

# FAIR OAKS / ORANGE GROVE

## SPECIFIC PLAN AREA

April 11, 2019



**OUR PASADENA**

PUTTING THE PLAN IN MOTION

# WELCOME



# Workshop Agenda



Program Introduction



Specific Plan Overview



Outreach Overview + Draft Vision



Preliminary Concept



Small Group Discussion

# INTRODUCTION

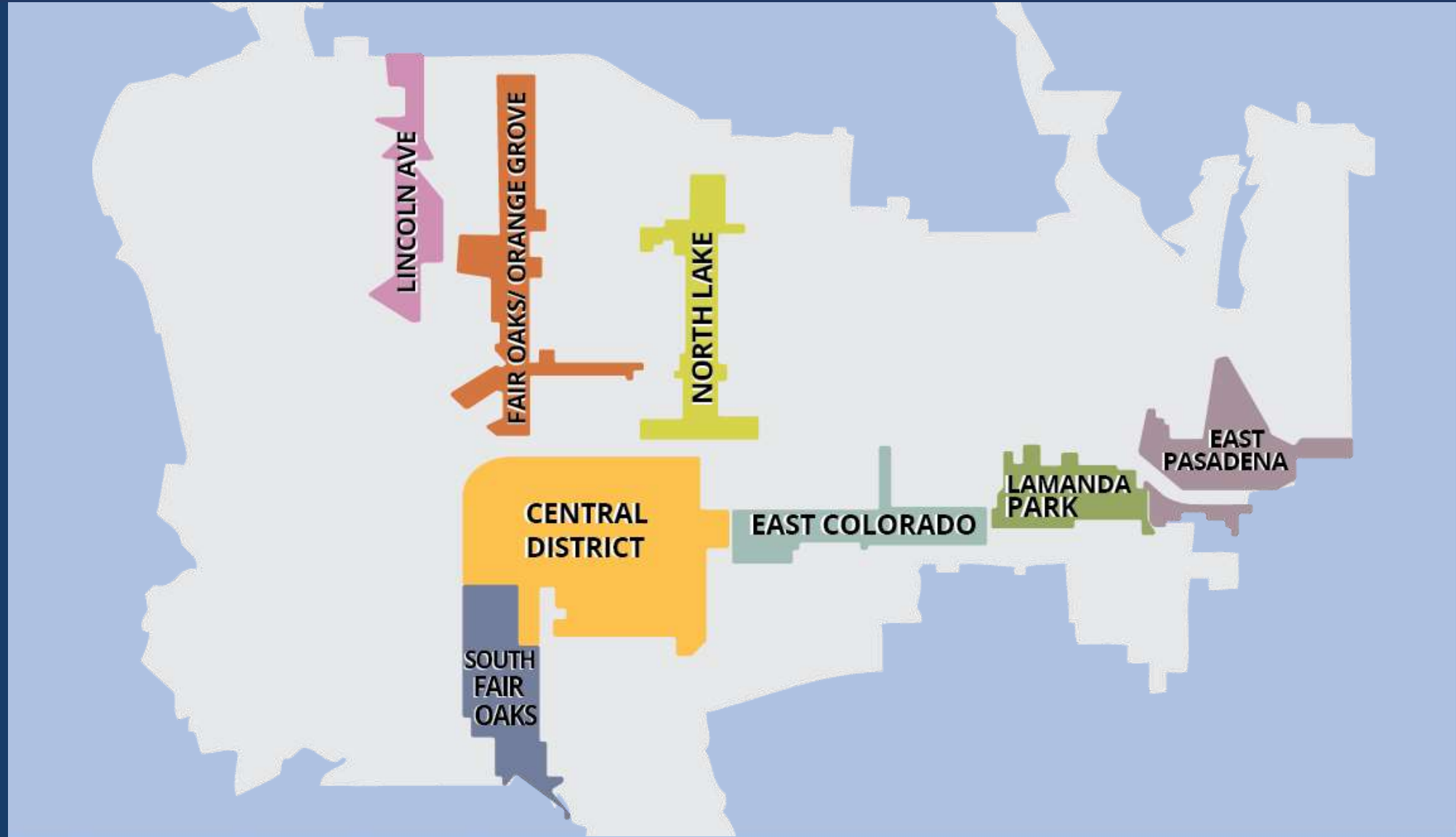
*About the Program*



# About the Program

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

*(Launched in  
early 2018 )*



# What is a Specific Plan?

*A Specific Plan is planning and zoning document designed to implement the goals and policies of a city's Land Use Element of the General Plan.*

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

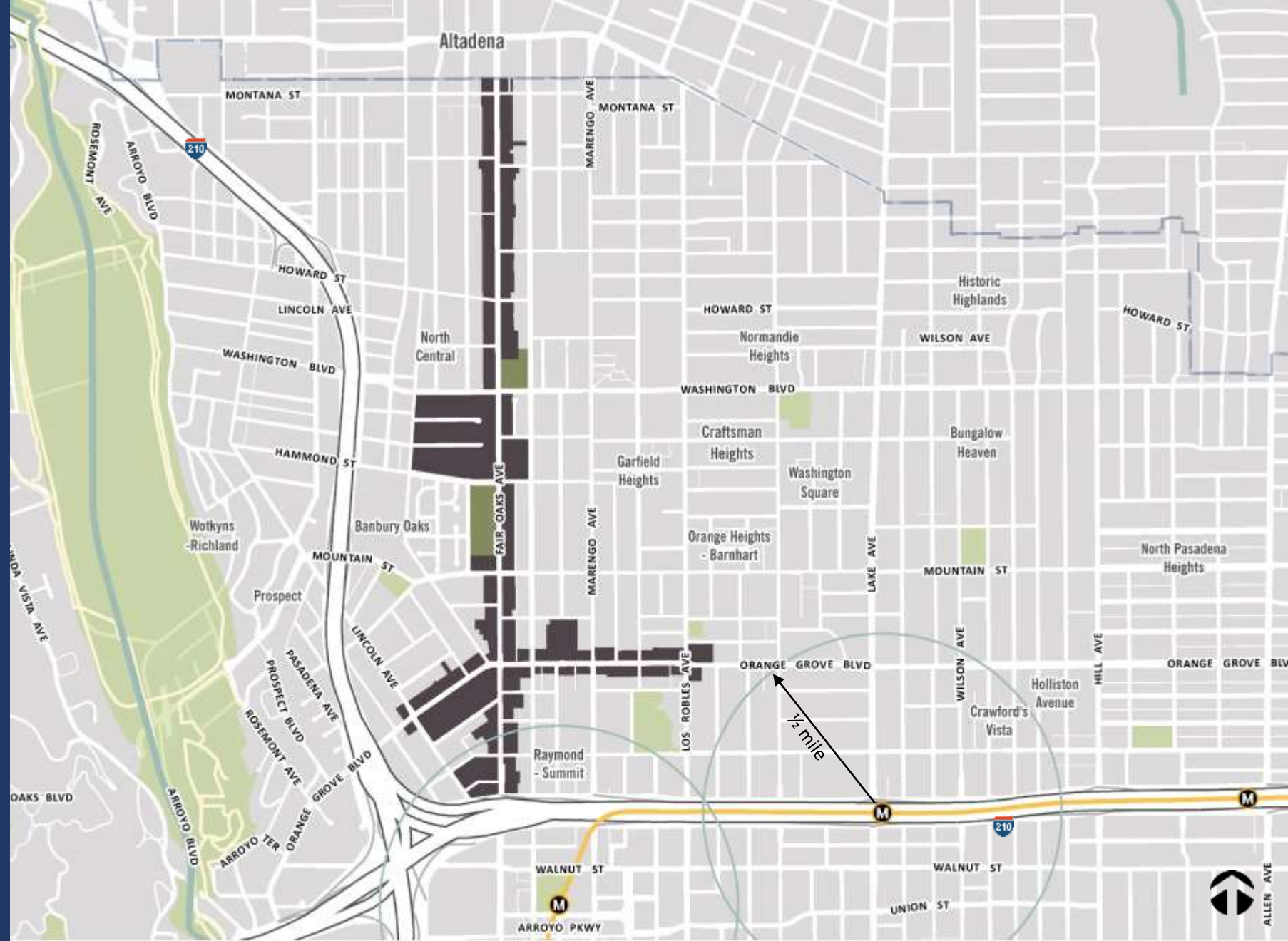
# FAIR OAKS / ORANGE GROVE

*General Vision*





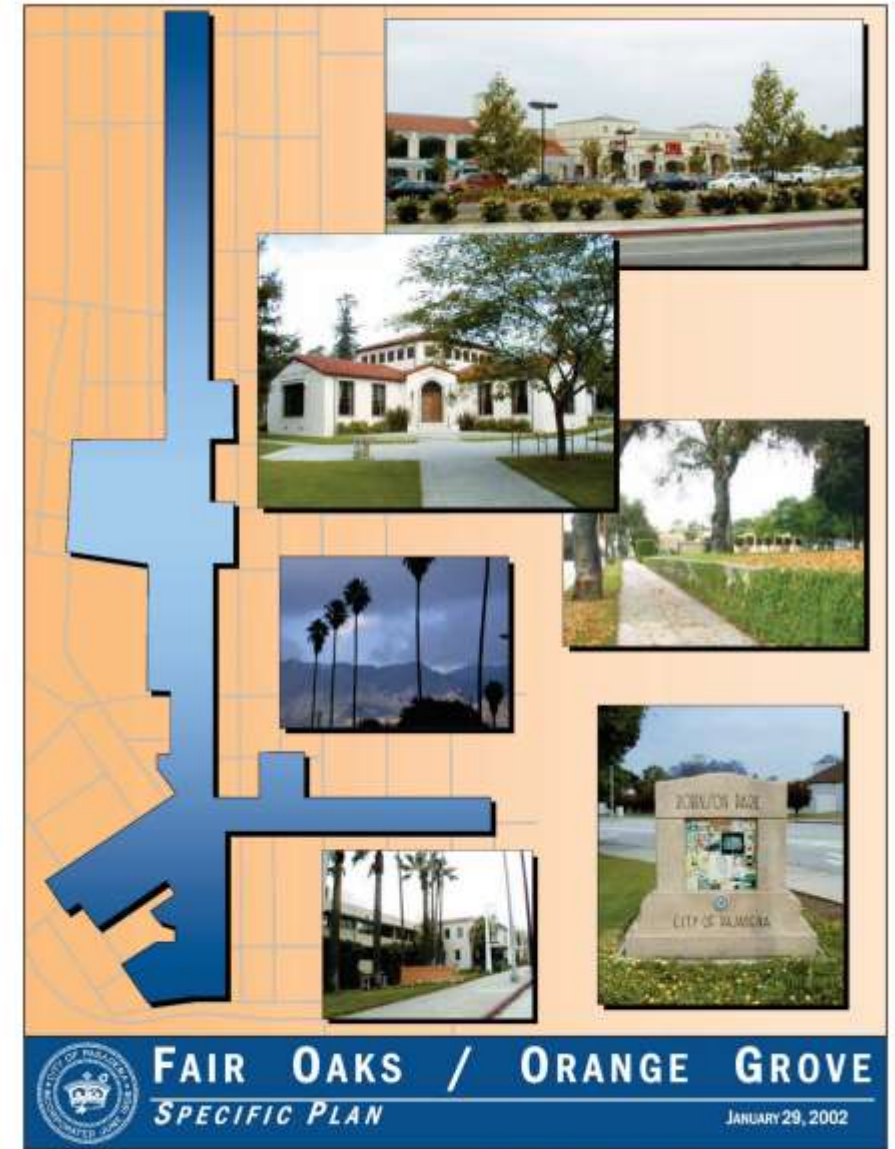
# Fair Oaks / Orange Grove Specific Plan Area





# Existing Fair Oaks / Orange Grove Specific Plan

- Protect, support and preserve the residential neighborhoods within and surrounding the specific plan area
- Improve the appearance of the area to enhance quality of life for local residents and opportunities for employment and business development
- Allow a mix of uses to support revitalization
- Create a pedestrian-friendly environment
- Build upon and enhance existing and new community-serving facilities
- Preserve historic and cultural resources



# General Plan Vision for Fair Oaks/ Orange Grove

## NEIGHBORHOOD VILLAGE

Create a mixed-use pedestrian-oriented neighborhood village centered around the intersection of Fair Oaks and Orange Grove

## ENHANCE EMPLOYMENT OPPORTUNITIES

Preserve existing jobs and encourage development of light industrial, creative office, and research and development type uses

## NEIGHBORHOOD COMPATIBILITY

Support development that provides transitions to adjacent residential neighborhoods and historic districts

