

# EAST PASADENA

## SPECIFIC PLAN AREA

*January 24, 2019*



**OUR PASADENA**

PUTTING THE PLAN IN MOTION

**WELCOME**



# Workshop Agenda



**Program Introduction and Background**



**Overview of the Existing Specific Plan Area**



**Community Feedback and Emerging Themes**



**Draft Vision and Regulatory Tools**



**Preliminary Concepts and Group Discussion**

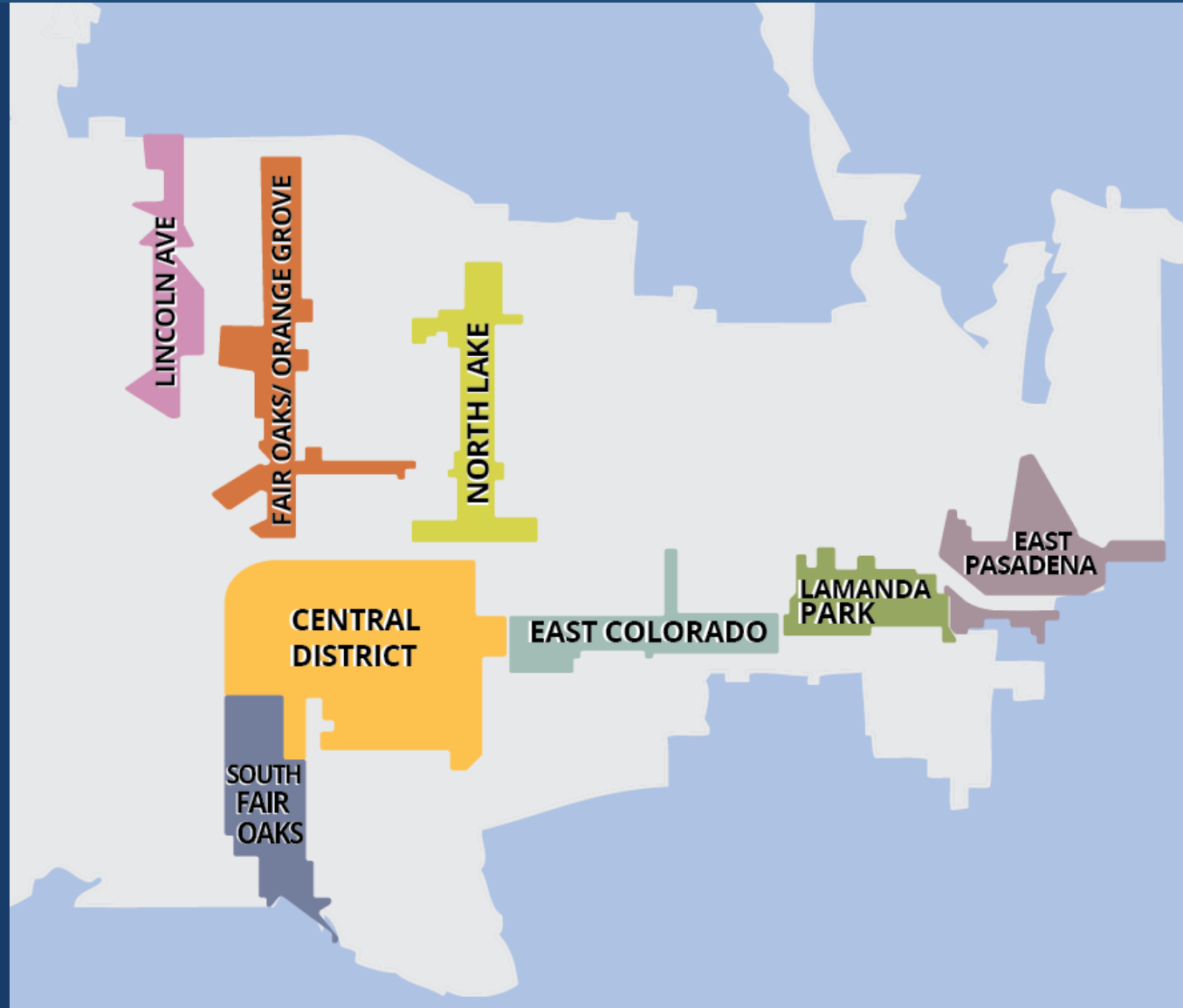
# INTRODUCTION



# About the Program

*Three-Year  
Program  
to Update  
Pasadena's  
8 Specific Plans  
Areas*

*(Launched in  
early 2018 )*



# Specific Plan Update

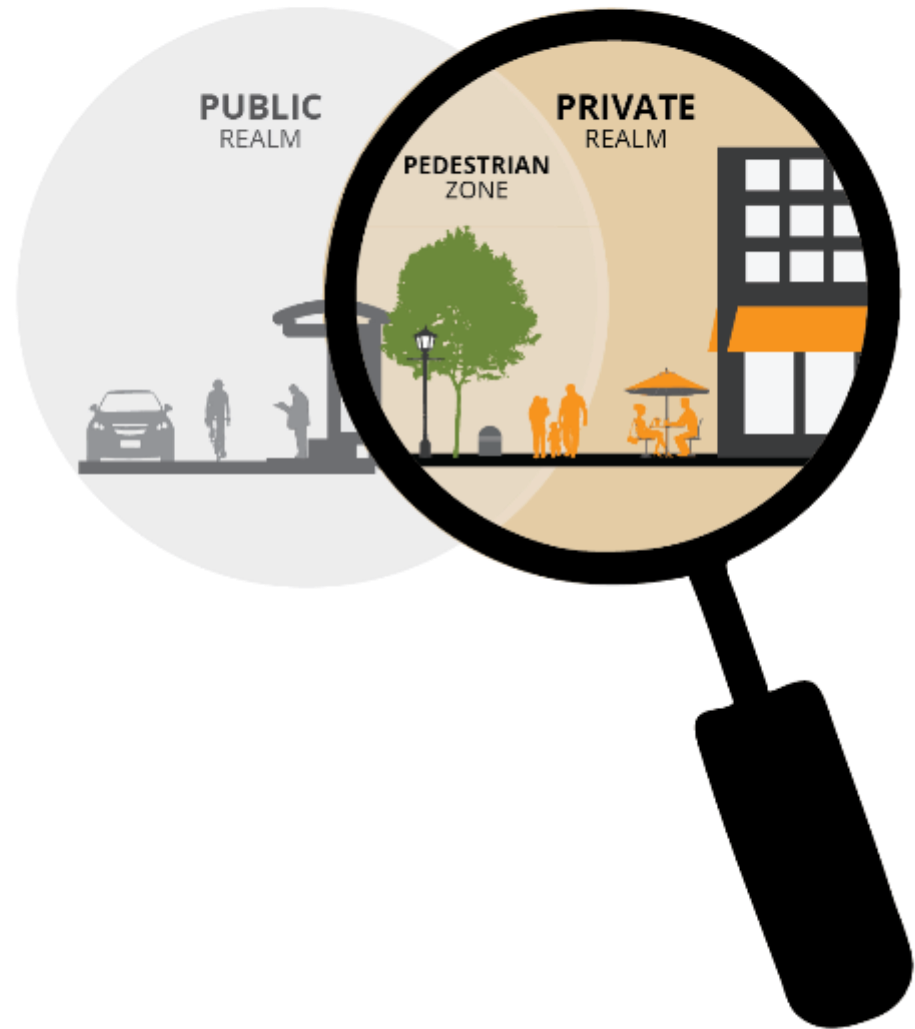
*A Specific Plan is planning and zoning document designed to implement the goals and policies of Pasadena's General Plan.*

*It is a focused vision of a defined geographic area in the City that establishes neighborhood-specific design and land use goals and regulations.*

# Specific Plan Update Program

## *Implement the 2015 General Plan Land Use Element*

- Refine goals and policies for each Specific Plan area
- Revise existing and establish new development standards within the private realm
- Revise existing and require new public amenities within the pedestrian zone



# Where We Are in the Process

## **TONIGHT'S OBJECTIVE:**

Receive feedback on preliminary concepts to help inform development of draft policies and standards for each plan

