

- Preserve Old Pasadena as the City's historic core, and a vibrant, walkable main street and entertainment destination.
- Integrate the historic district boundary within the subarea, to align design standards and other tools with the historic context.
- Require new development within and adjacent to Old Pasadena, to be compatible with, and differentiated from, the design character and scale of the historic district.

NORTHWEST GATEWAY

- Continue to support the Northwest Gateway as a major employment center and prominent entrance to downtown Pasadena.
- Enhance the sub-area's character through the continued addition of mixed-use and residential development to complement the diverse pedestrian-oriented character of Old Pasadena and Civic / Center Midtown.

CIVIC CENTER / MIDTOWN

- Distinguish Civic Center / Midtown as the governmental center of the City and encourage the presence of civic, cultural, and public institutions.

- Acknowledge the historic, award-winning Civic Center Plan by improving connections between the City Hall, Public Library, Civic Auditorium, and Old Pasadena.
- Implement focused streetscape improvements and supportive mixed-use infill to complement the District and leverage connections to Old Pasadena, Playhouse, and other destinations.

WALNUT STREET TRANSIT VILLAGE

- Enable quality residential infill in proximity to Lake Station.
- Update standards for sidewalk widths, setbacks, and building frontages, to improve community character and enhance walkability within the sub-area, as well as to/from the Lake Station.
- Integrate ground-floor retail and pedestrian-oriented uses in key nodes along Walnut Street to activate the public realm and provide neighborhood services.

NORTH LAKE BUSINESS DISTRICT

- Continue to support long-term economic vitality and growth within the existing mid-rise office and commercial core.
- Improve District character and connections to Lake Station through better sidewalk and public realm design.

The City of Pasadena would like to gather initial feedback on the portion of the draft vision listed above, 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 Central District?
- What is missing?
- Is there language you would change? What are your suggestions?

Please Write Down Your Comments and Suggestions Below:

ourpasadena@
cityofpasadena.
net

Or Submit
comments to:
ourpasadena@
cityofpasadena.
net

PLAYHOUSE

- Further establish Playhouse as a unique, arts- and culture-oriented activity center, anchored by Pasadena Playhouse and the historic Playhouse District.
- Expand focus of Playhouse to capture growing neighborhood nodes to the north and south of Colorado Boulevard, and enhance north-south linkages between these nodes.
- Support uses that enable an active and vibrant mixed-use setting for the growing residential population and visitors alike, integrating residential-supportive uses, visitor-oriented uses, cultural activities, retail, and a diverse residential community.
- Strengthen Playhouse identity through encouragement of creative cultural and entertainment uses, and a unified approach to public realm activation, branding, wayfinding, and public spaces.

MID-LAKE GATEWAY

- Strengthen as a mixed-use, commercial, and employment node.
- Support context-appropriate infill as a transition between Playhouse, Lake Avenue, and existing historic landmarks and Green Street Village Landmark District.

SOUTH LAKE

- Continue to support as a vibrant pedestrian-oriented “main street” shopping core.
- Strengthen the focus on restaurant and dining activities on South Lake to support existing office and retail, and contribute to the feeling of activity throughout the day.

- Establish retail-oriented frontage standards to ensure continuity in character and quality.

SOUTH LAKE NEIGHBORHOOD VILLAGE

- Continue to support as residential and neighborhood services area.
- Integrate context-appropriate neighborhood-services and residential infill, as a Gateway to the Central District and South Lake.

IN-TOWN RESIDENTIAL

- Protect the neighborhood scale and character of existing in-town housing.
- Allow sensitive infill residential development based on the City of Gardens standards.

ARROYO / DEL MAR TRANSIT VILLAGE

- Enable quality higher-intensity residential and mixed-use infill in proximity to Del Mar Station.
- Activate the Arroyo Street corridor as a Gateway to the Central District.
- Strengthen linkages between Del Mar Station, the Central District, and South Fair Oaks.