## IMPROVE LINKAGES

Enhance the pedestrian experience within the area

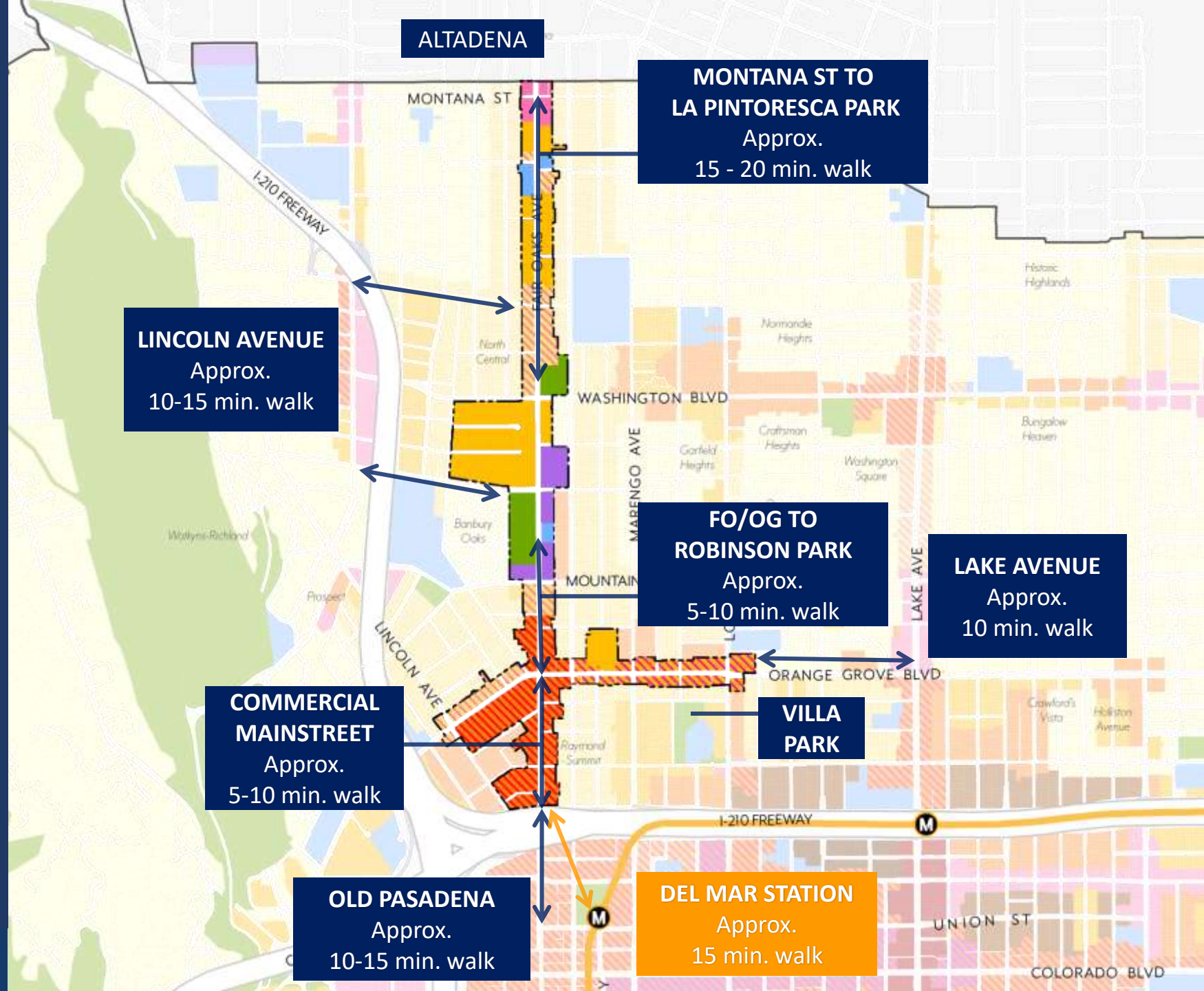




# General Plan Land Use



# Plan Area Context



# OUTREACH OVERVIEW + DRAFT VISION





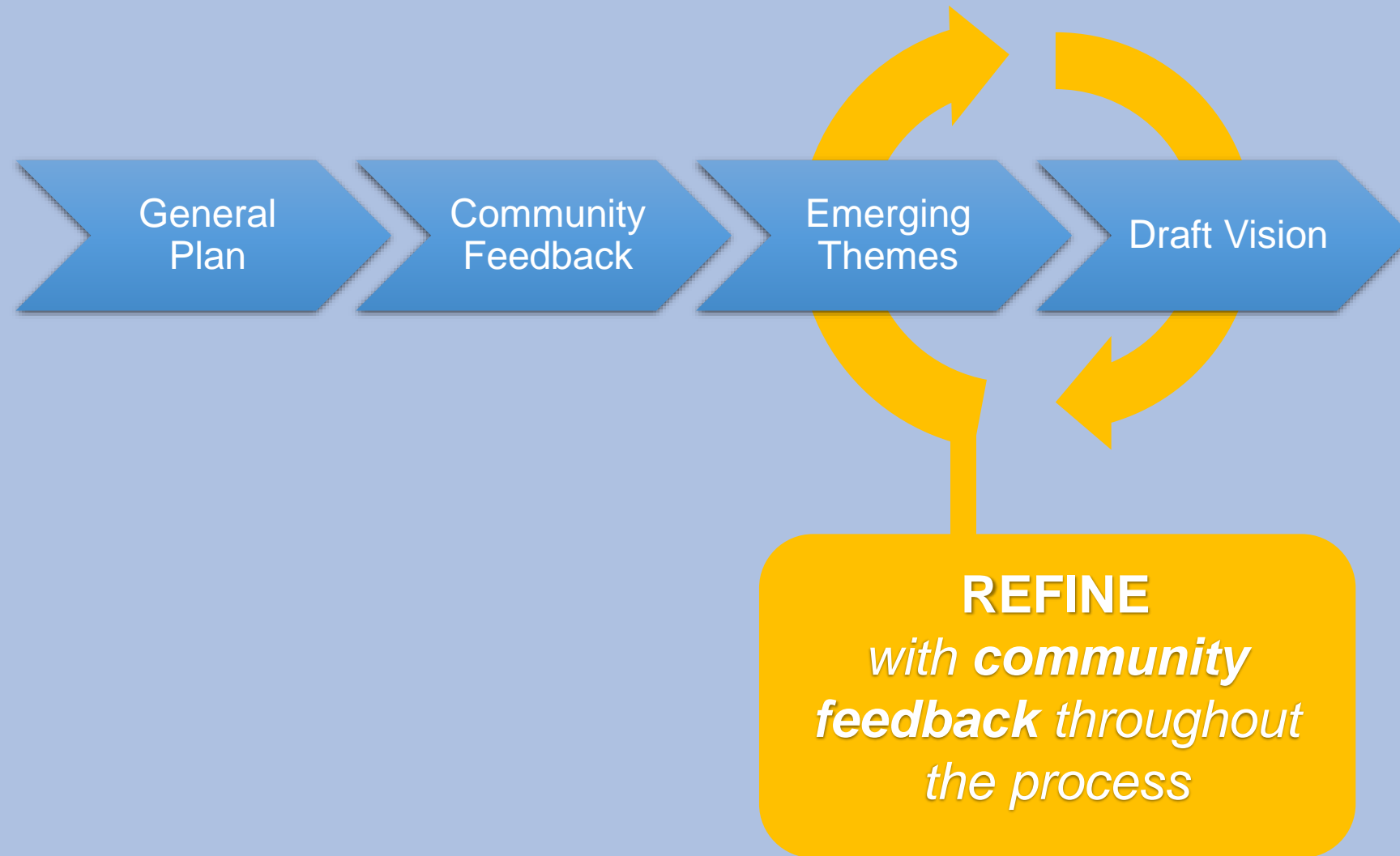
# Outreach Snapshot

- Initial Online Survey
- Round 1 Workshop
- Round 1 Workshop Online Survey
- Walking Tour  
Saturday, June 29,  
2019

ROUND 1 COMMUNITY WORKSHOP – July 22, 2018



# Visioning Process





# Draft Vision and Emerging Themes



Maintain the **low- scale character** of Fair Oaks Avenue, north of Washington Boulevard, and its **mix of housing, commercial, and supportive services** while encouraging uses that better serve the surrounding residents.



Reinforce the intersection of Fair Oaks and Orange Grove as a **key focal point of the commercial activity** that offers a variety of goods and services along with housing options to foster a **stronger sense of place**.

# Draft Vision and Emerging Themes



Enhance the Robinson Park District as a **center of recreational activity** with light industrial uses and creative offices that provides **future employment opportunities**.



Continue to **provide a variety of new housing opportunities** in the East Orange Grove Corridor, including affordable housing.



Allow building heights that support new development, while providing **appropriate transitions** to adjacent single-family residential neighborhoods.

# Draft Vision and Emerging Themes



Enhance the **aesthetics and design of new development** through strengthened design guidelines and development standards.



Incorporate active ground-floor uses and design treatments along Fair Oaks and Orange Grove that support a more **vibrant street atmosphere** and better **connect surrounding neighborhoods**.



Recognize the importance of the area's **historic and cultural resources** and utilize them as the basis for strengthening the district's **distinct identity**.

# **SPECIFIC PLAN TOOLKIT**



# Specific Plan Toolkit

## Uses and activities





# Specific Plan Toolkit

Uses and activities



Number and size of units



# Specific Plan Toolkit

Uses and activities



Number and size of units



Building scale and transitions





# Specific Plan Toolkit

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



# Specific Plan Toolkit

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



**Open space and  
landscape requirements**



# Specific Plan Toolkit

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



**Open space and  
landscape requirements**



**Parking and  
vehicular access**

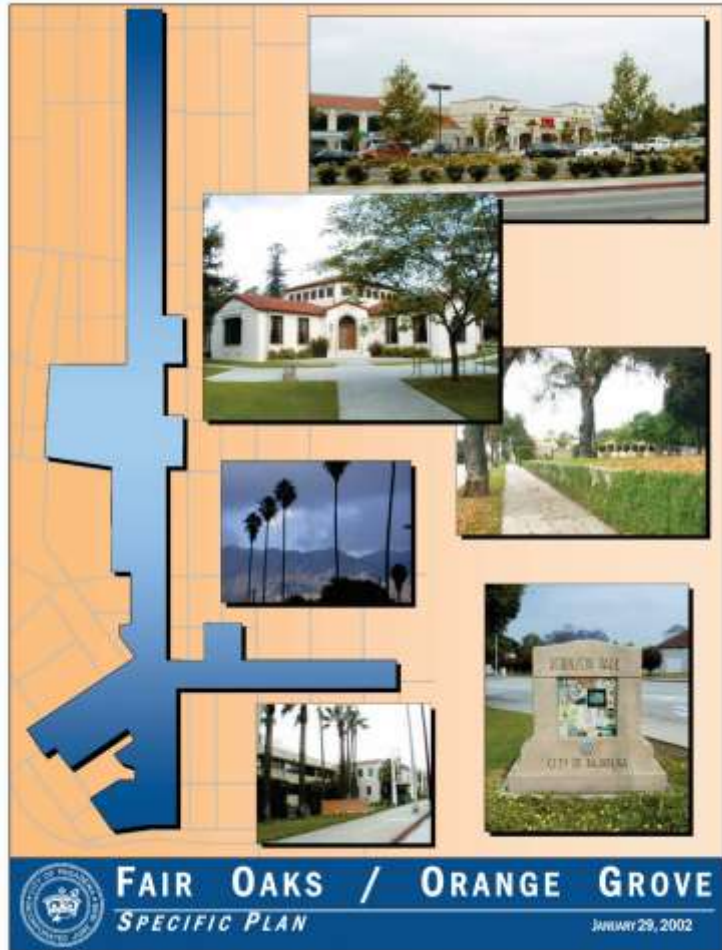




# Existing Specific Plan

What does the Specific Plan regulate today?

