 170 S. Halstead (48 units)
  - 'Panda Inn' site (233 units)
  - 600 N. Rosemead (133 units, proposed)



# EPSP Area: Proposed Boundary Changes

- Add
  - 670 N. Rosemead Boulevard
    - Office building ('Pasadena Federal Credit Union')
  - 259 Sierra Madre Villa Avenue
    - Retail building
- Remove
  - 5 Edison-owned parcels
    - Parking for PCC Community Education Center
  - 3 properties on Green Street, east of Kinneloa Avenue
    - 2-story office building
    - 2 single-family residences.



# COMMUNITY ENGAGEMENT



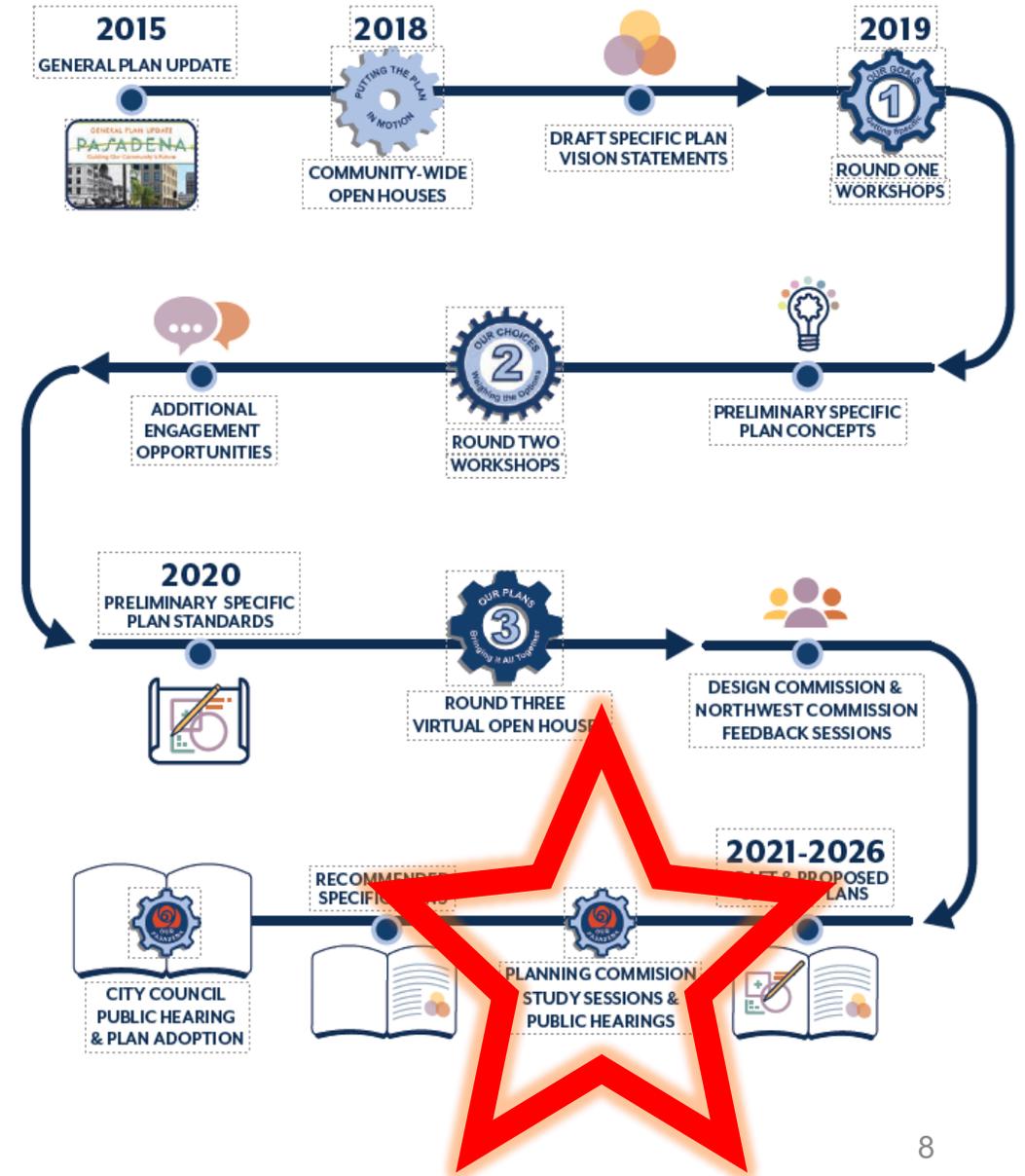
# Engagement Overview & Community Feedback

- Encourage a range of **housing options** in the plan area while **maintaining existing nearby residential neighborhoods**
- Support **commercial, R&D, and mixed-uses** to enhance **economic development** and **local community services**.
- Improve **streetscapes** and **transit connections** to facilitate a **pedestrian-friendly public realm**.
- **Enhance the SMV Station area** and surrounding neighborhood.