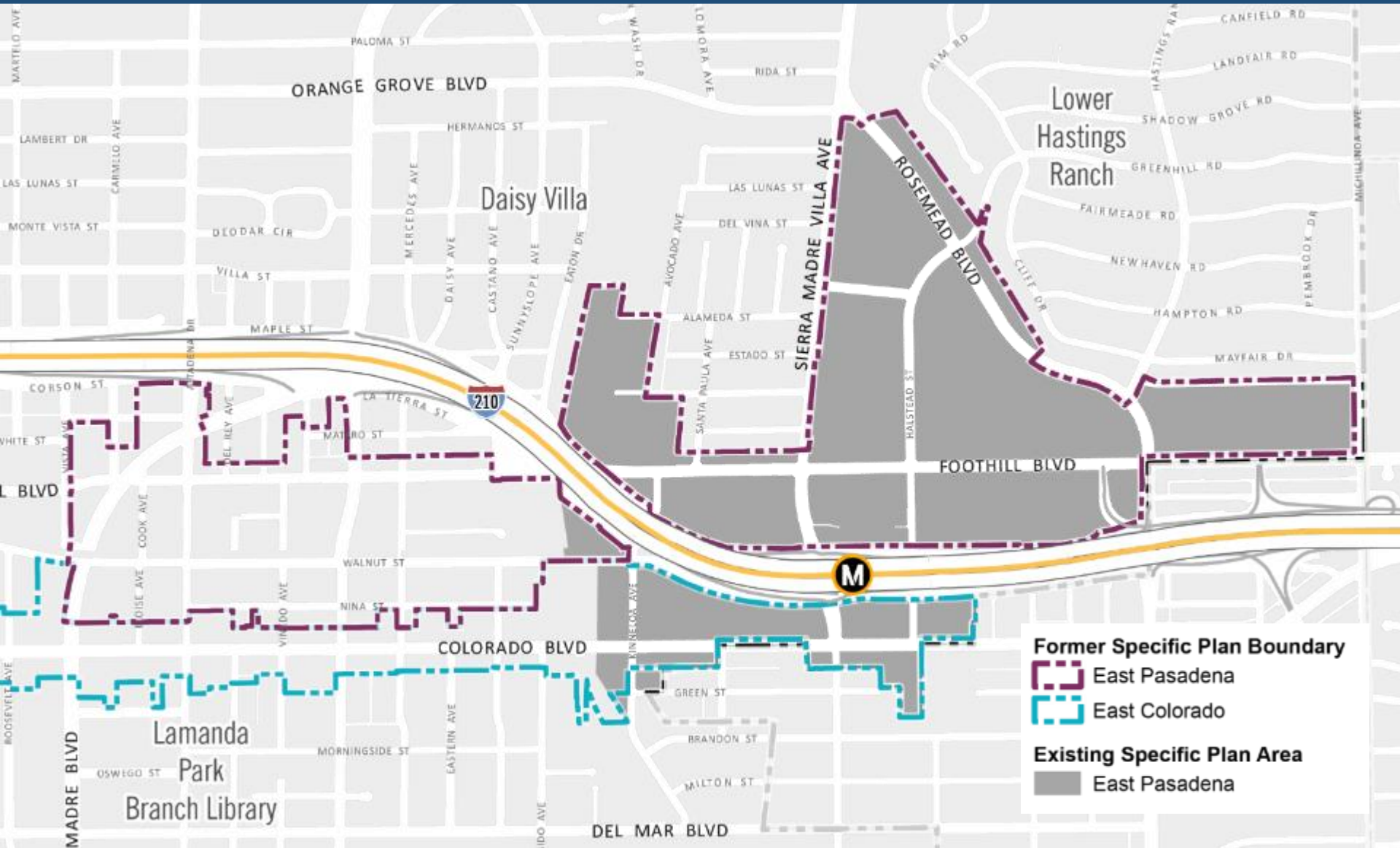




# **EAST PASADENA SPECIFIC PLAN**

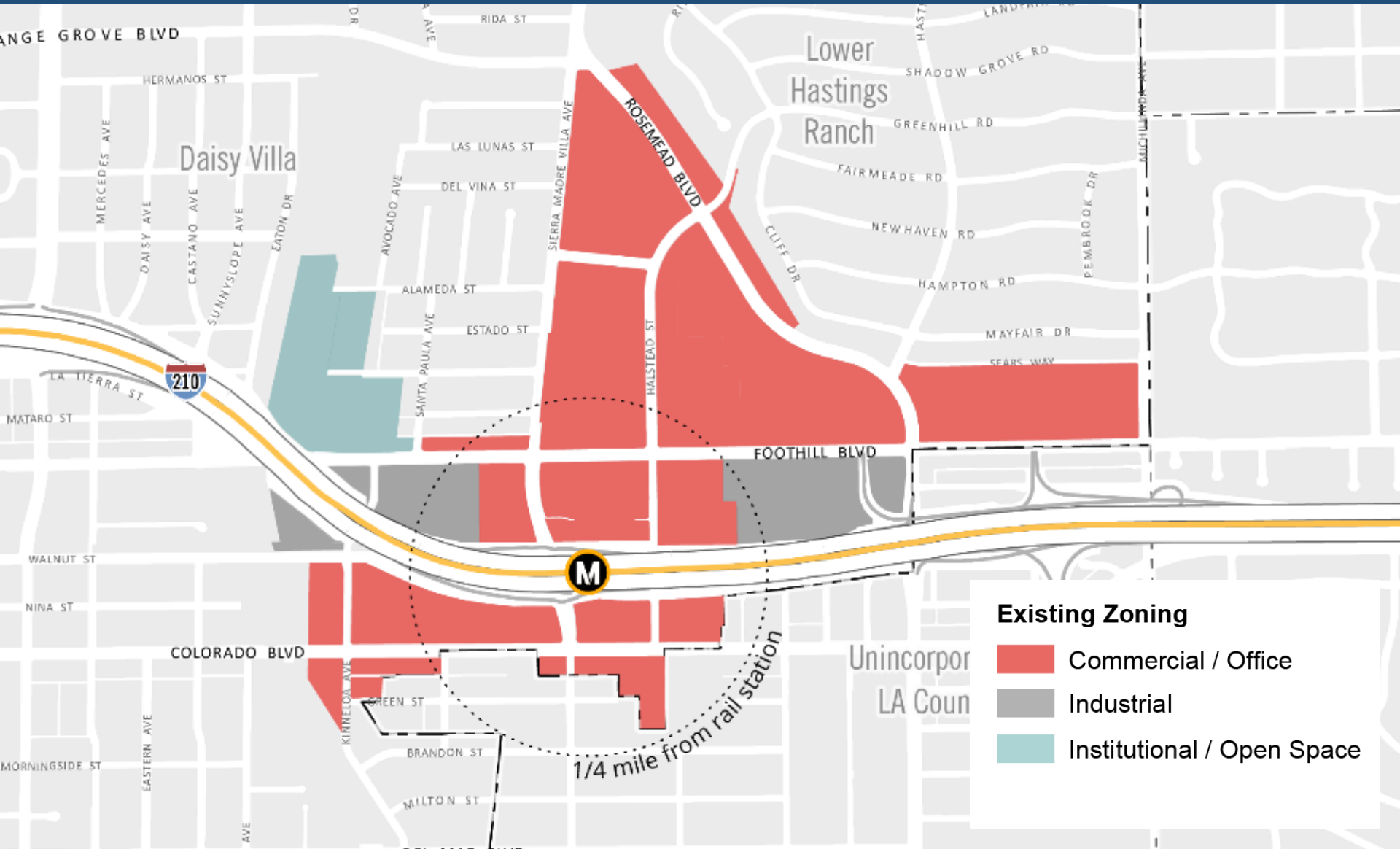


# East Pasadena Specific Plan Area

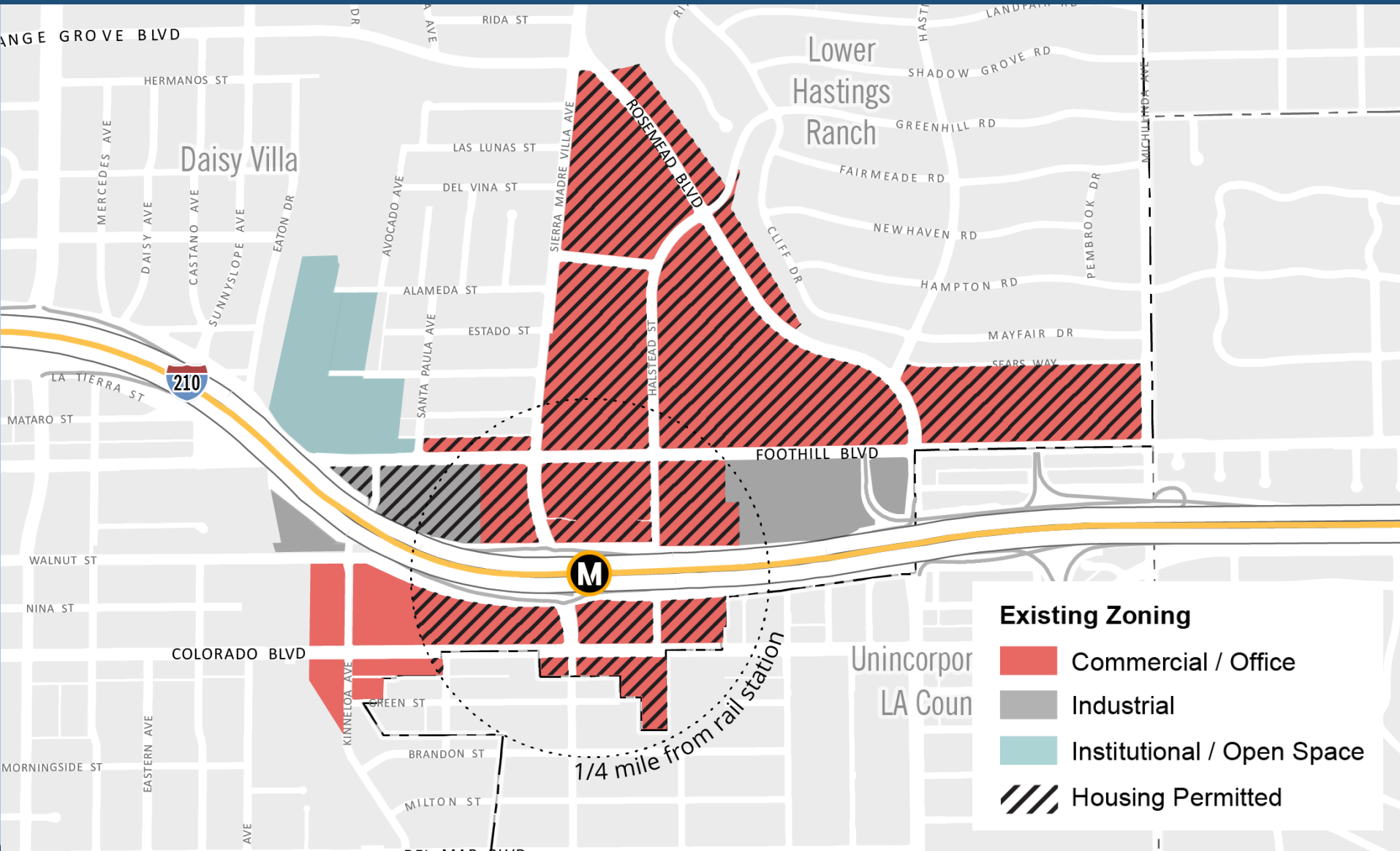