- Land Use
- Height
- Setbacks
- Housing density
- Parking Location
- Building Entries



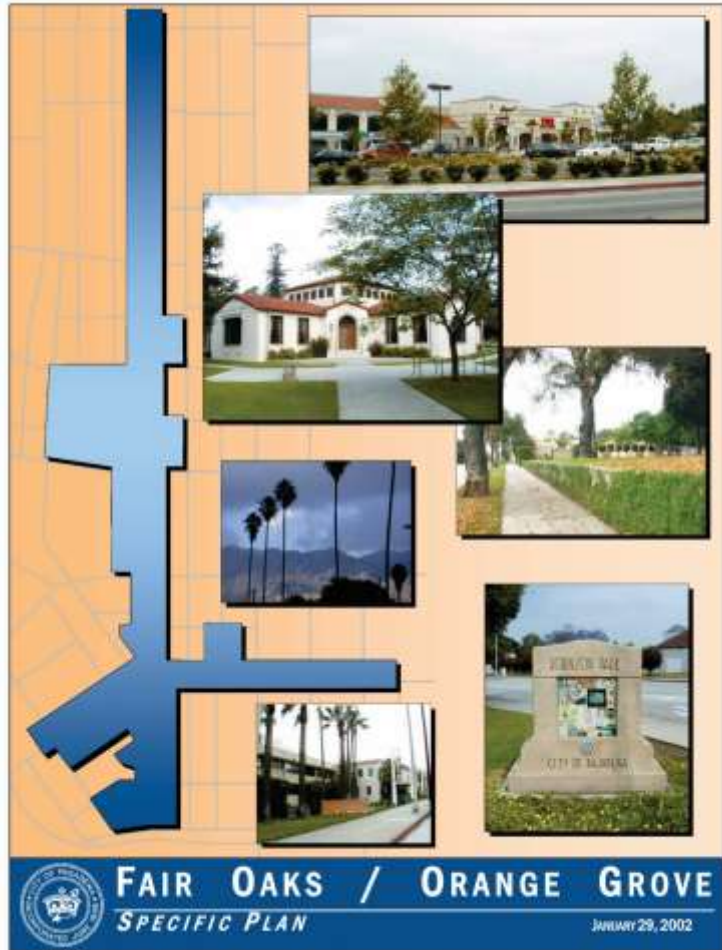
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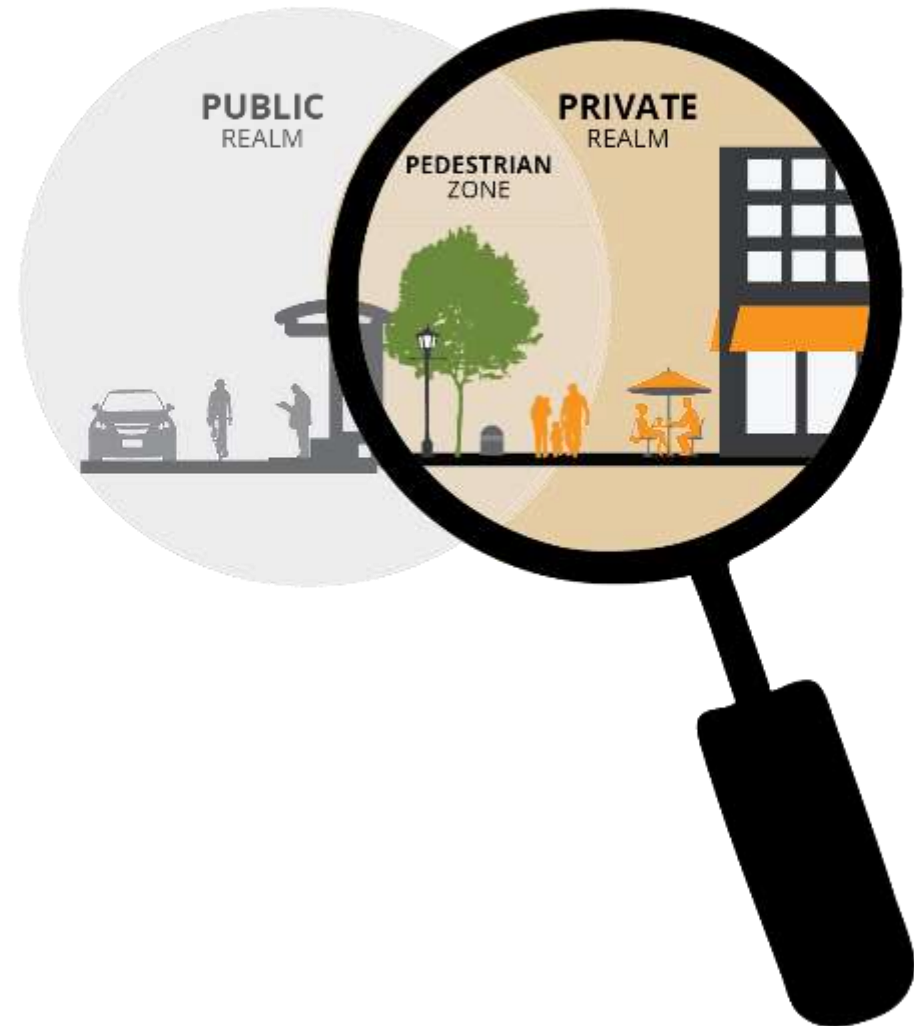
**OPPORTUNITY TO  
USE THESE AND  
OTHER TOOLS TO  
INFLUENCE FUTURE  
DEVELOPMENT**



# 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



# Specific Plan Update Program



**PUBLIC REALM**

**PEDESTRIAN  
ZONE**

**PRIVATE REALM**

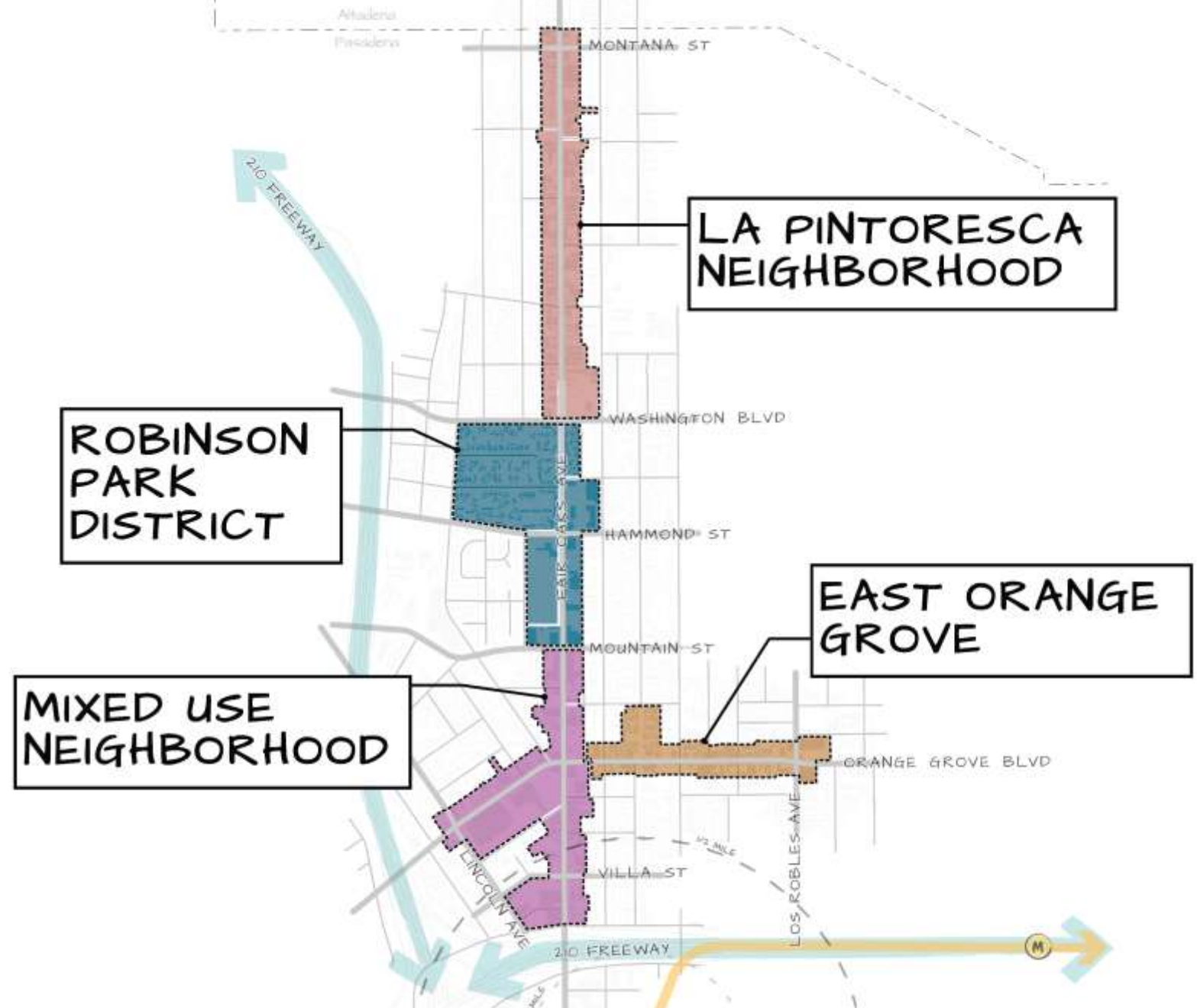


# PRELIMINARY CONCEPT



# PRELIMINARY CONCEPT

## Four Conceptual Planning Areas



# La Pintoresca Neighborhood





# La Pintoresca Neighborhood

## Key opportunities:

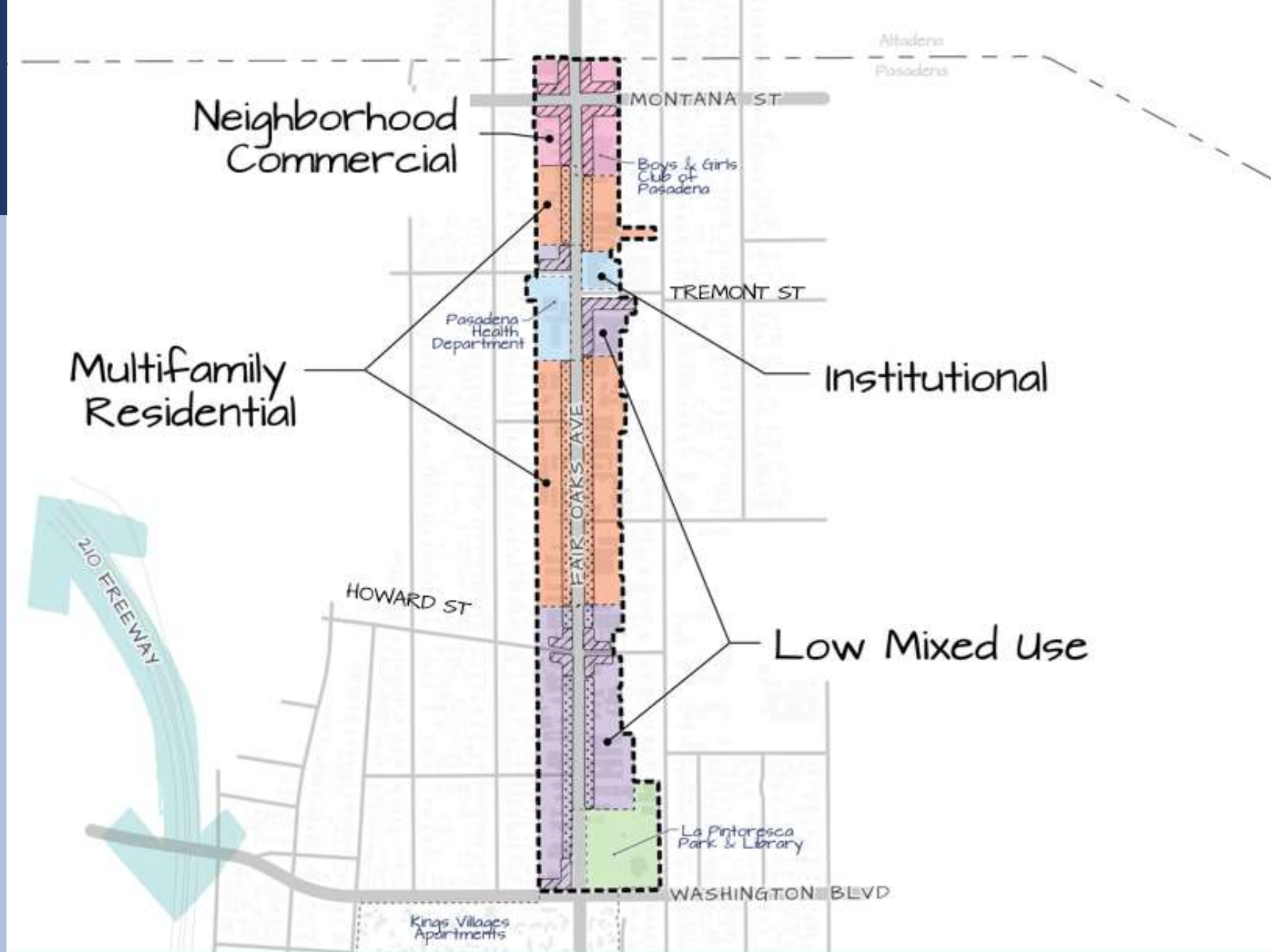
- Maintain scale and primarily residential character with commercial and supportive services
- Encourage uses that serve the surrounding residents
- Concentrate commercial uses at key intersections
- Improve the pedestrian environment



# La Pintoresca Neighborhood

## Concept plan:

- Development that maintains the area's residential character
  - Multi-family at 16 DU/acre
  - Low Mixed Use at 32 DU/acre
- Allow up to 3 stories