Round 1 & 2 Community Workshops



Walking Tour – November 2018



# Plan Vision & Subareas



# General Plan Vision

- *Goal 33 East Pasadena: A semi-urban environment with higher-density mixed-use developments incorporating retail, office and housing uses to provide increase opportunities encourage transit use and walking.*
- *Policy 33.1 - Places and Urban Form*
- *Policy 33.2 - Sierra Madre Villa Transit Village*
- *Policy 33.3 - R&D Flex Space Jobs Center*
- *Policy 33.4 - Retail Centers*
- *Policy 33.5 - Street Grid and Blocks*
- *Policy 33.6 - Major Corridors*
- *Policy 33.7 - Public Streetscapes and Places*
- *Policy 33.8 - Open Space and Urban Form*



# Foothill District Subarea

## EXISTING CONDITIONS

- Major retail center
- Building height: up to 5 stories
- Large blocks, setbacks, surface parking
- Residential development (south of Foothill)
- SMV Station

## CONCEPT

- **Focal point of the community**
  - Higher-density mixed-use development
  - Retail, services, entertainment, office, housing
- **Large parcels**
  - Redeveloped as cohesive/walkable neighborhoods
  - Landscaped paseos, expansive setbacks, street trees



# Rosemead District Subarea

## EXISTING CONDITIONS

- Large shopping centers, office buildings, scientific/technology
- Building height: up to 4 stories
- Large blocks, setbacks, surface parking

## CONCEPT

- **Employment hub**
  - Support existing R&D and office
- **New housing opportunities**
  - Live close to jobs
- **New development**
  - Break up large blocks
  - Expanded landscaped setbacks
  - Reduce auto-dependency



# Colorado District Subarea

## EXISTING CONDITIONS

- Diverse commercial uses (e.g., department stores, grocery stores, hotels, lumber store, car dealerships)
- Building height varies: 1-3 stories
- Parking is street facing and at side/rear

## CONCEPT

- **Focal point neighborhoods to south**
  - Higher-density mixed-use development
  - Retail, services, housing
  - Walking distance to transit
- **New development**
  - Public realm amenities to address auto-centric character
    - Street trees and other enhancements