- Former Specific Plan Boundary**
  - East Pasadena
  - East Colorado
- Existing Specific Plan Area**
  - East Pasadena





# Existing Specific Plan Regulations



# Where Housing is Currently Allowed



## Existing Zoning

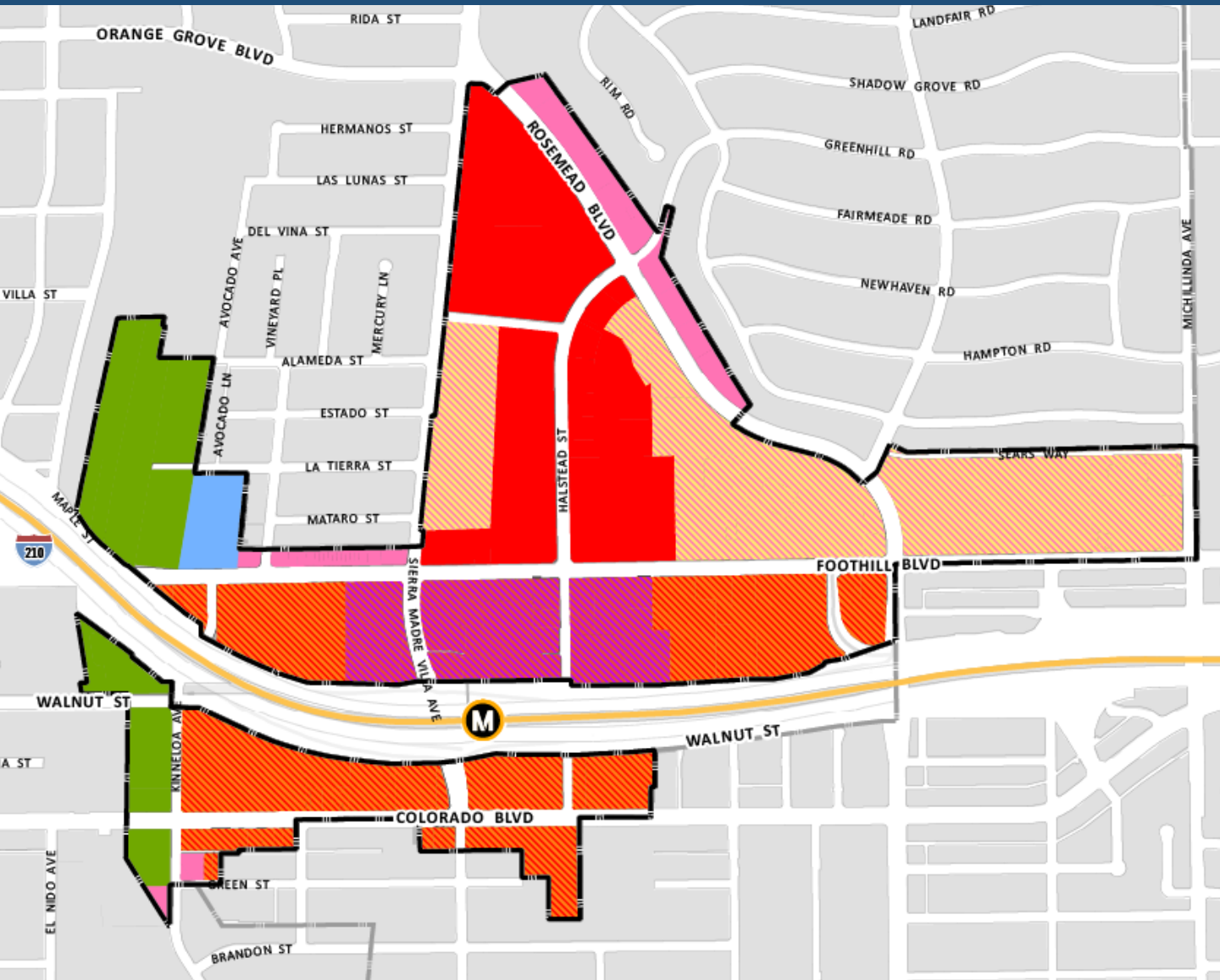
-  Commercial / Office
-  Industrial
-  Institutional / Open Space
-  Housing Permitted

