

EAST PASADENA DRAFT VISION AND EMERGING THEMES

The emerging themes for East Pasadena reflect community feedback gathered to date, helping to build a draft vision for this area. Please take a few moments to read the emerging themes below.

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.
- Encourage **adaptive re-use and opportunity sites** of properties 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.

The City of Pasadena would like to gather initial feedback on the draft vision, which we'll use to make refinements, and continue to share with you as the project progresses.

- Does the draft vision reflect most of what you would like to see happen in East Pasadena?
- What is missing?
- Is there language you would change? What are your suggestions?

Please Write Down Your Comments and Suggestions Below:

*cityofpasadena.
net*

1/24/2019

Or Submit
comments to:
***ourpasadena@
cityofpasadena.
net***



EAST PASADENA PRELIMINARY CONCEPTS

Round 2 Workshop Comments

Please take a moment to review the concepts below and add your comments. Thank you!

Foothill and Hastings Ranch Centers: The concept maintains both areas as key commercial hubs. Updated regulations would focus on requiring outdoor dining, plazas, pedestrian walkways, landscaping and open spaces to make the centers more attractive places to shop and spend time. Buildings are envisioned to be low and medium scale. **Is this consistent with your vision of these areas?**

Office Campus: The concept envisions developing a medium-scale campus-like character with opportunities for creative and technology-based businesses and flexible office space. **Is this consistent with your vision of this area?**

Rosemead Village and Foothill East: The concept retains a low-scale, suburban commercial feel for both areas, with limited potential for housing. Future regulations would focus on requiring plazas, pathways, landscaping and open space for customers and residents. **Is this consistent with your vision of these areas?**

Sierra Madre Villa and Foothill Corridor: The Sierra Madre Villa (SMV) concept envisions low-scale housing along SMV, with commercial uses at the intersection of SMV and Foothill. The Foothill Corridor concept anticipates re-use of existing buildings to serve local residents, and possible low-scale housing within ¼ mile of the SMV Station. **Is this consistent with your vision of these areas?**

Foothill and Colorado Transit Districts: The concept for these areas envisions continued development around the SMV Station with a mix of residential and commercial. The Foothill Transit District would require active ground-floor commercial uses and design treatments, with housing above. The Colorado Transit District would be similar, but would allow housing on the ground-floor if well designed. Both areas would also require pedestrian pathways and landscaping to enhance pedestrian conditions. **Is this consistent with your vision of these areas?**
