

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

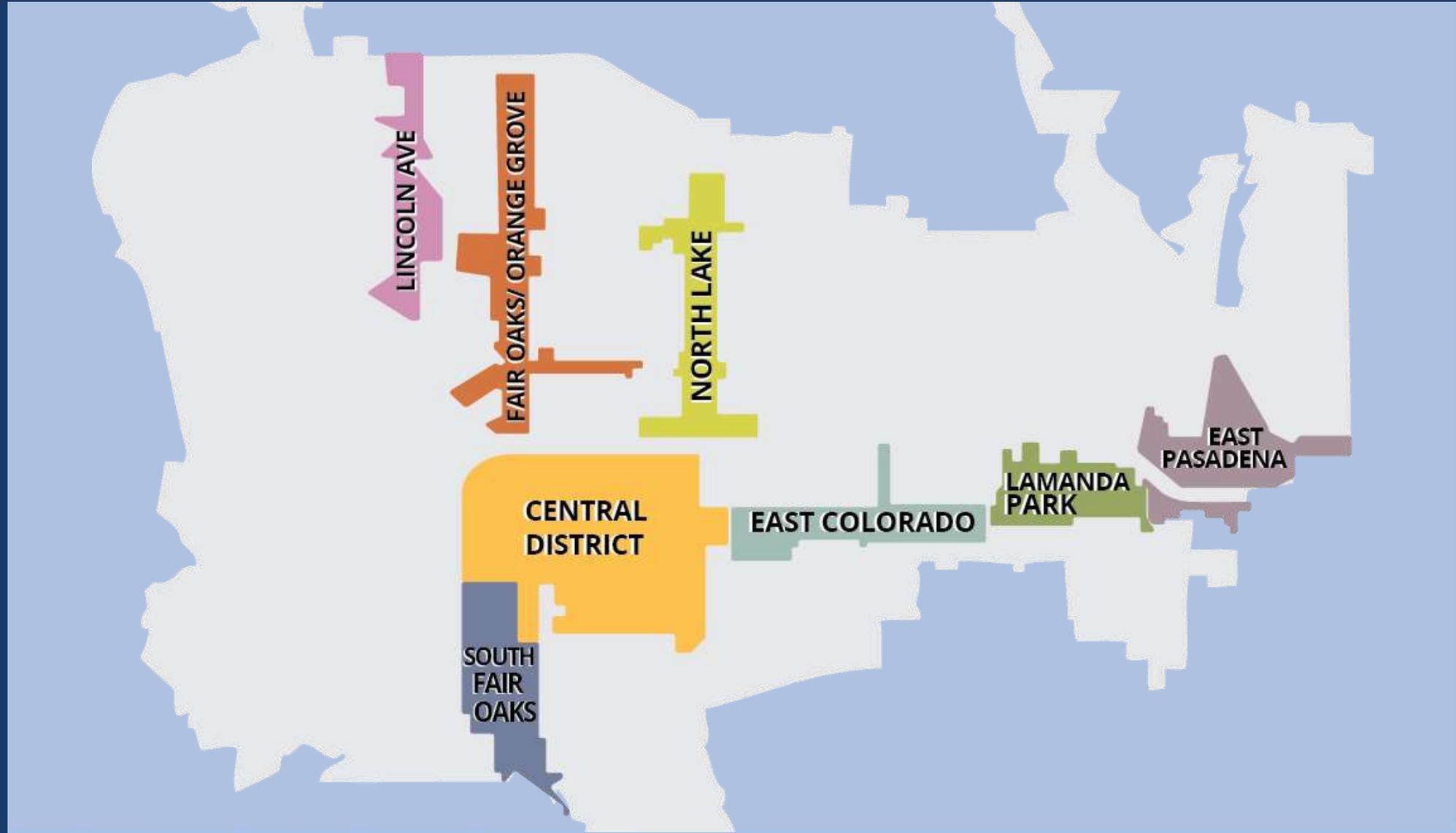
About the Program



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.