# General Plan Vision for East Pasadena








- Concentrate new development near the SMV Station to protect single-family residential areas and provide convenient access to public transit
- Create enjoyable commercial centers for people to shop and gather
- Expand job opportunities and encourage new flexible office space
- Require streetscape amenities and public open spaces



# General Plan Land Use



## Land Use Diagram

-  **LOW MIXED USE**  
Up to 1.0 FAR and 32 du/ac
-  **MEDIUM MIXED USE**  
Up to 2.25 FAR and 87 du/ac
-  **HIGH MIXED USE**  
Up to 3.0 FAR and 87 du/ac
-  **LOW COMMERCIAL**  
Up to 1.0 FAR
-  **MEDIUM COMMERCIAL**  
Up to 2.0 FAR
-  **INSTITUTIONAL**
-  **OPEN SPACE**

# COMMUNITY FEEDBACK



# Outreach Snapshot

- Open House Meetings
- Initial Online Survey
- Round 1 Workshop and Online Survey
- East Pasadena Walking Tour



Round 1 Community Workshop – May 17, 2018



Walking Tour – November 17, 2018



# Emerging Themes



- Maintain and enhance East Pasadena as a **commercial center destination** in the City
- Establish a sense of place and **unique identity** for the Sierra Madre Villa Station and East Pasadena
- Encourage commercial uses and developments that foster a stronger **sense of place** and serve residents' and employees' needs
- Support **creative businesses** and encourage new **flexible office space** to expand job opportunities
- Focus **pedestrian-oriented retail**, office, and multi-family housing near the Sierra Madre Villa Station

# Emerging Themes



- Encourage **adaptive re-use of properties** and opportunity sites in East Pasadena
- Allow building heights that support **mixed-use** redevelopment near the Sierra Madre Villa Station
- **Enhance pedestrian conditions** along portions of Foothill Boulevard and Colorado Boulevard through **expanded sidewalks**, increased shade, more **streetscape amenities** and complimentary uses
- Provide **publicly-accessible plazas** and **gathering spaces** in existing retail centers and as part of new developments