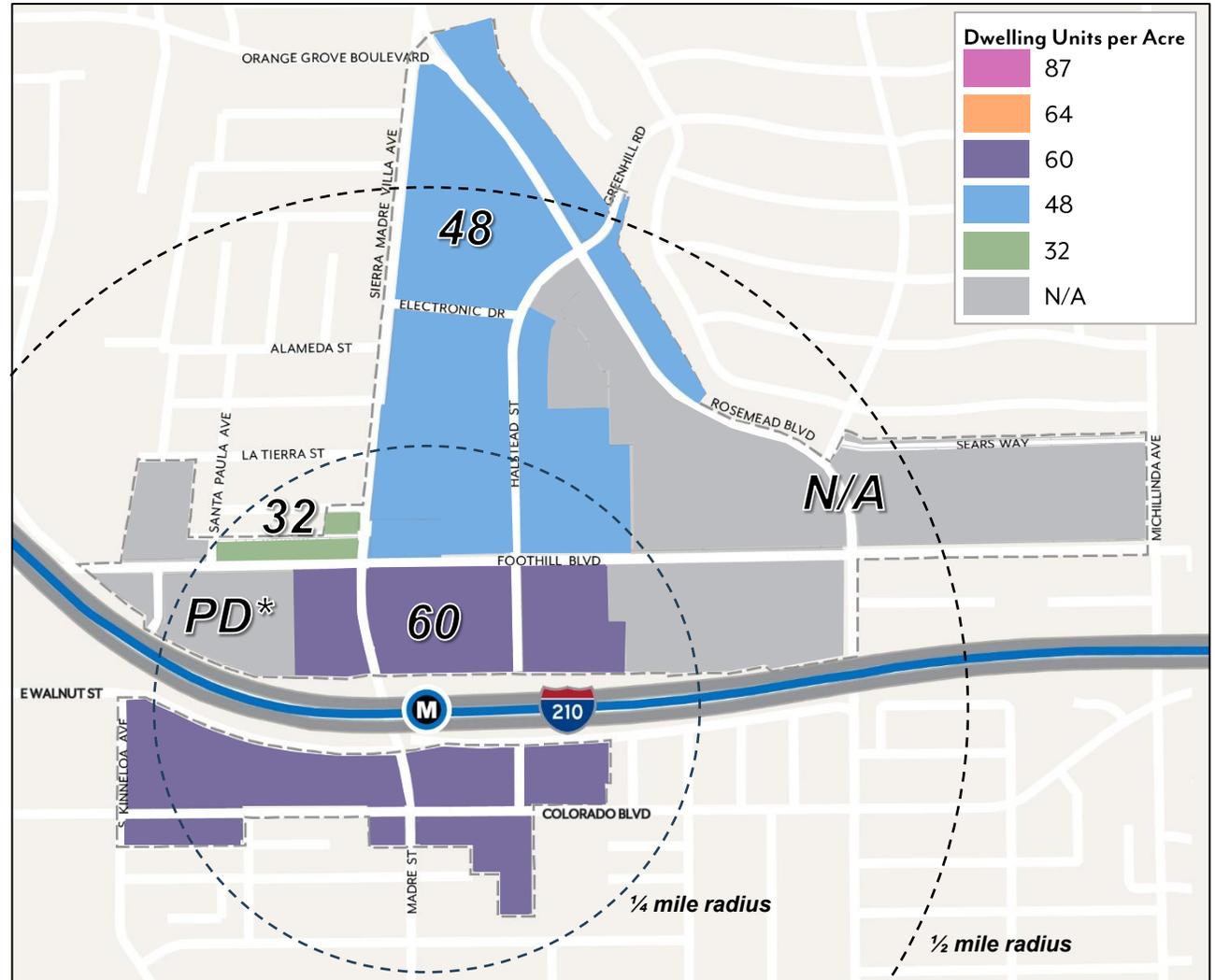


# Residential Density



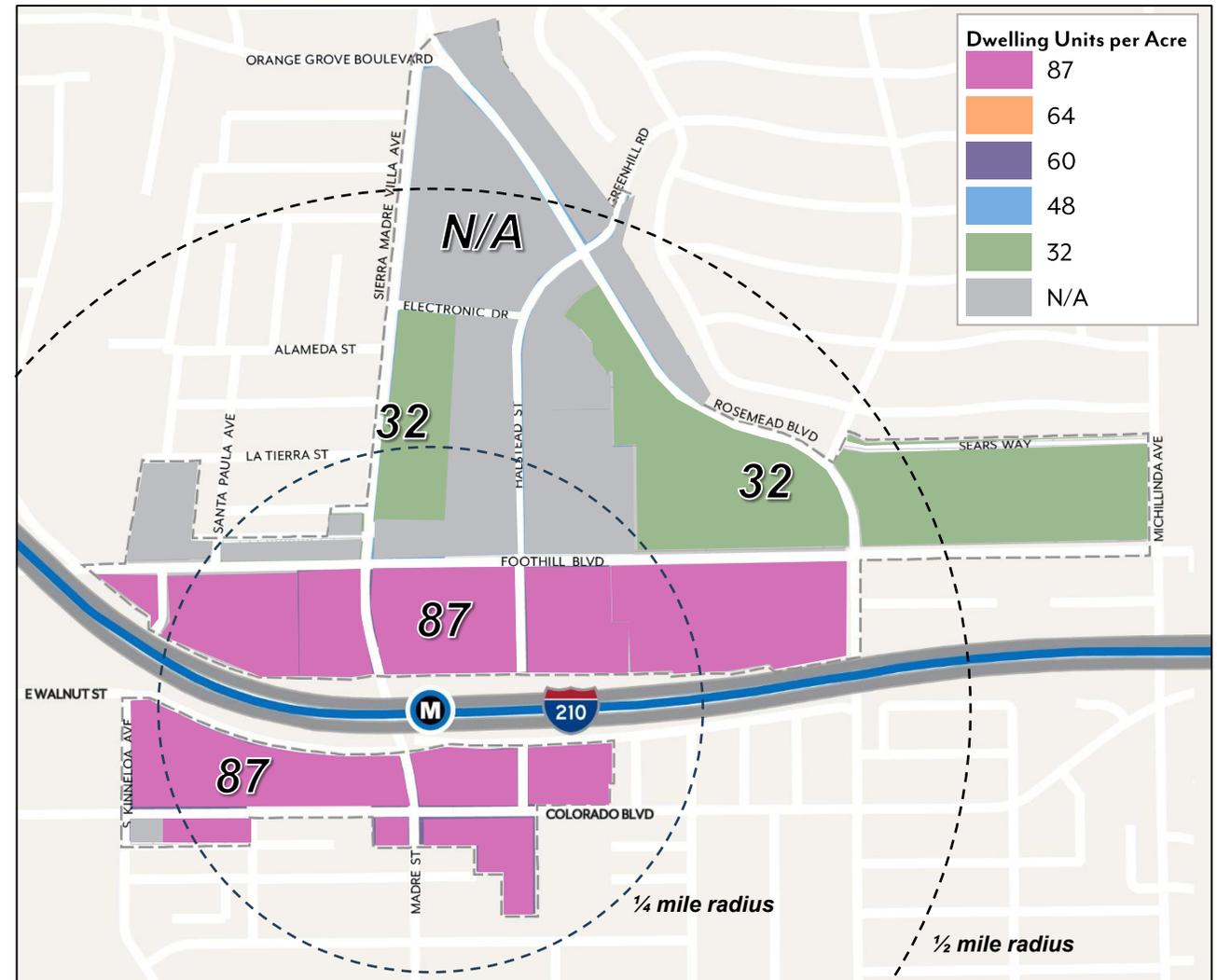
# Residential Density: Existing EPSP Zoning

- Existing EPSP zoning
  - 60 du/ac near SMV Station
  - 48 du/ac north of Foothill
  - 32 du/ac between Sierra Madre Villa & Santa Paula
  - Not allowed elsewhere