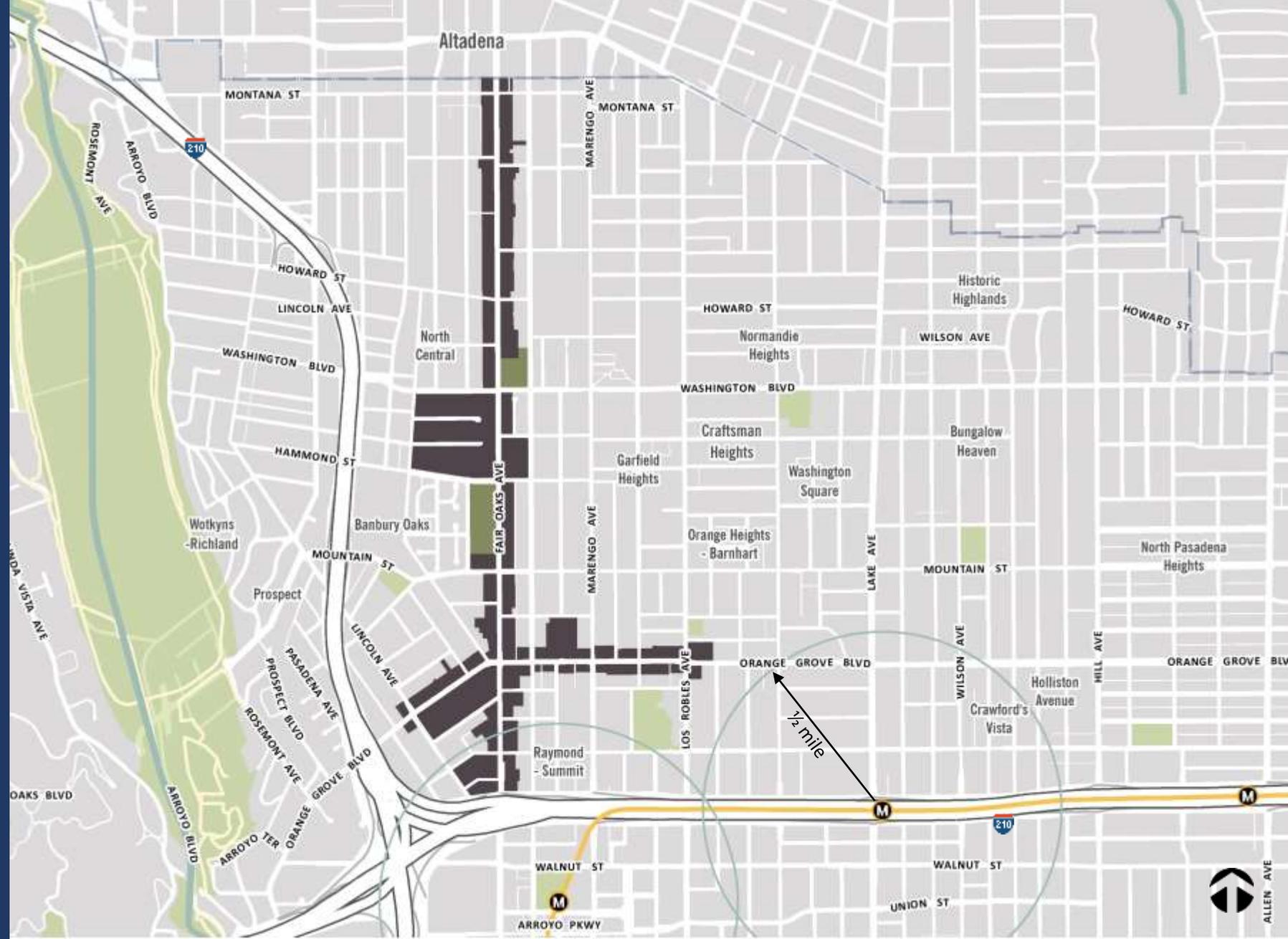
It is a focused vision of a defined geographic area in a city that establishes neighborhood-specific design and land use goals and regulations.