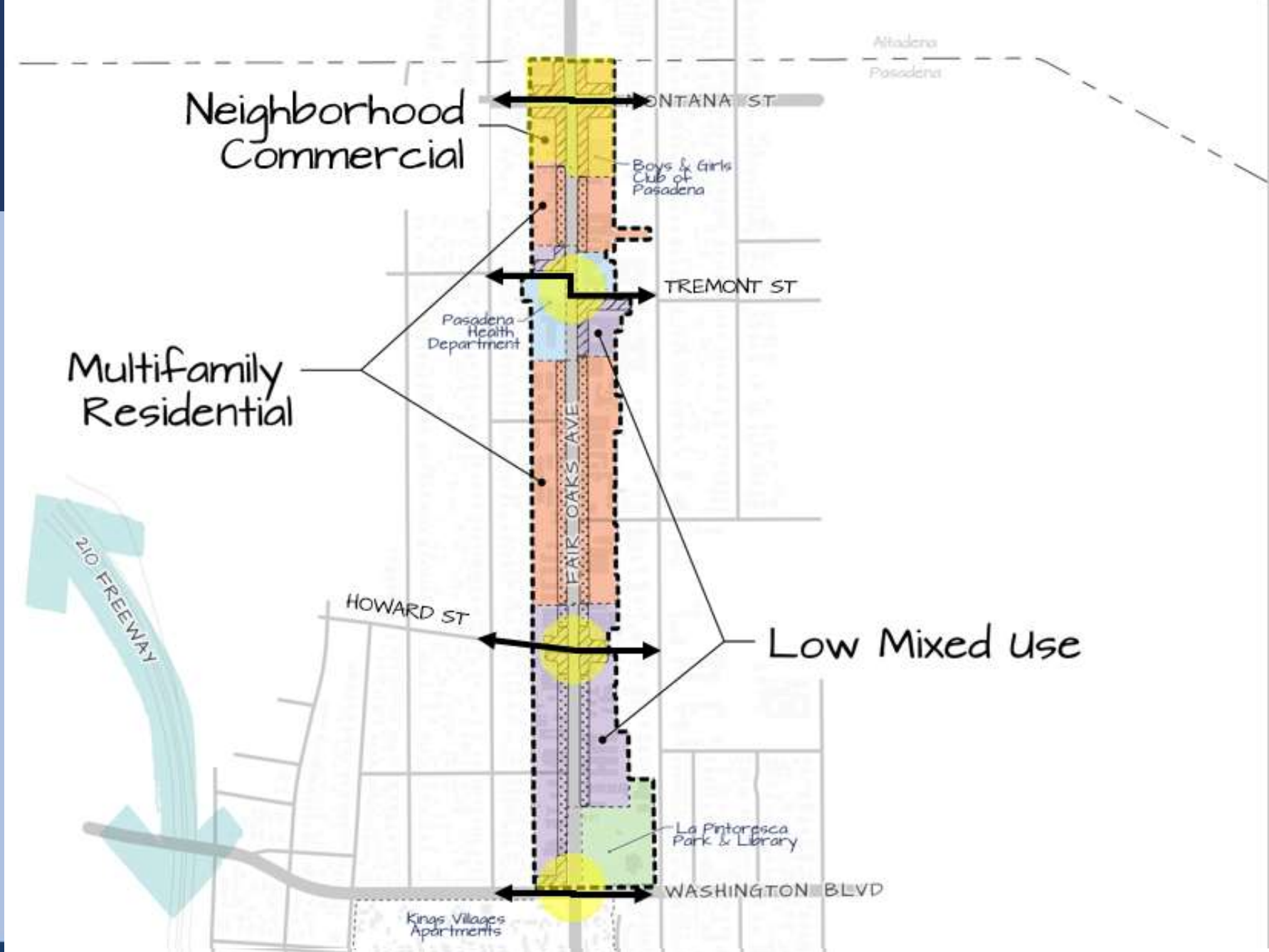




# La Pintoresca Neighborhood

## Concept plan:

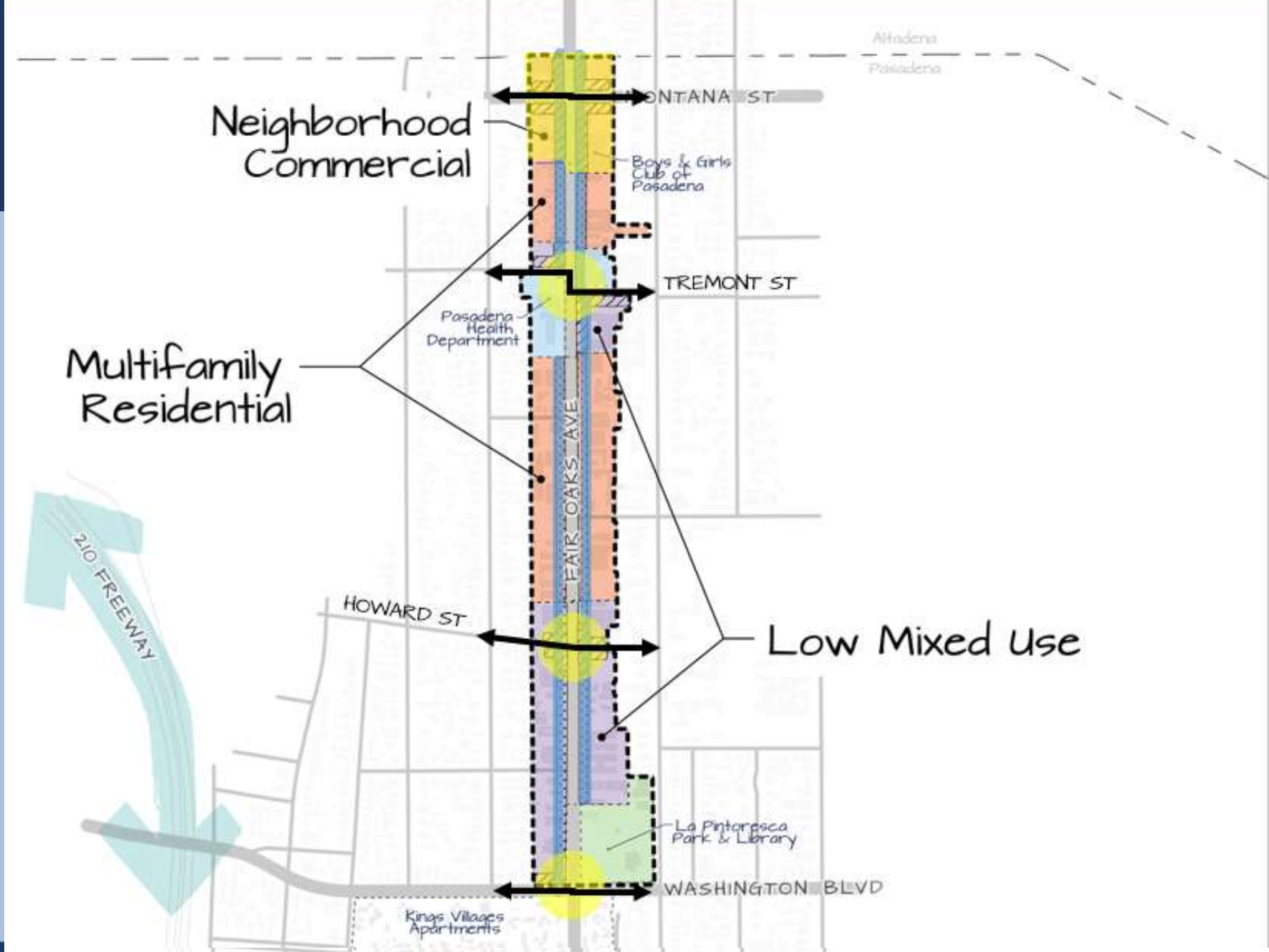
- Development that maintains the area's residential character
  - Multi-family at 16 DU/acre
  - Low Mixed Use at 32 DU/acre
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- Encourage neighborhood serving uses at Fair Oaks & Montana and at key intersections



# La Pintoresca Neighborhood

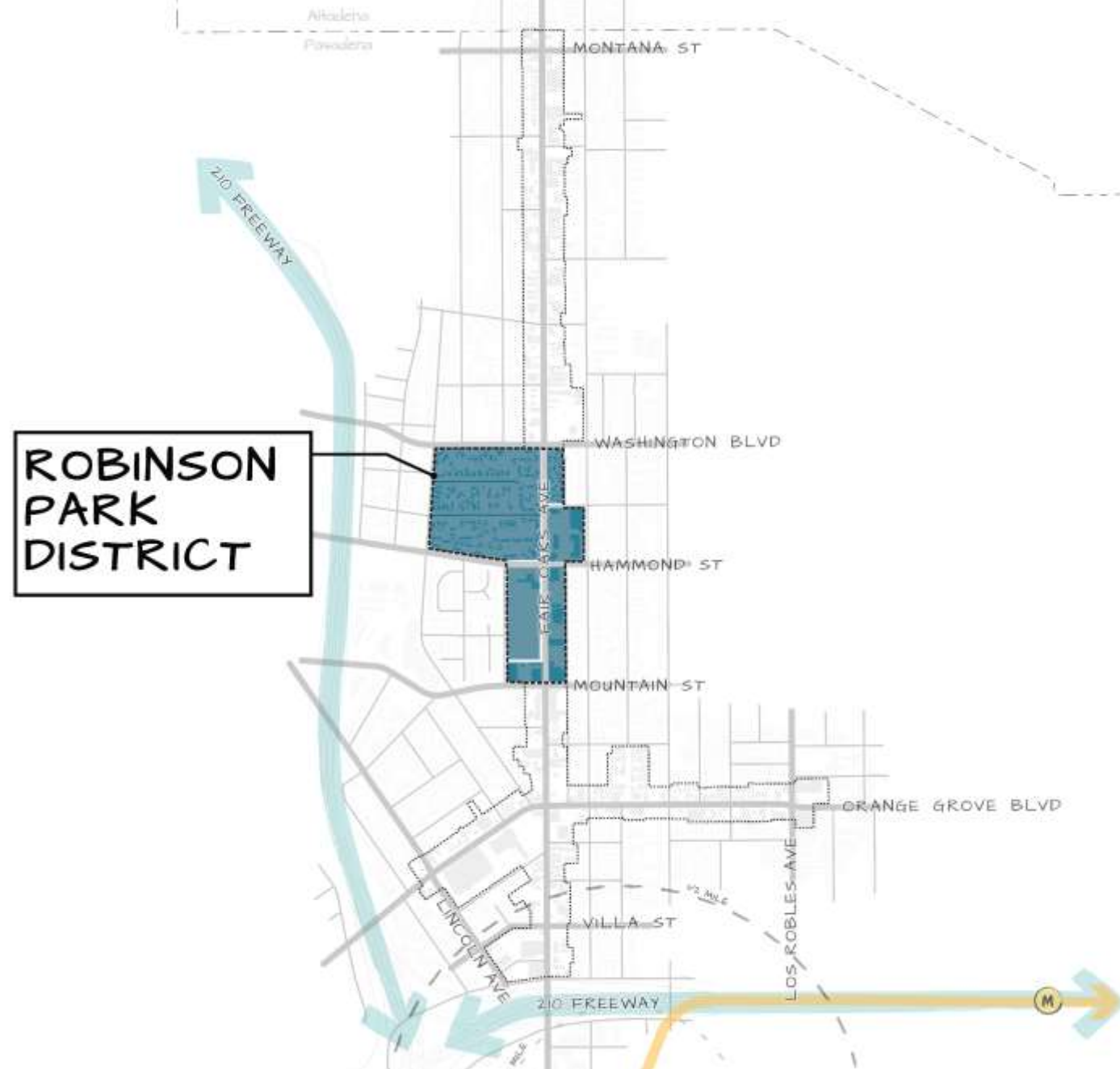
## Concept plan:

- Development that maintains the area's residential character
  - Multi-family at 16 DU/acre
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- Allow up to 3 stories
- Encourage neighborhood serving uses at Fair Oaks & Montana and at key intersections
- Active ground floor treatments along Fair Oaks Avenue





# Robinson Park District



# Robinson Park District

## Key Opportunities:

- Leverage Robinson Park and the Community Center as a resource
- Enhance the area as a recreational hub with light industrial and creative offices
- Preserve and enhance existing job-generating uses in the area
- Support new and repurposed office and industrial buildings