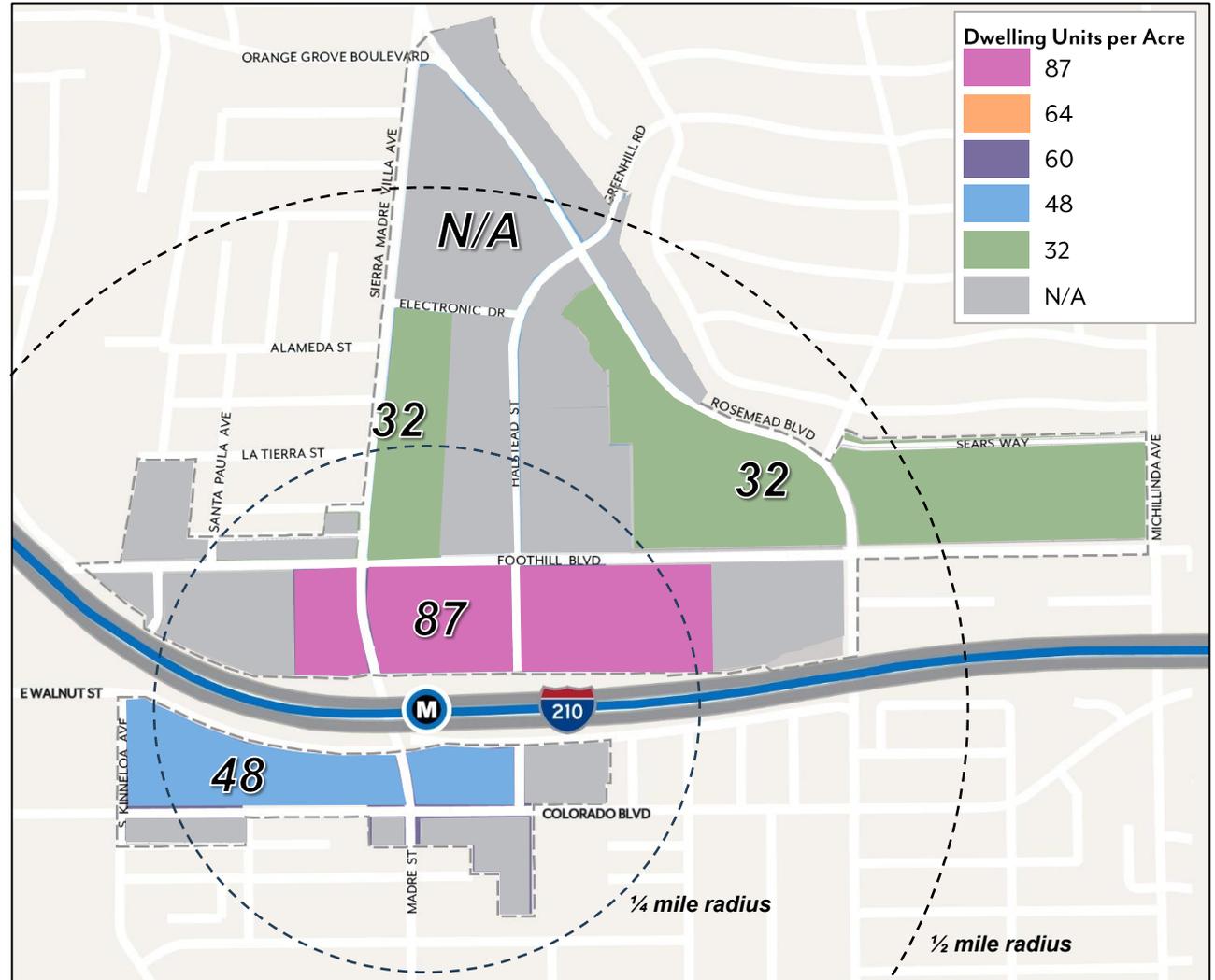
# Residential Density: General Plan Land Use Element (2015)

- General Plan Land Use Element (2015)
  - 87 du/ac at core, near SMV Station
  - 32 du/ac north of Foothill
  - Preserve non-residential



# Residential Density: Round 3 Draft (2021)

- EPSP Round 3 Draft (2021)
  - 87 du/ac north of SMV Station
  - 64 du/ac south of SMV Station
  - 32 du/ac north of Foothill
  - Preserve non-residential