DELACEY TRANSIT VILLAGE

- Continue to support quality residential and neighborhood foster mixed-use development in proximity to Del Mar Station.
- Extend the network of paseos and pedestrian connections between West Gate, Old Pasadena, Central Park, and Del Mar Station.

The City of Pasadena would like to gather initial feedback on the portion of the draft vision listed above, 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 Central District?
- What is missing?
- Is there language you would change? What are your suggestions?

Please Write Down Your Comments and Suggestions Below:

Or Submit
comments to:
ourpasadena@
cityofpasadena.
net



CENTRAL DISTRICT PRELIMINARY CONCEPT

Round 2 Workshop Comments

OLD PASADENA: The preliminary concept for Old Pasadena supports the sub-area as a regional shopping destination and historic core of the City, with a vibrant, walkable main street. The land use emphasis is retail/entertainment and commercial mixed-use with up to 87 du/ac.

NORTHWEST GATEWAY: The preliminary concept for the Northwest Gateway sub-area envisions a major employment center and prominent entrance to Downtown Pasadena. The land use emphasis is mixed-use commercial & services and residential development with up to 48-87 du/ac.

CIVIC CENTER/MIDTOWN: The preliminary concept for Civic Center/Midtown supports the sub-area as the civic and governmental center of the City, a high-quality public realm to leverage connections to surrounding sub-areas. The land use emphasis is mixed-use infill development with up to 48-87 du/ac.

WALNUT STREET TRANSIT VILLAGE: The preliminary concept for Walnut Street Transit Village envisions a transit-proximate residential infill sub-area with a residential emphasis and ground floor retail, office, and neighborhood services with up to 87 du/ac.

NORTH LAKE BUSINESS DISTRICT: The preliminary concept for North Lake Business District is to support the mid-rise office and commercial core of the Central District with improved connections to Lake Station through sidewalk and public realm design. The land use emphasis is office and commercial mixed-use with commercial ground floor and office permitted above; housing is not permitted.

MID-LAKE GATEWAY: The preliminary concept for Mid-Lake Gateway envisions a mixed-use commercial, employment node. The land use emphasis is office and mixed use with context-appropriate infill as transition between sub-areas with up to 87 du/ac.

Round 2 Workshop Comments

PLAYHOUSE: The preliminary concept for the Playhouse sub-area is to support the establish arts- and culture-oriented activity center, anchored by Pasadena Playhouse. The land use emphasis is on an active and vibrant mix of uses, including creative cultural and entertainment uses, retail and a diverse residential community with up to 87 du/ac.

SOUTH LAKE: The preliminary concept for South Lake supports the pedestrian-oriented “Main Street” Shopping corridor with a retail and office activity emphasis and up to 87 du/ac (note: some portions of the sub-area do not permit housing).

SOUTH LAKE NEIGHBORHOOD VILLAGE: The preliminary concept for South Lake Neighborhood Village envisions a Gateway to the Central District and South Lake. The land use emphasis is context-appropriate neighborhood services and residential infill with up to 32-87 du/ac.

IN-TOWN RESIDENTIAL The preliminary concept for In-Town Residential sub-area is to support the establish medium-density residential sub-area and protect the neighborhood-scale and character of existing in-town housing. Sensitive residential in-fill based on City of Gardens standards is envisioned with up to 32-48 du/ac.

ARROYO/DEL MAR TRANSIT VILLAGE: The preliminary concept for Arroyo/Del Mar Transit Village envisions a transit-adjacent mixed-use area as a Gateway to Central District on Arroyo Parkway with strengthened linkages between surrounding sub-areas. The land use emphasis is commercial ground floor with residential and office above with up to 87 du/ac.

DELACEY TRANSIT VILLAGE: The preliminary concept for Delacey Transit Village envisions a transit-adjacent residential and mixed-use district. The land use emphasis is neighborhood-serving uses with high-quality residential with up to 87 du/ac.