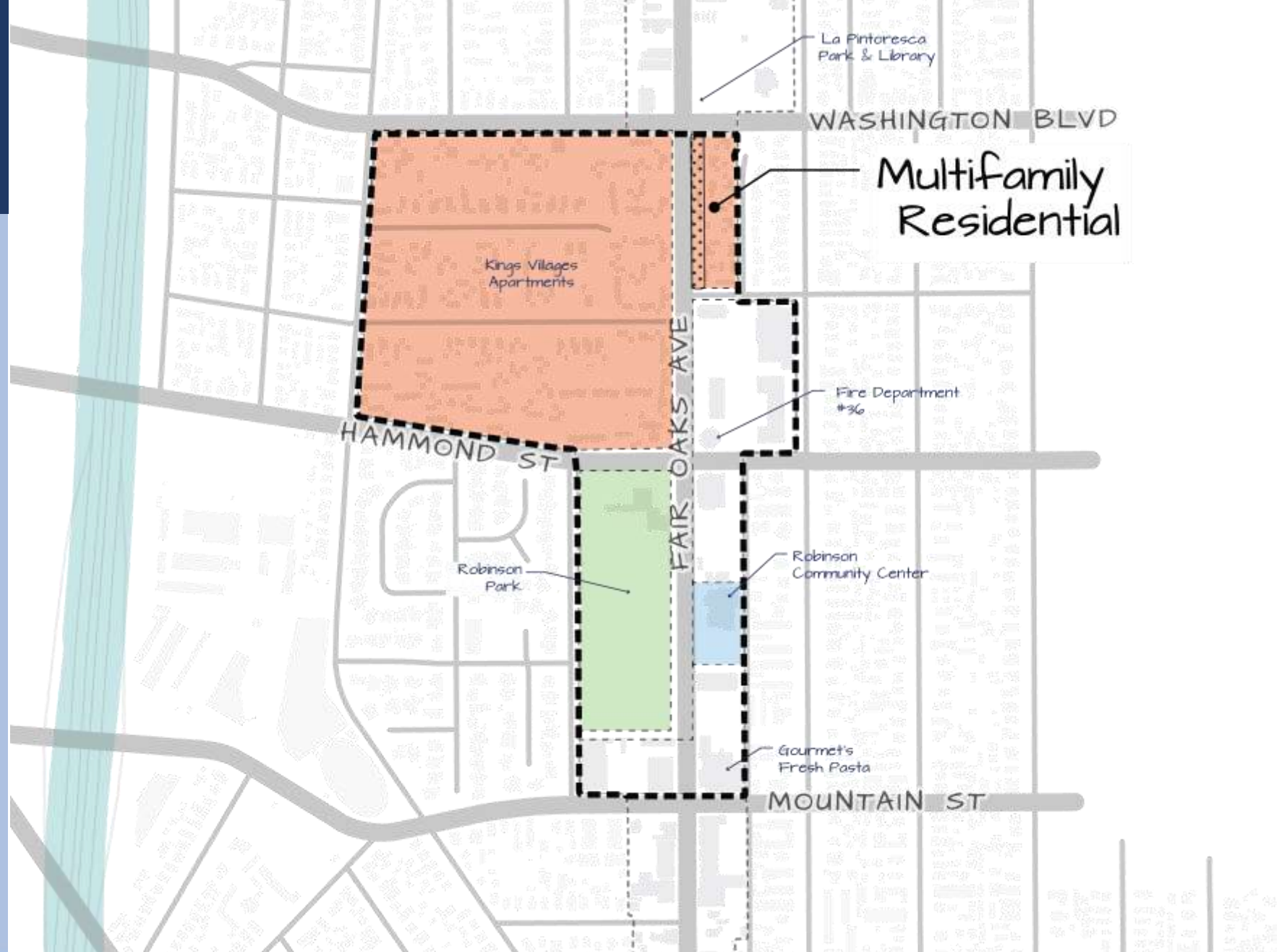




# Robinson Park District

## Concept Plan:

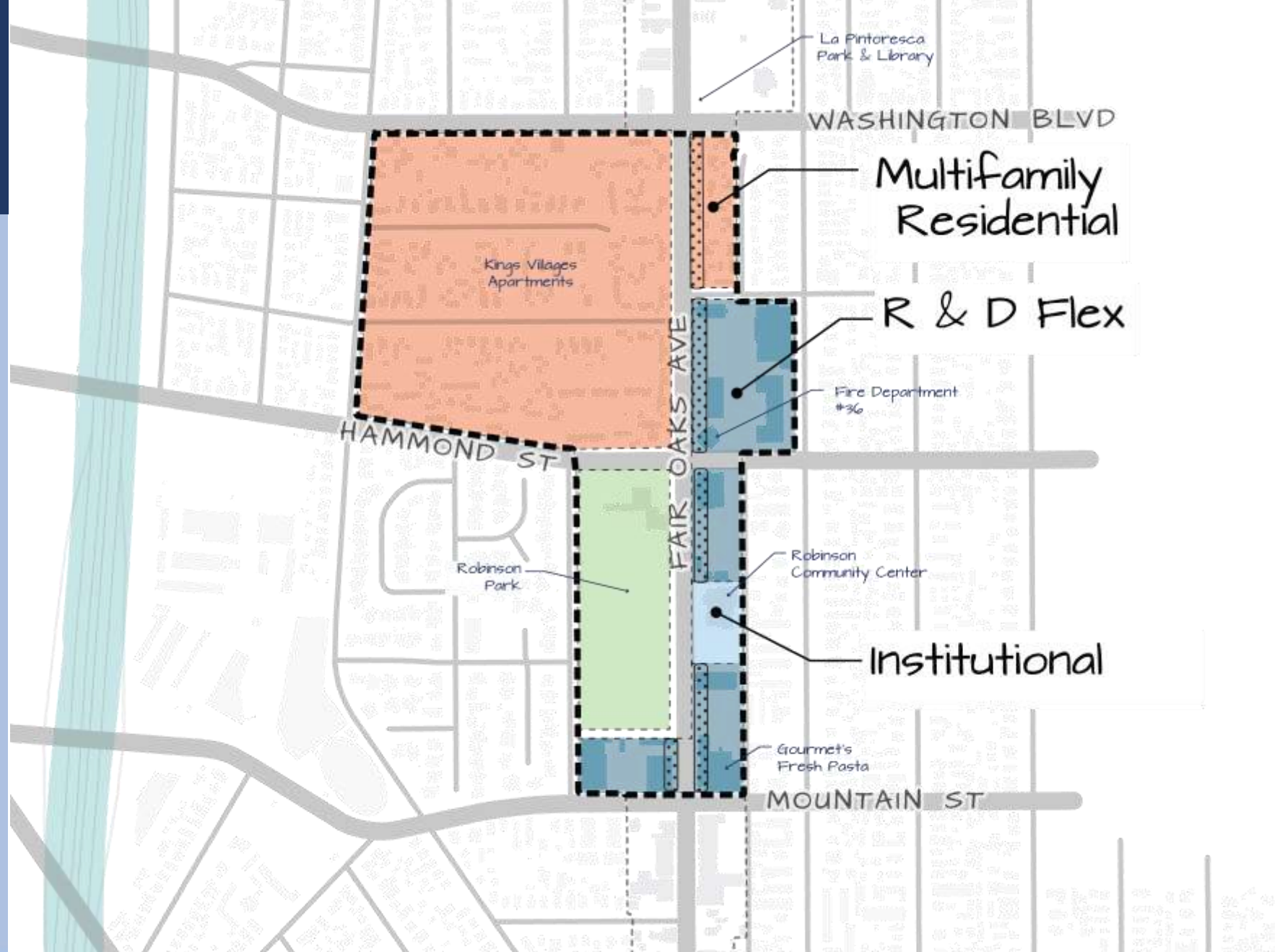
- Maintain medium-scale housing



# Robinson Park District

## Concept Plan:

- Maintain medium-scale housing
- Allow up to 3 stories
- Emphasis on recreational activities, light industrial uses, and creative offices

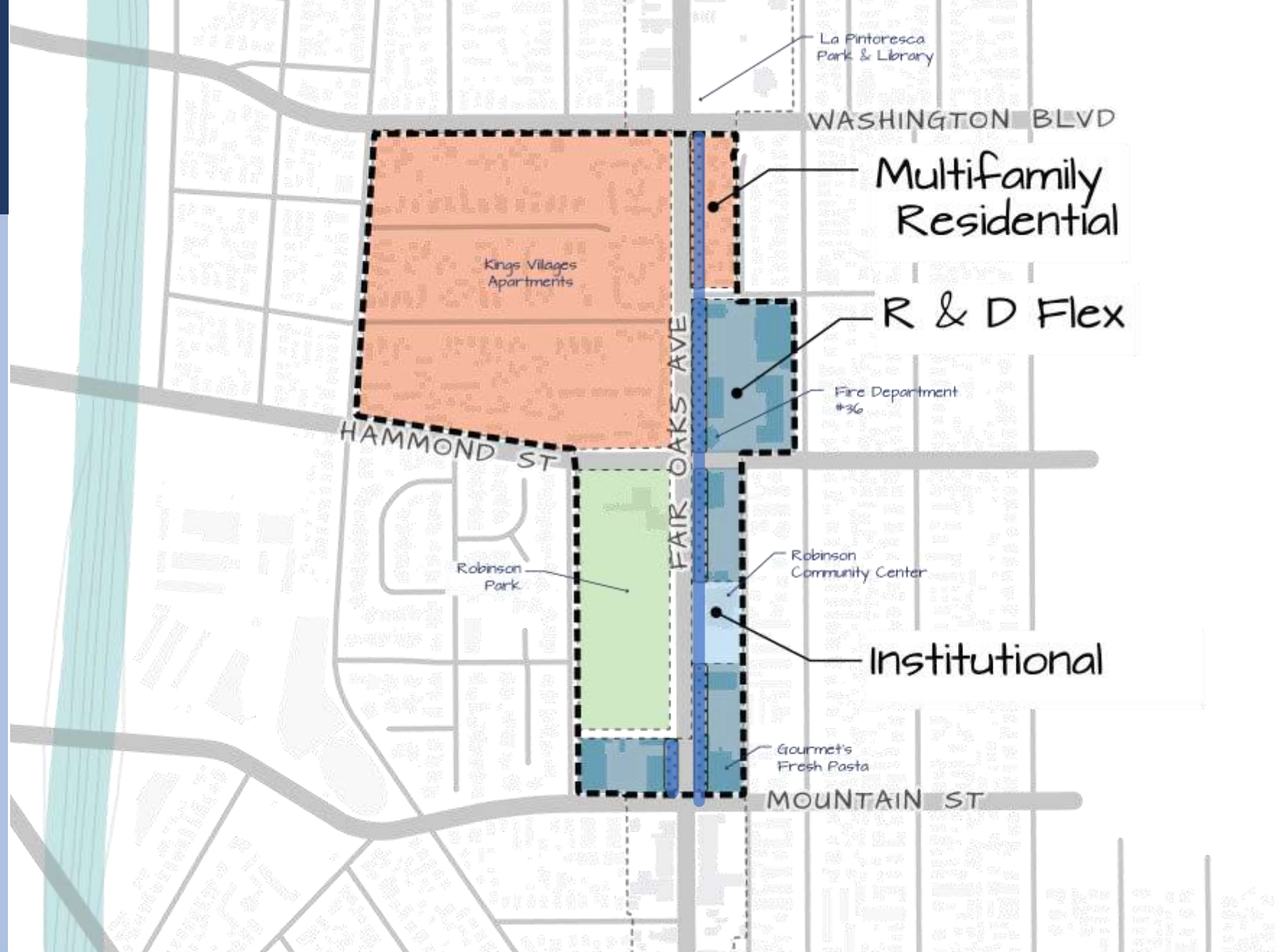




# Robinson Park District

## Concept Plan:

- Maintain medium-scale housing
- Allow up to 3 stories
- Emphasis on recreational activities, light industrial uses, and creative offices
- Require active ground floor treatment along Fair Oaks Avenue



# Mixed Use Neighborhood



MIXED USE  
NEIGHBORHOOD





# Mixed Use Neighborhood

## Key opportunities:

- Reinforce the intersection at Fair Oaks and Orange Grove as a focal point of commercial activity
- Provide opportunities for commercial and housing at different scales
- Foster a stronger sense of place and a more pleasant walking environment
- Improve connections to Old Pasadena and Memorial Park Station