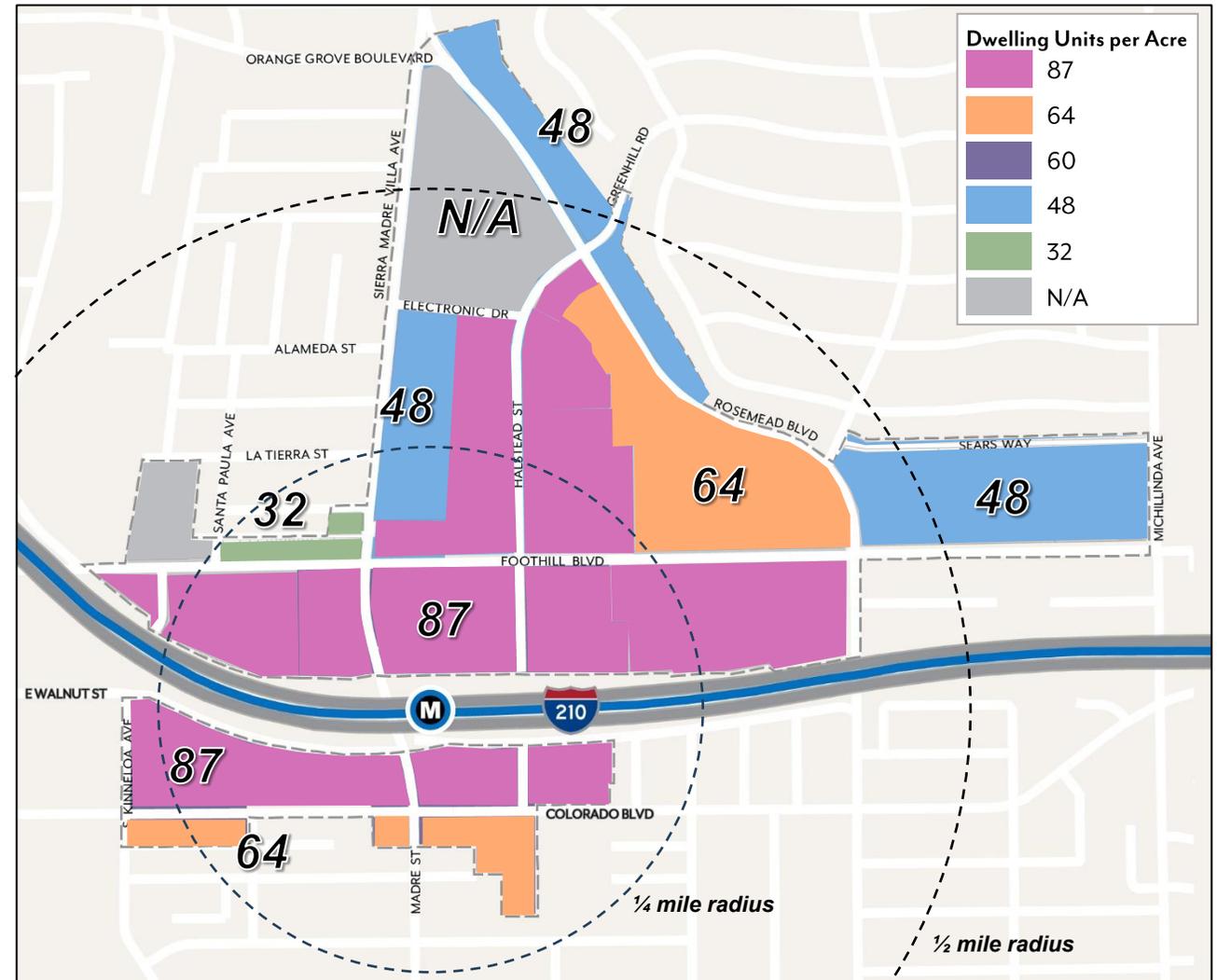
# Residential Density: State Law

- Density Bonus - Projects with affordable units can deviate from development standards (e.g., height, etc.)
  - 100% affordable projects
    - Add three stories, no required parking
    - Within 1/2 mile of transit stop (e.g. bus stop), no maximum density
- Housing capacity cannot be reduced (i.e. 'no net loss')
- If specific plan, zoning, or General Plan inconsistent, highest density applies
- SB 79 (2025)
  - Up to 100 du/ac within 1/4 mile of SMV station
  - Up to 80 du/ac within 1/2 mile of SMV station
  - Additional height and size allowed



# Residential Density: Draft Residential Density (2026)

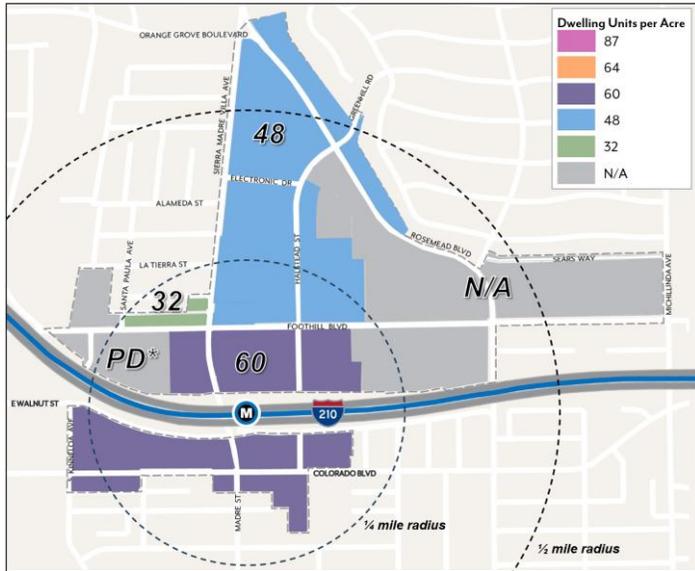
- EPSP Draft Residential Density (2026)
  - 87 du/ac north/south of SMV Station
  - 64 du/ac along Rosemead, south of Colorado
  - 48 du/ac along Sierra Madre Villa, Rosemead, Sears site
  - 32 du/ac north of Foothill
  - Preserve non-residential north of Electronic