# DRAFT VISION AND TOOLKIT



# Key Vision Points



**Foster sense of place and identity**



**Enhance Commercial Centers**



**Support flexible office space**



**Improve pedestrian conditions**



**Accessible public plazas and gathering places**



**Focus mixed-use development near the SMV Station**

# Regulatory Tools

Uses and activities



Number and size of units



Building scale and transitions



# Regulatory Tools

**Relationship to the street**  
(setbacks, entrances, design, etc.)



**Open space and landscape**



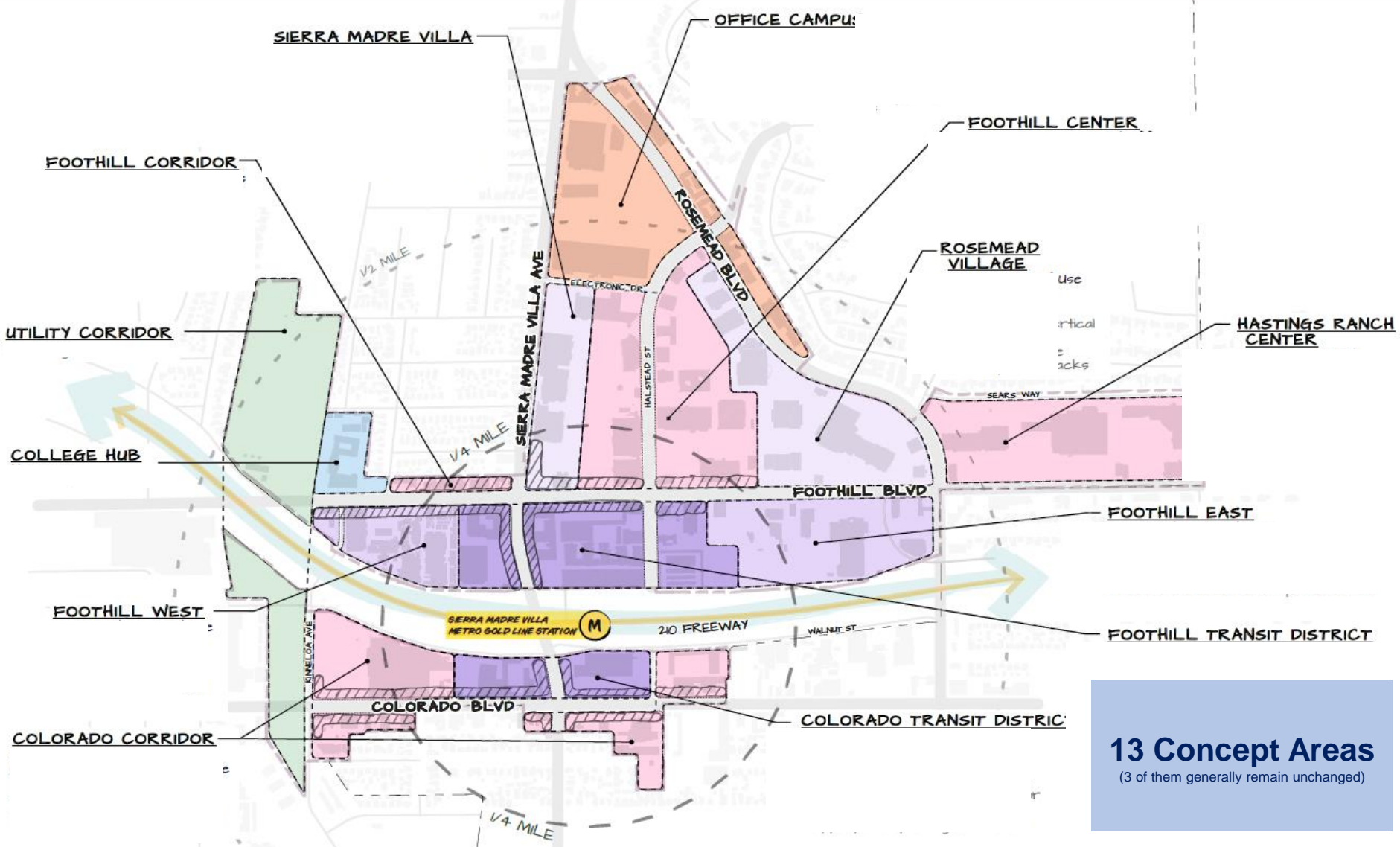
**Parking and vehicular access**



# PRELIMINARY CONCEPTS



# Preliminary Concepts



**13 Concept Areas**  
(3 of them generally remain unchanged)



# Foothill and Hastings Ranch Centers

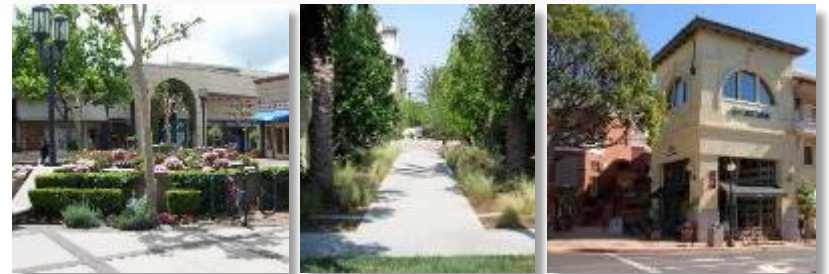
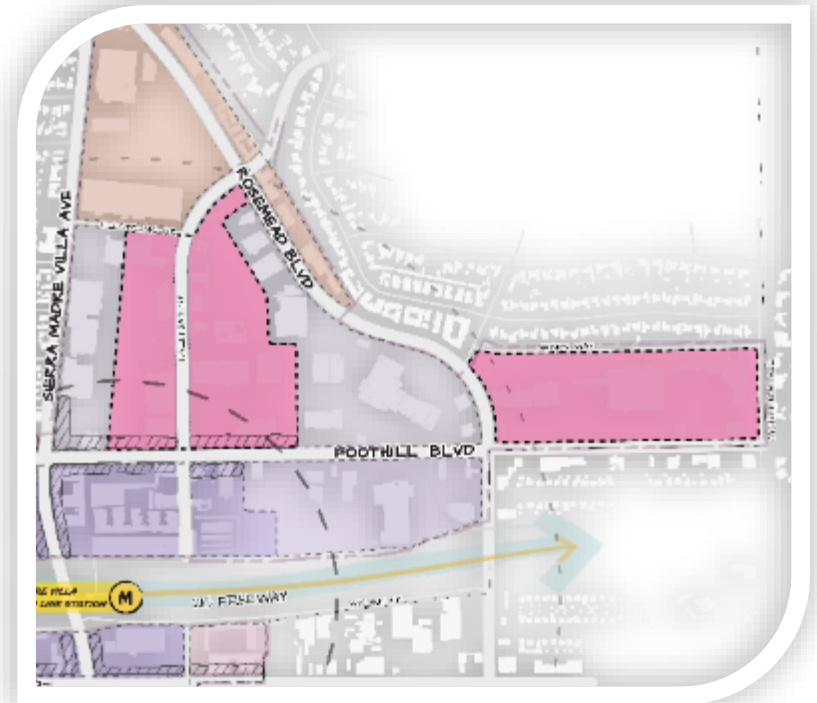
**Draft Vision** - Maintain/ enhance these centers as key suburban commercial areas

## Foothill Center

- Primarily commercial and office uses with residential permitted within ¼ mile of SMV Station
- Up to 4-5 stories
- Height transitions down at Halstead St. and Rosemead Blvd.
- Require internal urban plazas and/or paseos