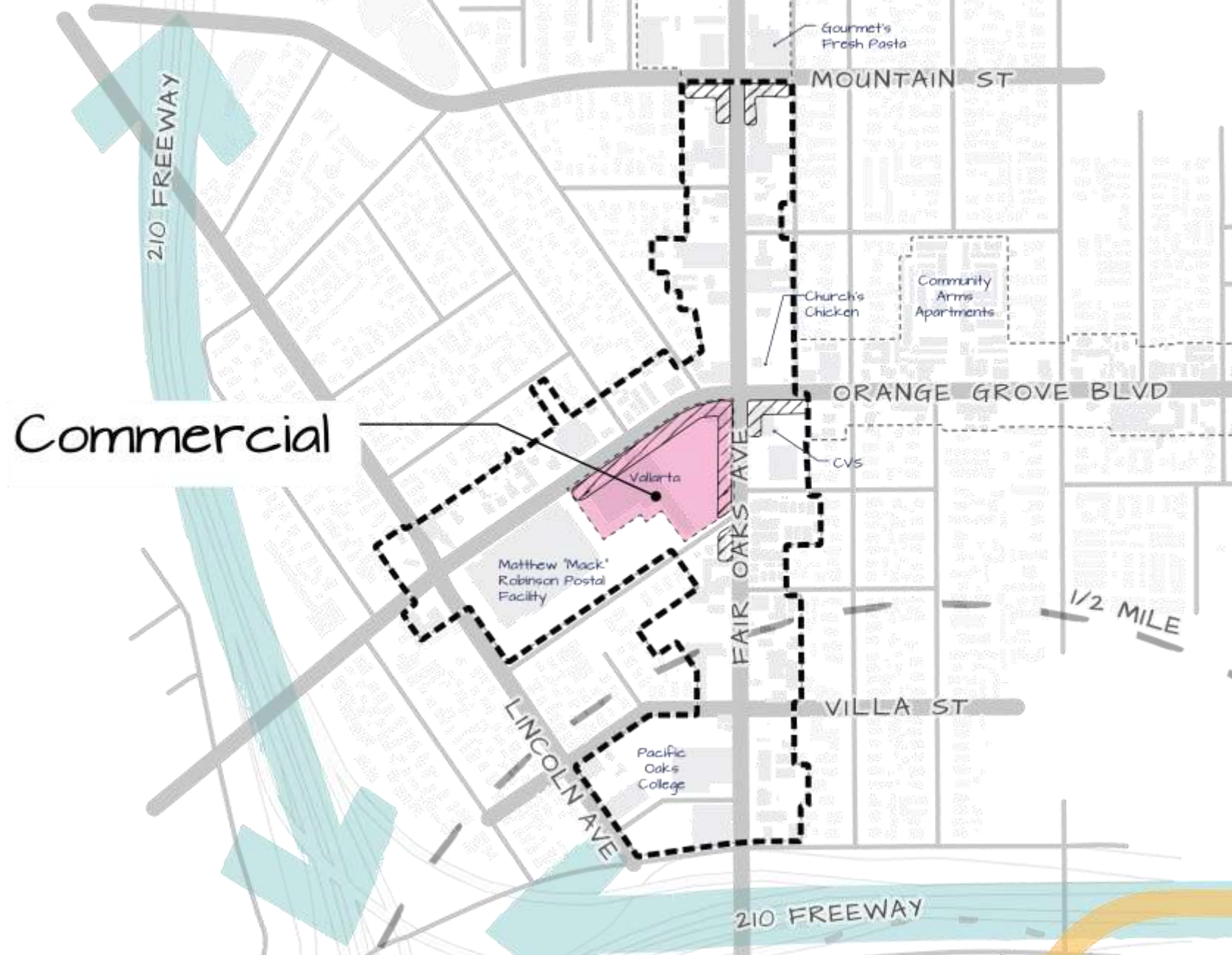




# Mixed Use Neighborhood

## Concept Plan:

- Maintain shopping center as commercial only, up to 3 stories

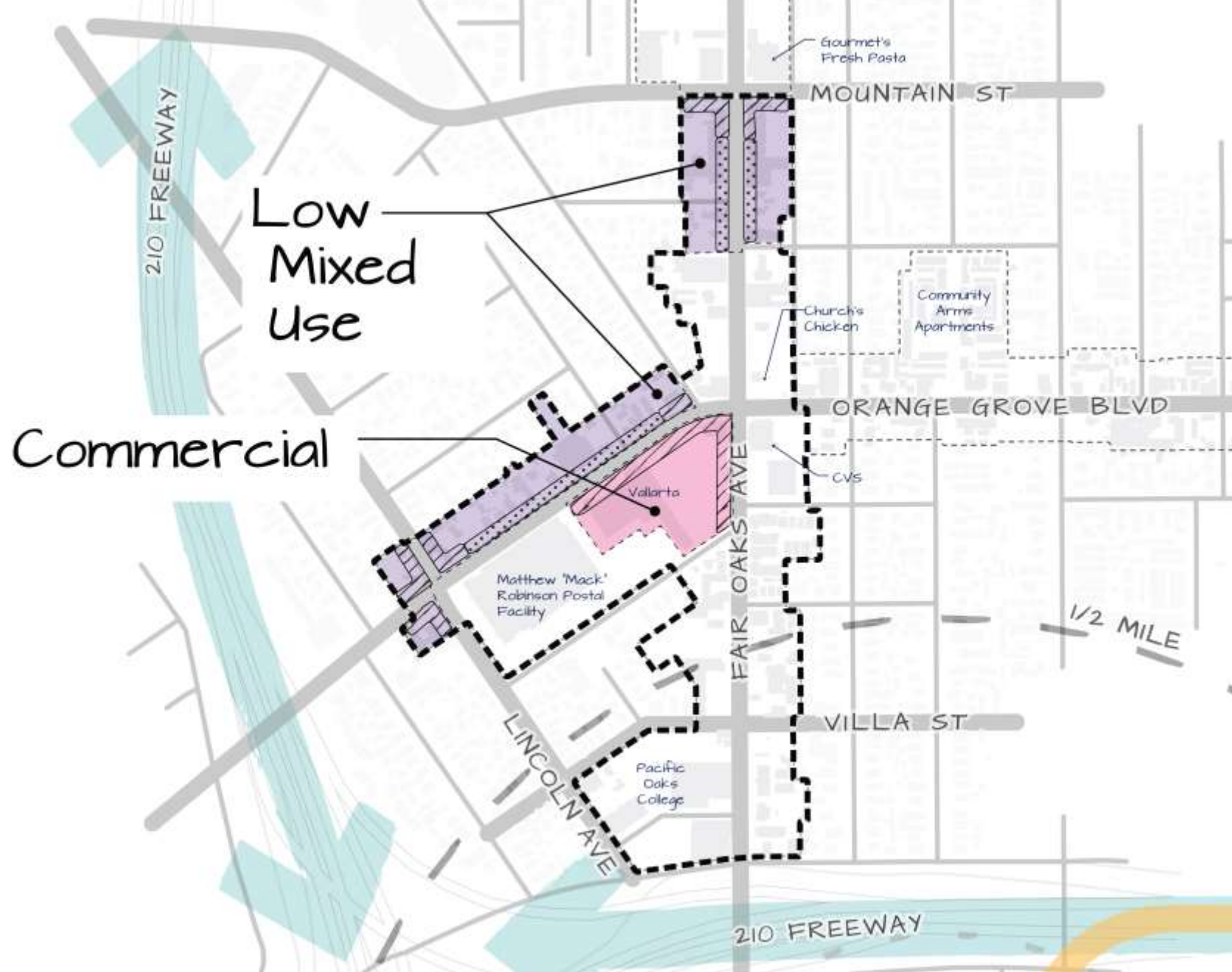




# Mixed Use Neighborhood

## Concept Plan:

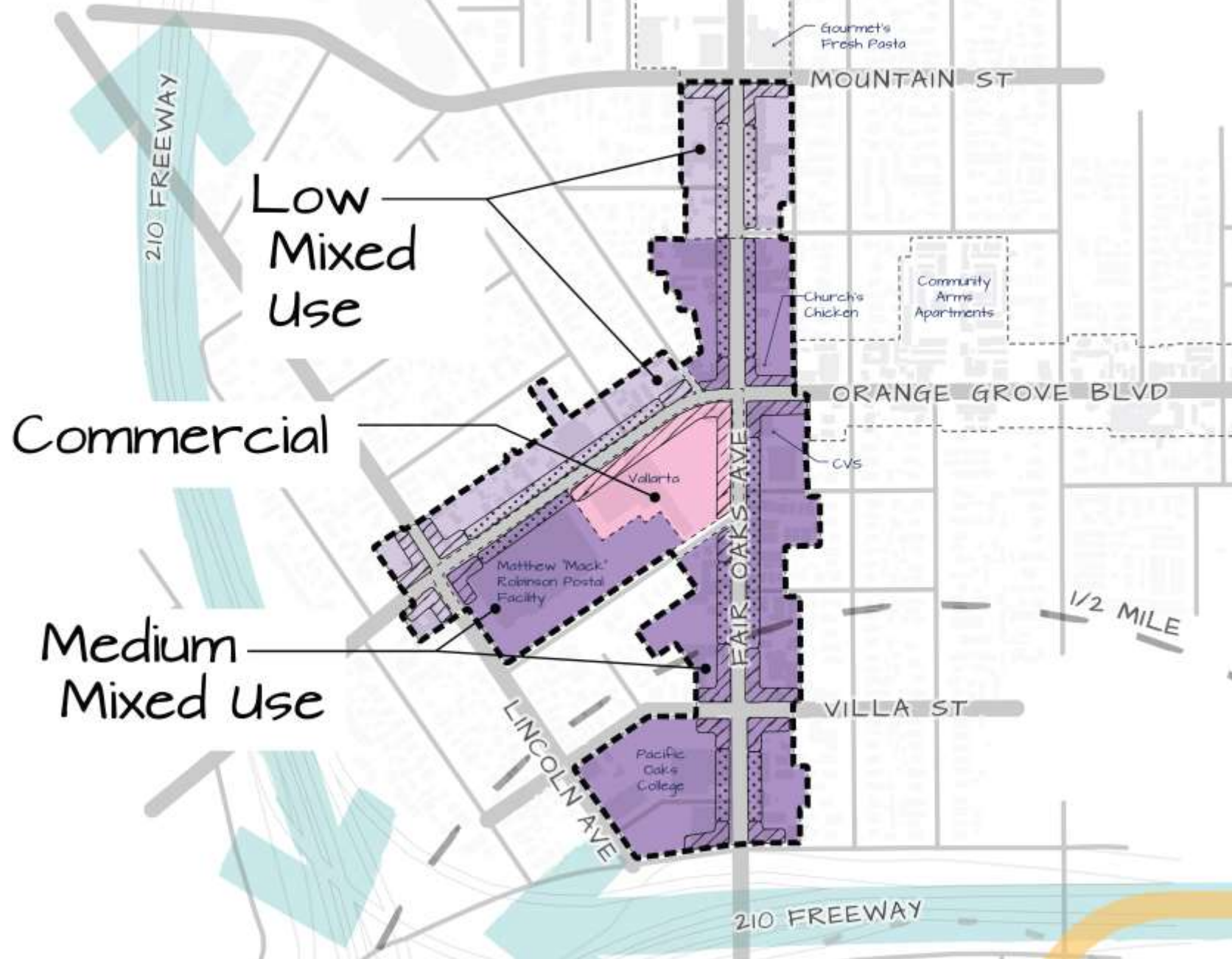
- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing



# Mixed Use Neighborhood

## Concept Plan:

- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing
- Allow up to 5 stories at 65-87 du/acre in areas closer to intersection and freeway