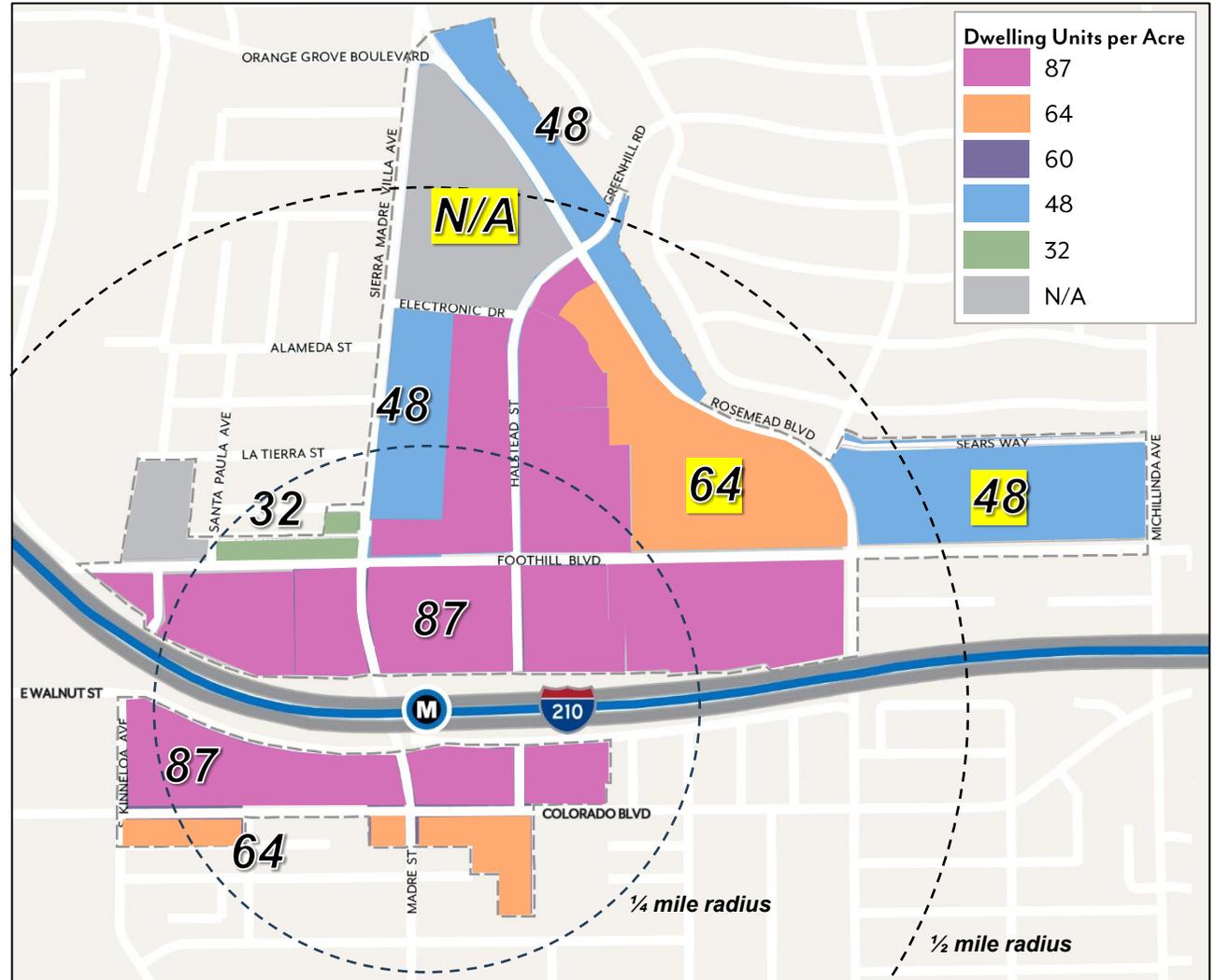
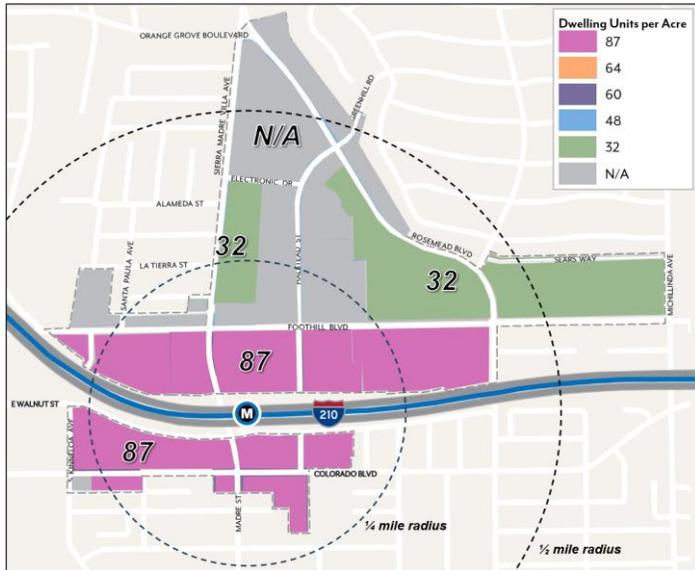
# Residential Density: Draft Residential Density