## Hastings Ranch Center

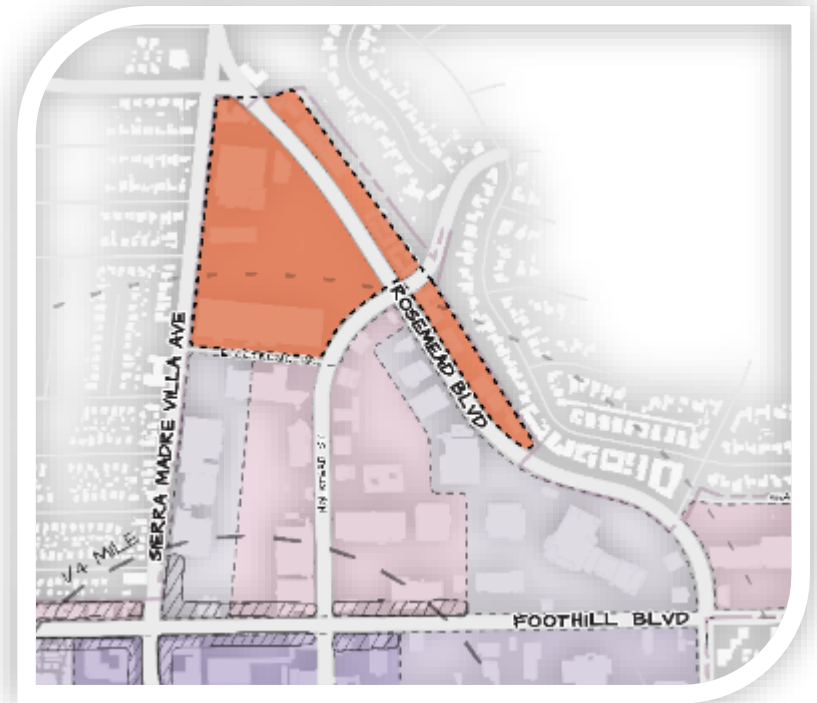
- Commercial only (no residential allowed)
- Up to 3-4 stories
- Maintain/ enhance landscaped setbacks along the Foothill Blvd.



# Office Campus

**Draft Vision** – A creative and flexible office campus to expand job opportunities

- Office and commercial uses
- No residential allowed
- Up to 4-5 stories
- Height transitions north of Rosemead Blvd.



# Rosemead Village and Foothill East

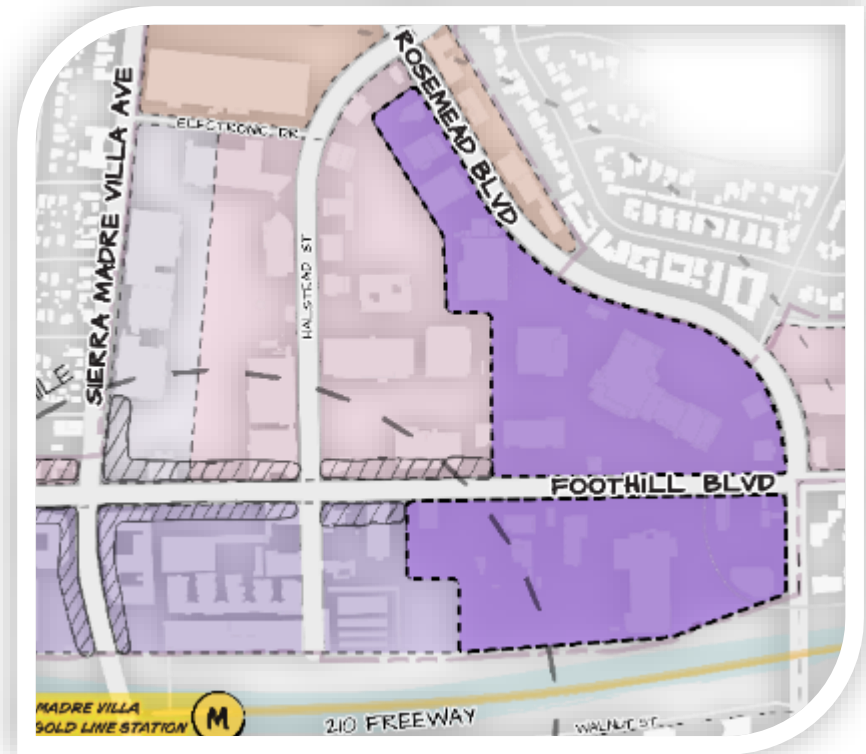
**Draft Vision** – Commercial areas with a stronger sense of place that serve the community

## Rosemead Village

- Maintain predominate commercial character but allow some low-scale residential/ mixed-use
- Up to 4-5 stories
- Landscaped setbacks along Foothill and Rosemead Blvd.