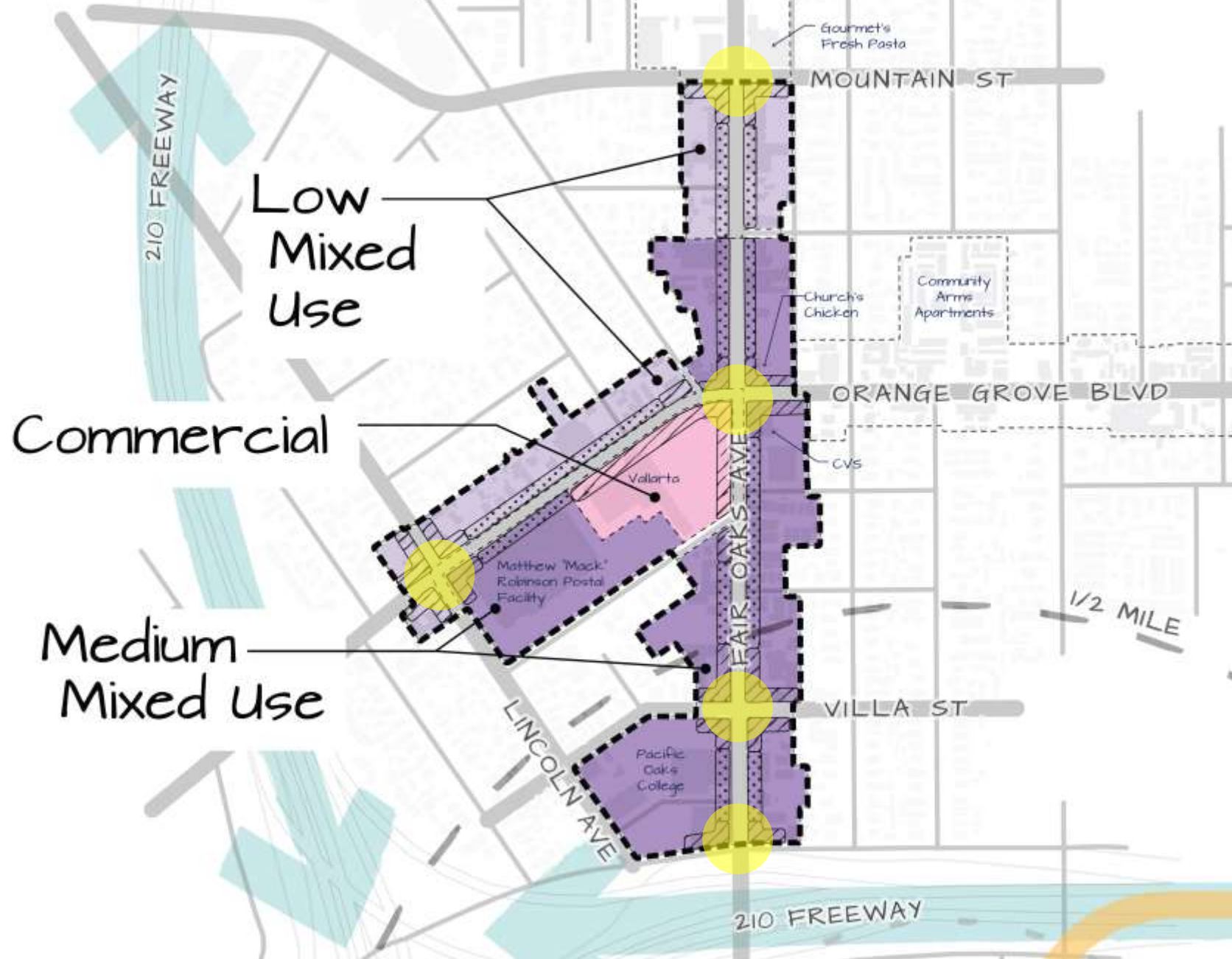




# Mixed Use Neighborhood

## Concept Plan:

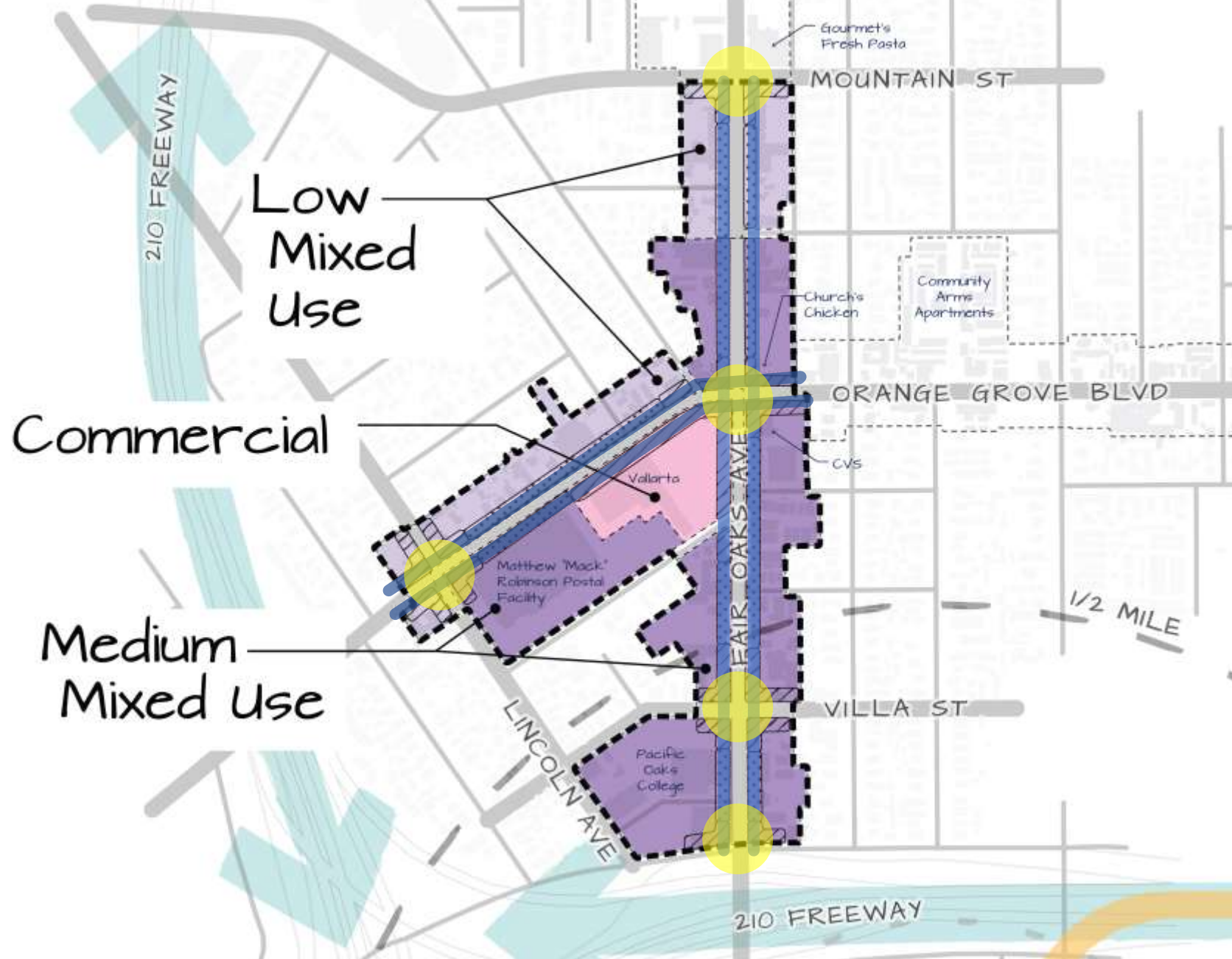
- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing
- Allow up to 5 stories at 87 du/acre in areas closer to intersection and freeway
- Require ground floor commercial at key intersections



# Mixed Use Neighborhood

## Concept Plan:

- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing
- Allow up to 5 stories at 87 du/acre in areas closer to intersection and freeway
- Require ground floor commercial at key intersections
- Require active ground floor treatments





# East Orange Grove





# East Orange Grove

## Key Opportunities:

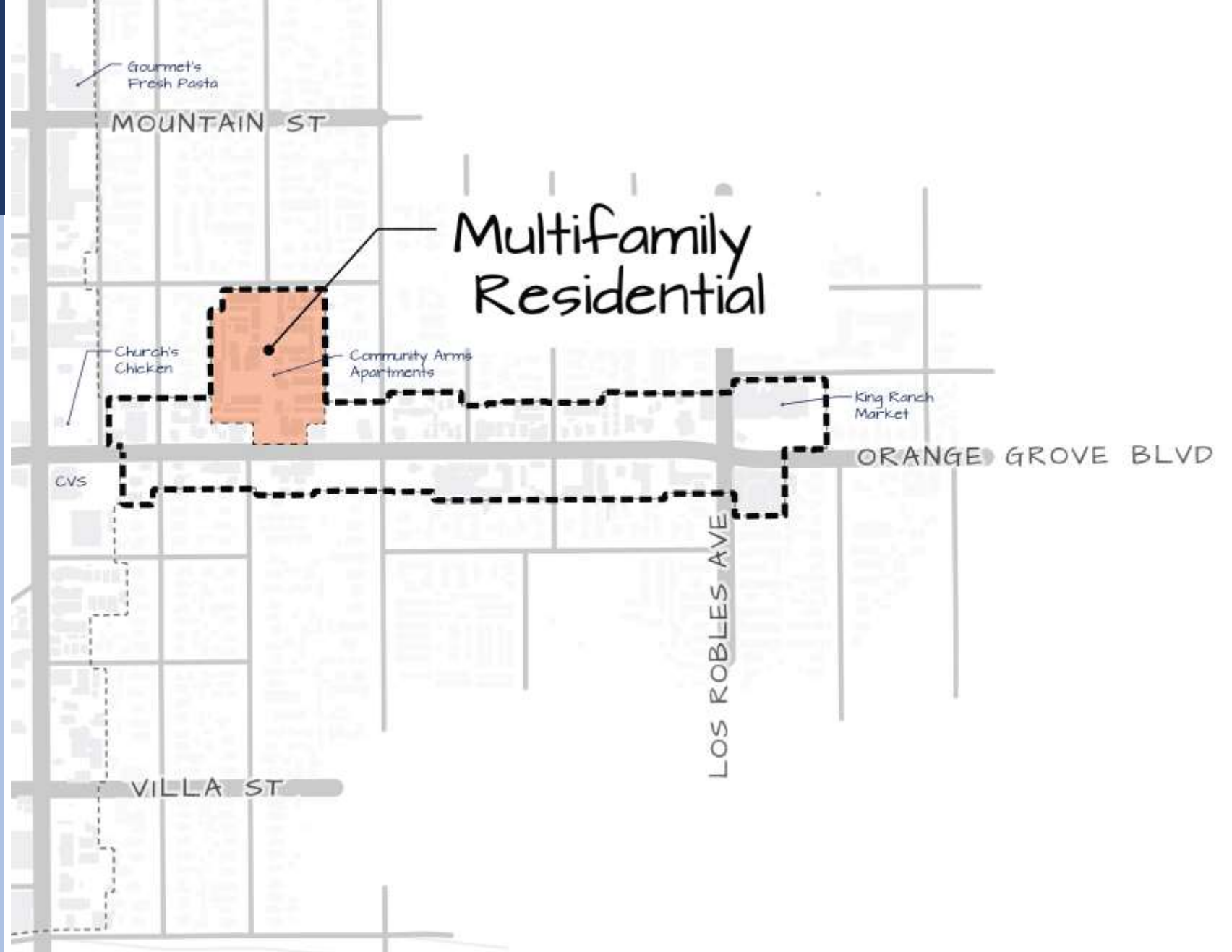
- Provide more opportunities for housing , including affordable housing
- Encourage commercial uses that continue to serve local residents
- Promote design standards/ guidelines that builds on existing identity
- Create a more pleasant pedestrian environment



# East Orange Grove

## Concept Plan:

- Maintain medium-scale housing

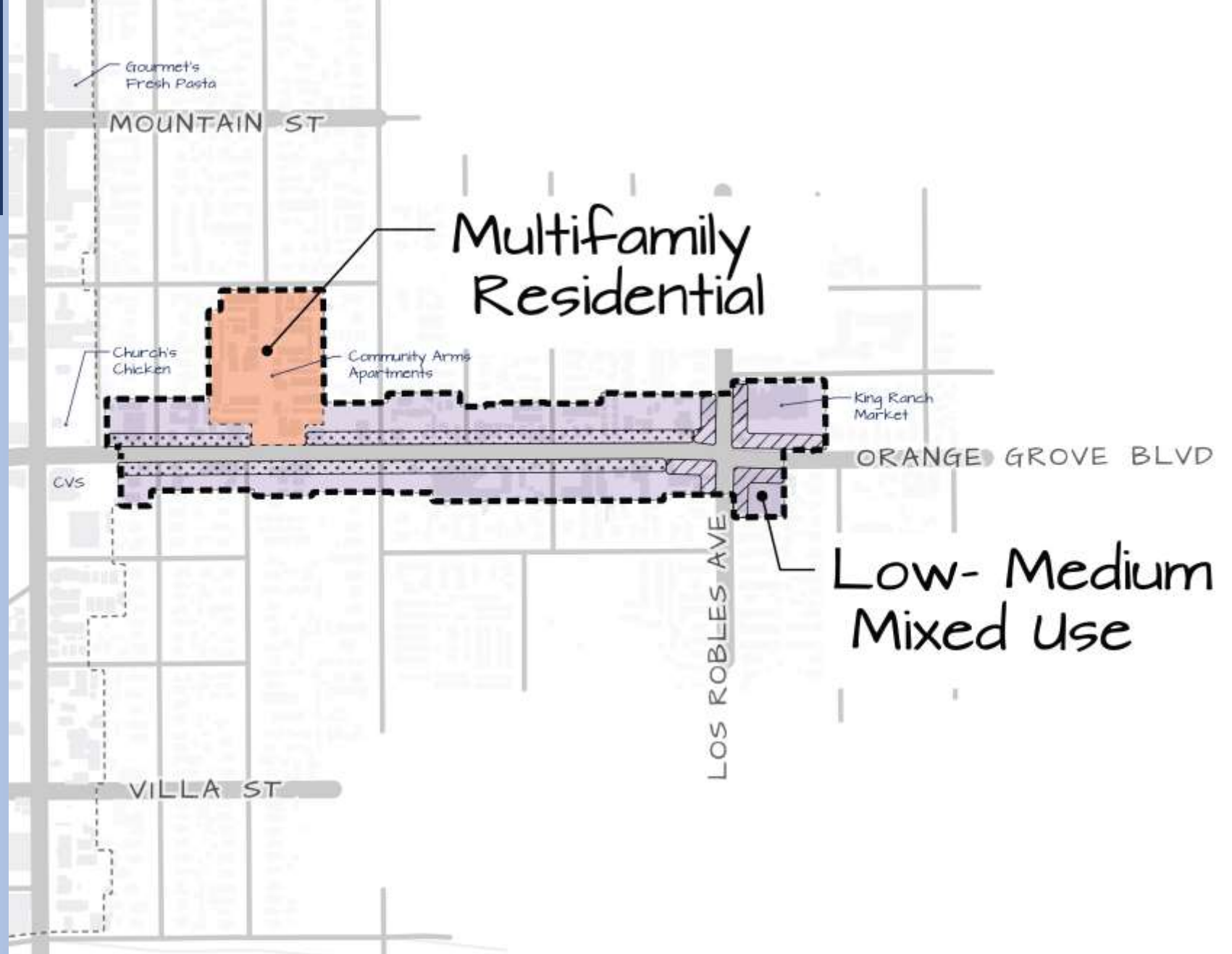




# East Orange Grove

## Concept Plan:

- Maintain medium-scale housing
- Maintain mix of residential and commercial uses
- Allow up to 4 stories, at 48 du/acre for new residential and/or mixed use development