2026

EPSP Zoning



Land Use Diagram

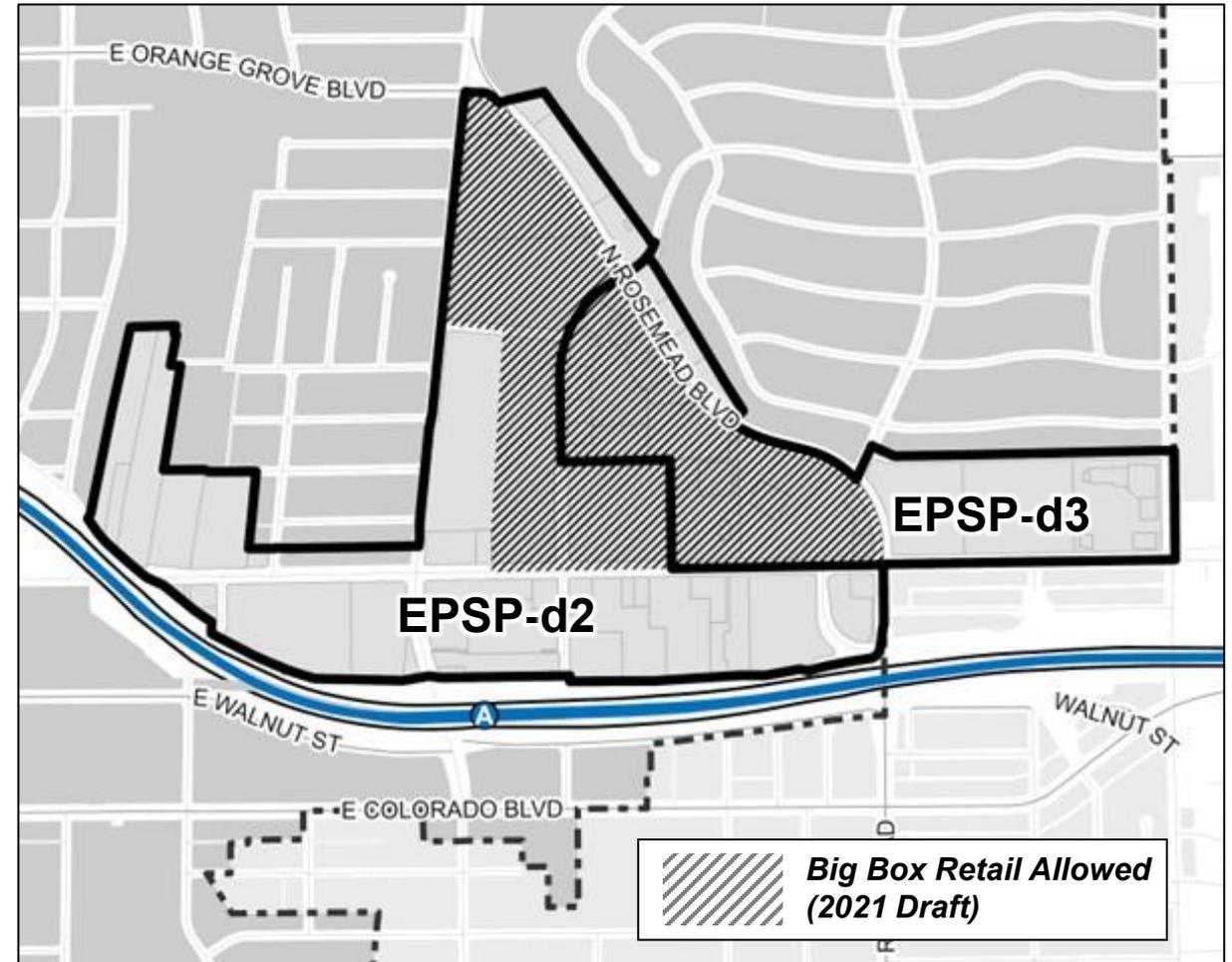


# Other Areas for Discussion



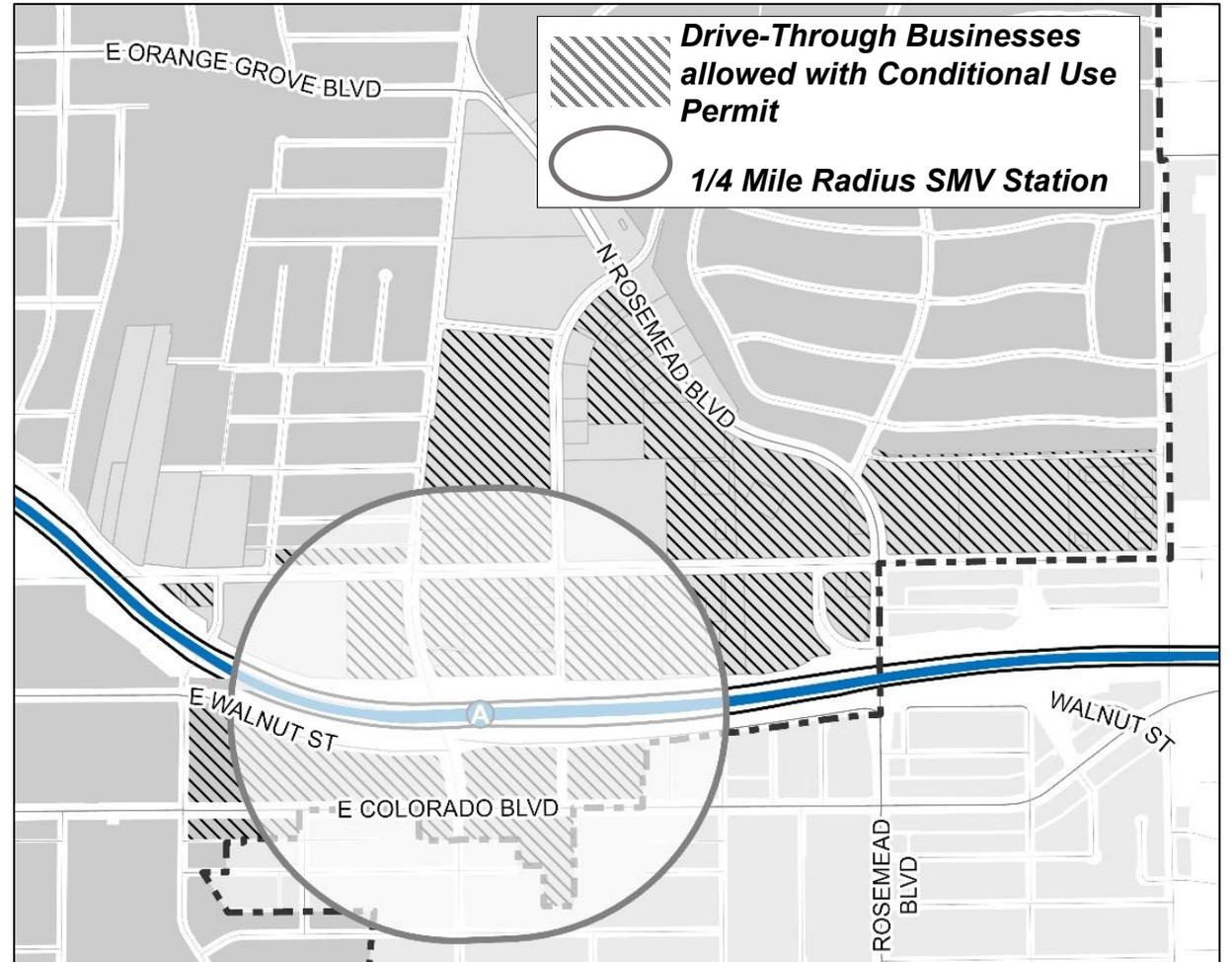
# Big Box Retail

- Existing EPSP (2000)
  - General definition: “...a retail or wholesale store of more than 75,000 square feet in area with centralized cashiering facilities.”
  - “... generally not a transit supportive use, nor ancillary to industrial uses”
  - Prohibited in d2/d3 subareas
- Draft EPSP (2021)
  - Would be allowed in hatched areas shown on map