## Foothill East

- Allow medium-scale residential along with commercial uses
- Up to 4-5 stories



# Sierra Madre Villa and Foothill Corridor

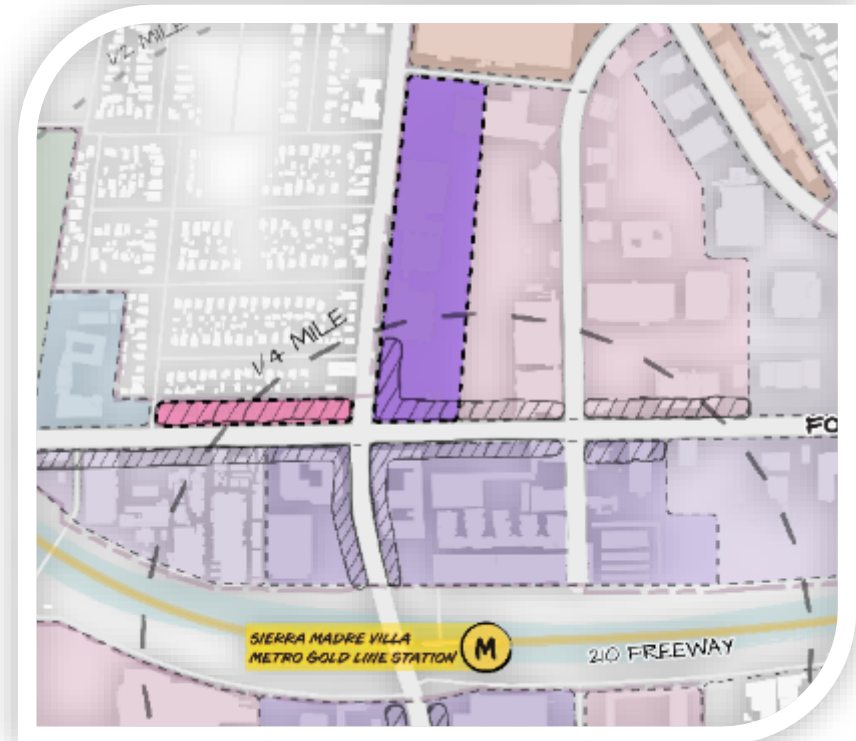
**Draft Vision – Low-scale residential and/or neighborhood areas**

## Sierra Madre Villa

- Low-scale townhomes/ rowhouses along SMV
- Up to 3 stories for residential projects
- Pedestrian-oriented commercial uses on SMV and Foothill Blvd.
- Up to 4 stories for mixed use/commercial near SMV station

## Foothill Corridor

- Maintain existing low-scale neighborhood services and retail
- Up to 1-2 stories



# Foothill and Colorado Transit Districts

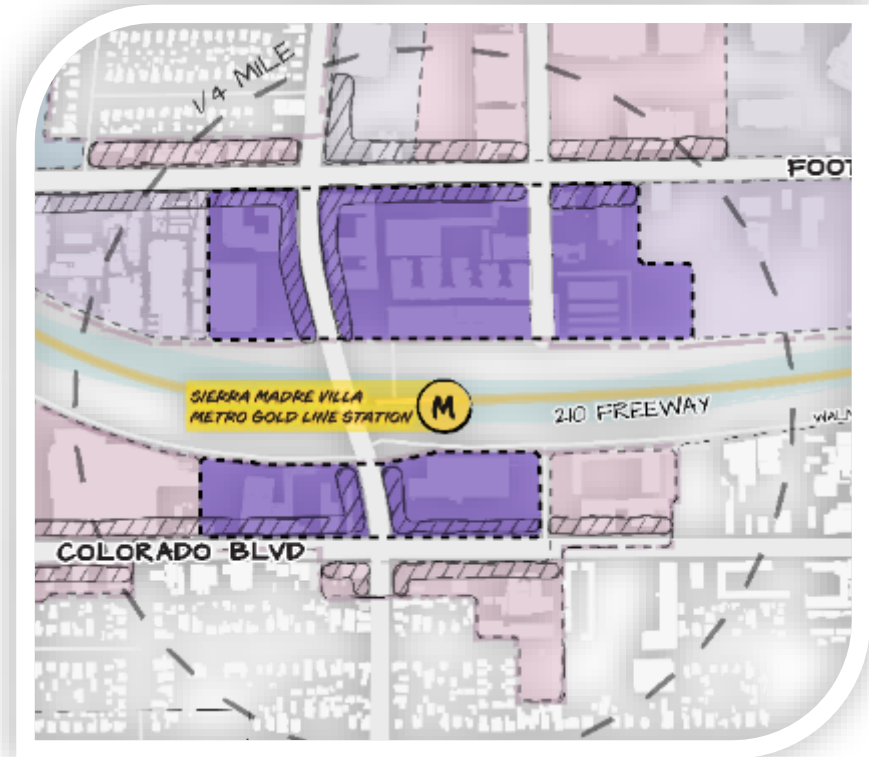
**Draft Vision** – Vibrant, pedestrian-friendly, transit-oriented neighborhoods

## Foothill Transit District

- Vertical mixed-use
- Up to 6-7 stories
- Require % of active ground floor commercial along Foothill Blvd.
- Appropriate parking standards

## Colorado Transit District

- Horizontal or vertical mixed-use
- Up to 4-5 stories
- Require % of active ground floor commercial and/or residential along Colorado Blvd.
- Appropriate parking standards



# SMALL GROUP DISCUSSION

*Let's talk about the details*



# Small Group Activity - Topics



- Share thoughts, opinions, aspirations for the area
- Gather feedback about preliminary concepts
- Explore ideas for the neighborhood's future
- Listen and learn

**SHARE THOUGHTS  
WITH ENTIRE GROUP**





# NEXT STEPS



# Future Workshop on East Pasadena

## **Workshop Objective:**

Solicit feedback on refined concepts, including draft goals and policies, land uses, development regulations, design standards/guidelines and potential implementation strategies.



# Other Specific Plan Area Workshops

2

## Your Choices - *Weighing the Options*

### EAST COLORADO

January 31, 2019

6:00 - 8:00 p.m.

Pasadena City College  
MAIN CAMPUS  
*Creveling Lounge*  
1570 E. Colorado Blvd.



**YOU'RE  
INVITED!**

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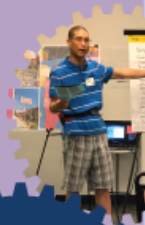
## Your Choices - *Weighing the Options*

### LINCOLN AVENUE

February 28, 2019

6:00 - 8:00 p.m.

Red Hen Press  
*The Hen House Literary Center*  
1540 Lincoln Avenue



**YOU'RE  
INVITED!**

**THANK YOU**

*ourpasadena.org*

*ourpasadena@cityofpasadena.net*