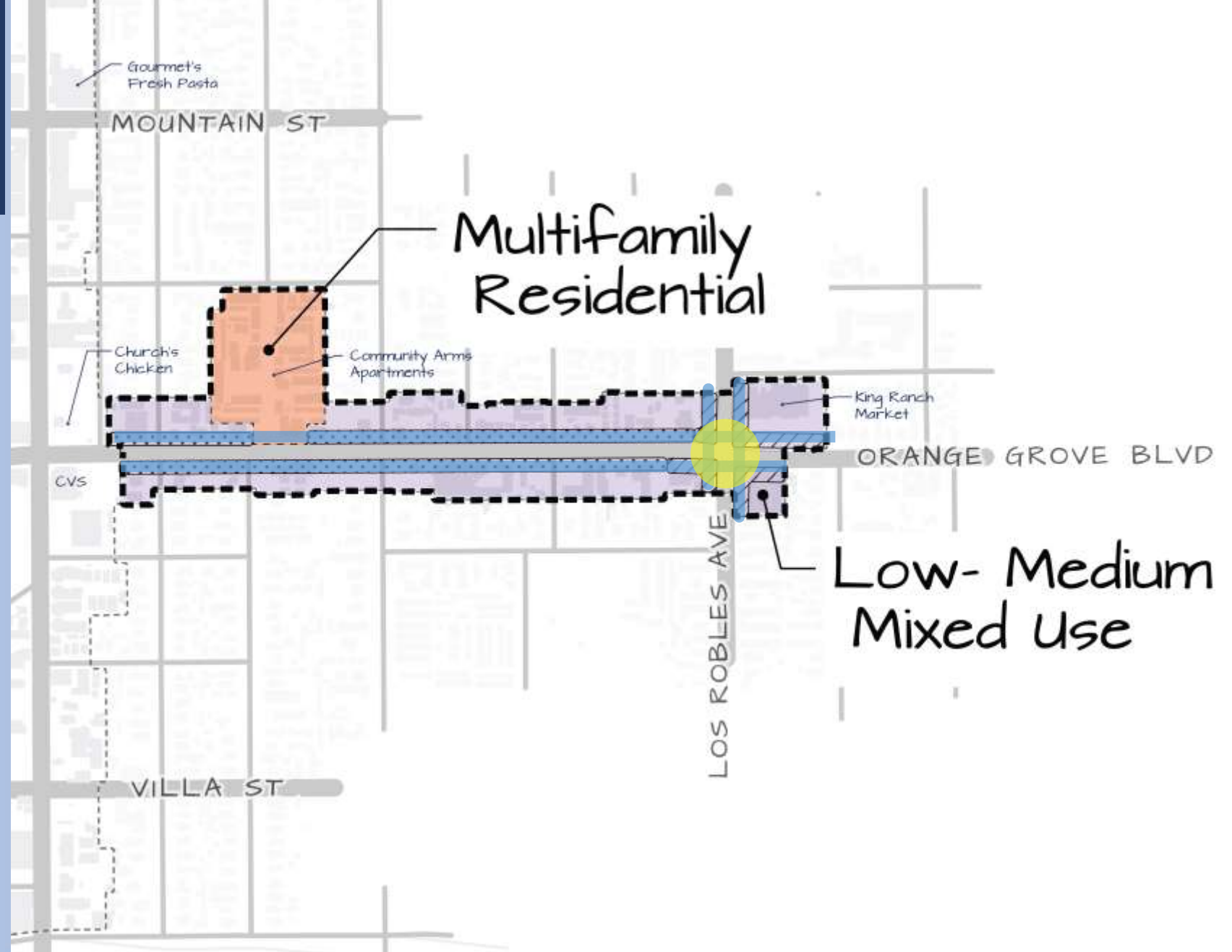




# East Orange Grove

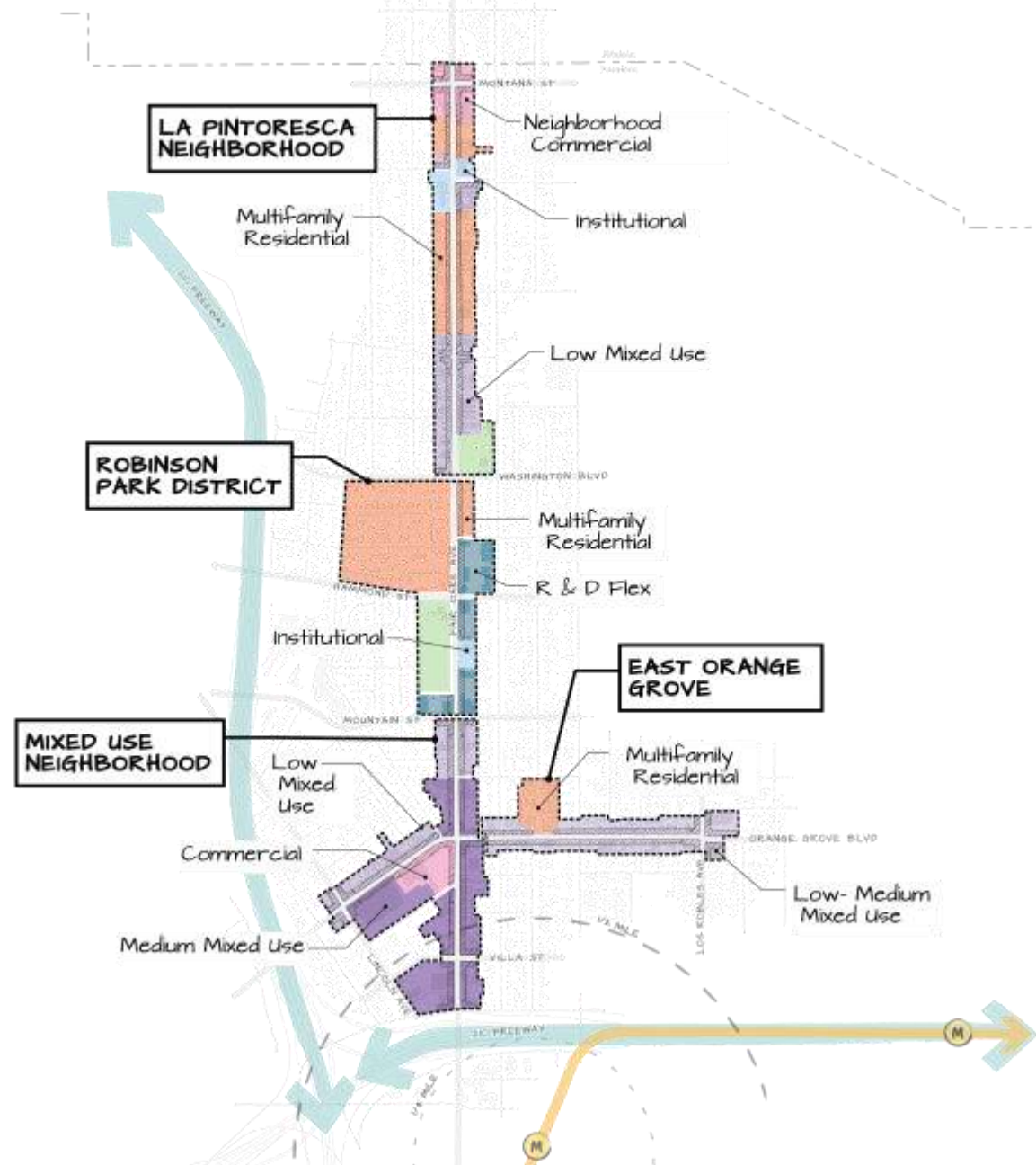
## Concept Plan:

- Maintain medium-scale housing
- Maintain mix of residential and commercial uses
- Allow up to 4 stories, at 48 du/acre for new residential and/or mixed use development
- Ground floor commercial required at intersection of Los Robles
- Active ground floor treatment that leverage the area's unique identity



# Preliminary Concept

1. La Pintoresca Neighborhood
2. Robinson Park District
3. Mixed Use Neighborhood
4. East Orange Grove



# SMALL GROUP DISCUSSION

*Let's talk about the details*





# Small Group Activity - Topics

- Share thoughts, opinions, aspirations for the area
- Gather feedback on the preliminary concepts
- Listen and learn



# SHARE THOUGHTS WITH THE GROUP

*Let's wrap up*



# NEXT STEPS

*What's next for Fair Oaks / Orange Grove?*



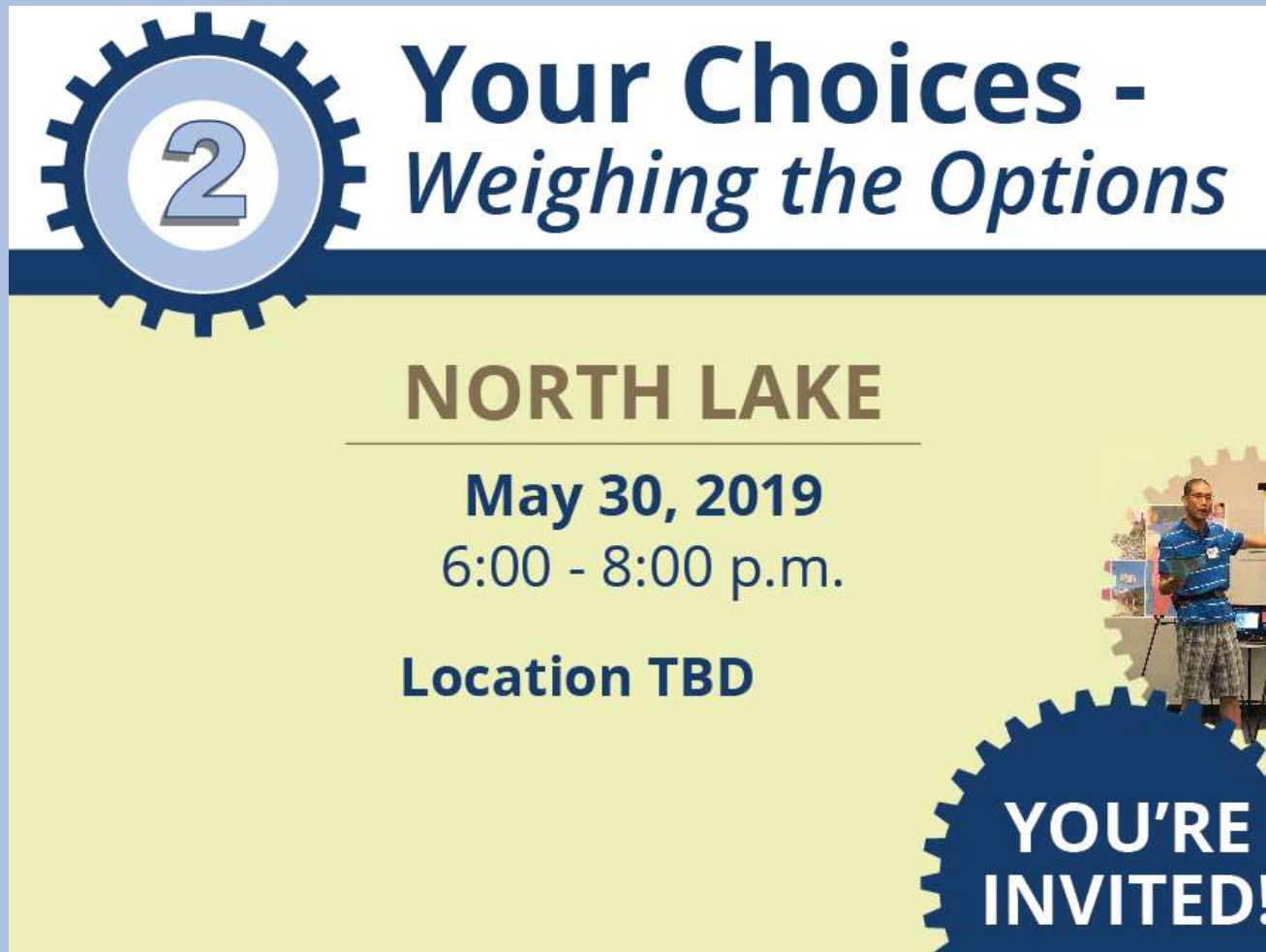


# Future Workshop for Fair Oaks / Orange Grove

**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



The poster features a large blue gear icon with the number '2' inside, set against a white background. Below this, the title 'Your Choices - Weighing the Options' is written in a dark blue, serif font. The location 'NORTH LAKE' is centered in a bold, brown, sans-serif font. The date and time 'May 30, 2019 6:00 - 8:00 p.m.' are centered in a dark blue, sans-serif font. The location 'Location TBD' is centered in a dark blue, sans-serif font. A small photograph of a man in a blue shirt and shorts standing next to a presentation board is on the right. A dark blue gear icon with the text 'YOU'RE INVITED!' in white, bold, sans-serif font is in the bottom right corner.

**2** **Your Choices -**  
*Weighing the Options*

**NORTH LAKE**

**May 30, 2019**  
6:00 - 8:00 p.m.

**Location TBD**

**YOU'RE INVITED!**

# THANK YOU

*ourpasadena.org*

*ourpasadena@cityofpasadena.net*