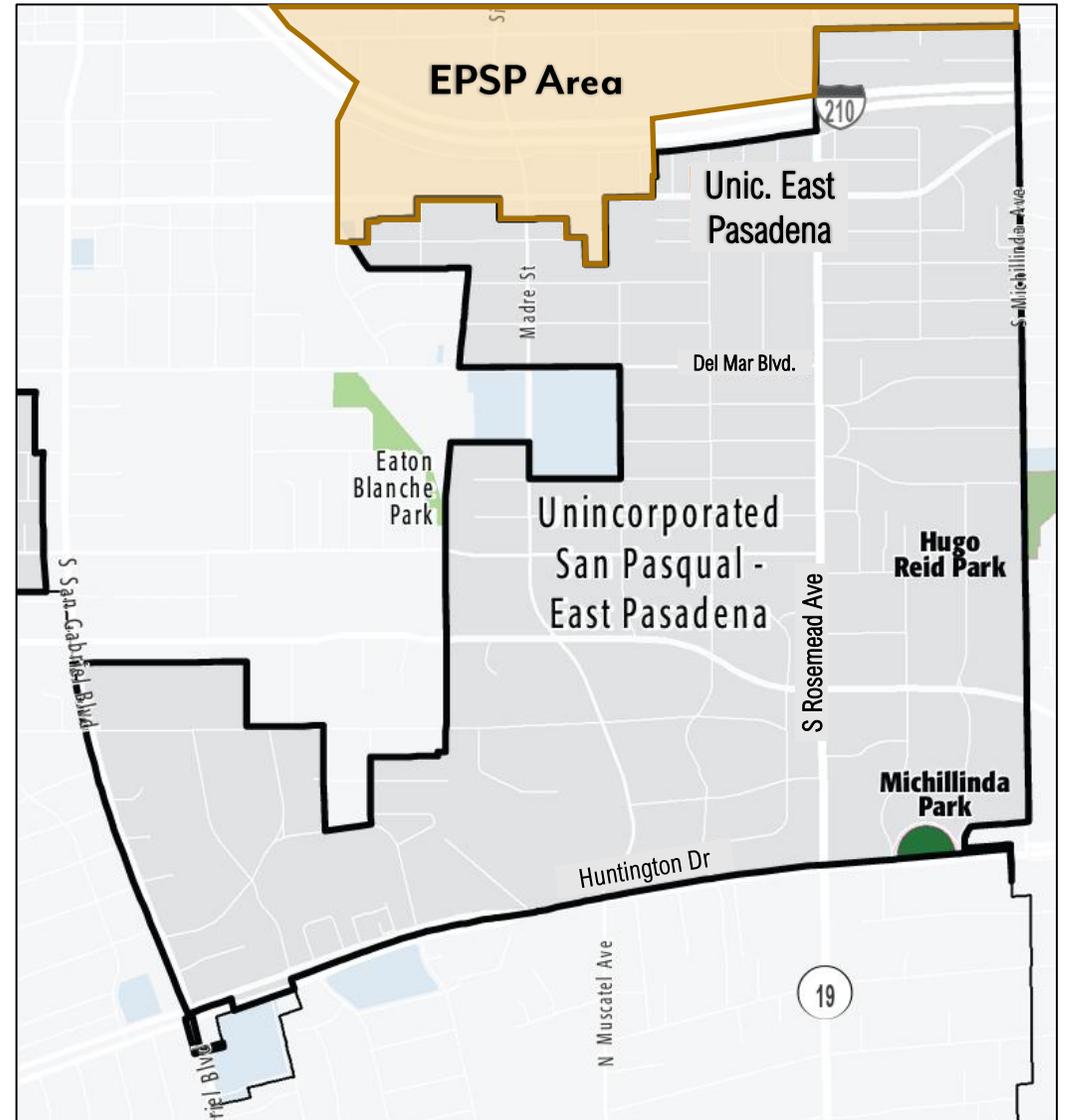
# Drive-through Businesses

- Existing EPSP (2000)
  - Allowed in hatched area on map with Conditional Use Permit
  - Except within  $\frac{1}{4}$  of SMV Station
- Draft EPSP (2021)
  - Not allowed anywhere



# Specific Plan Name

- Interest expressed in renaming the East Pasadena Specific Plan
- Potential confusion with 'East Pasadena' in Los Angeles County 'unincorporated community'



# Next Steps



# Key Questions & Next Steps

- Key questions
  - Boundary Changes
  - Residential Density
  - Big Box Retail
  - Drive-through Businesses
  - Name of Specific Plan
  - Other?
- Next Steps
  - Return to Planning Commission for second Study Session
  - Planning Commission Public Hearing
  - City Council Public Hearing



**Thank you**