FAIR OAKS / ORANGE GROVE

General Vision

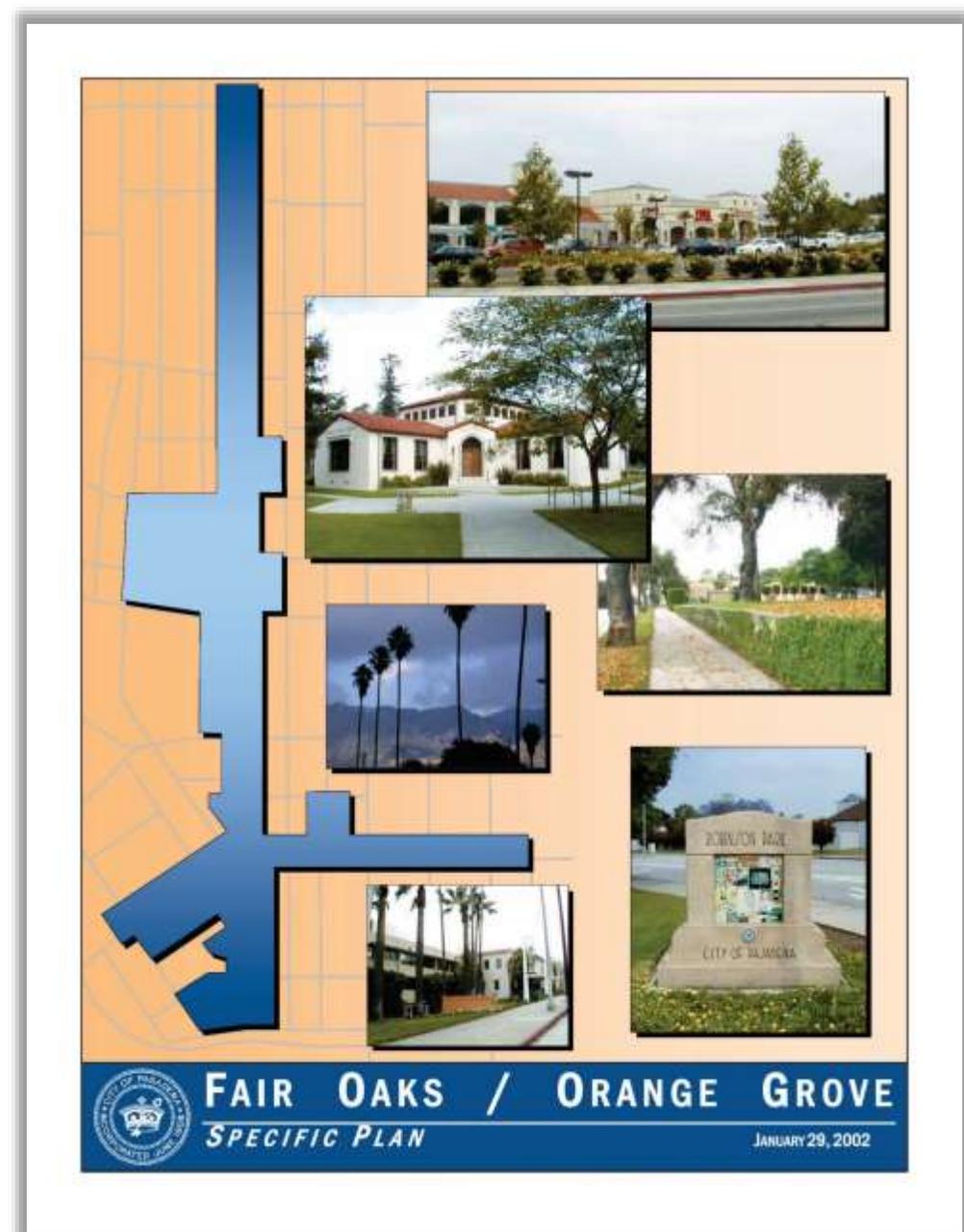


Fair Oaks / Orange Grove Specific Plan Area



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

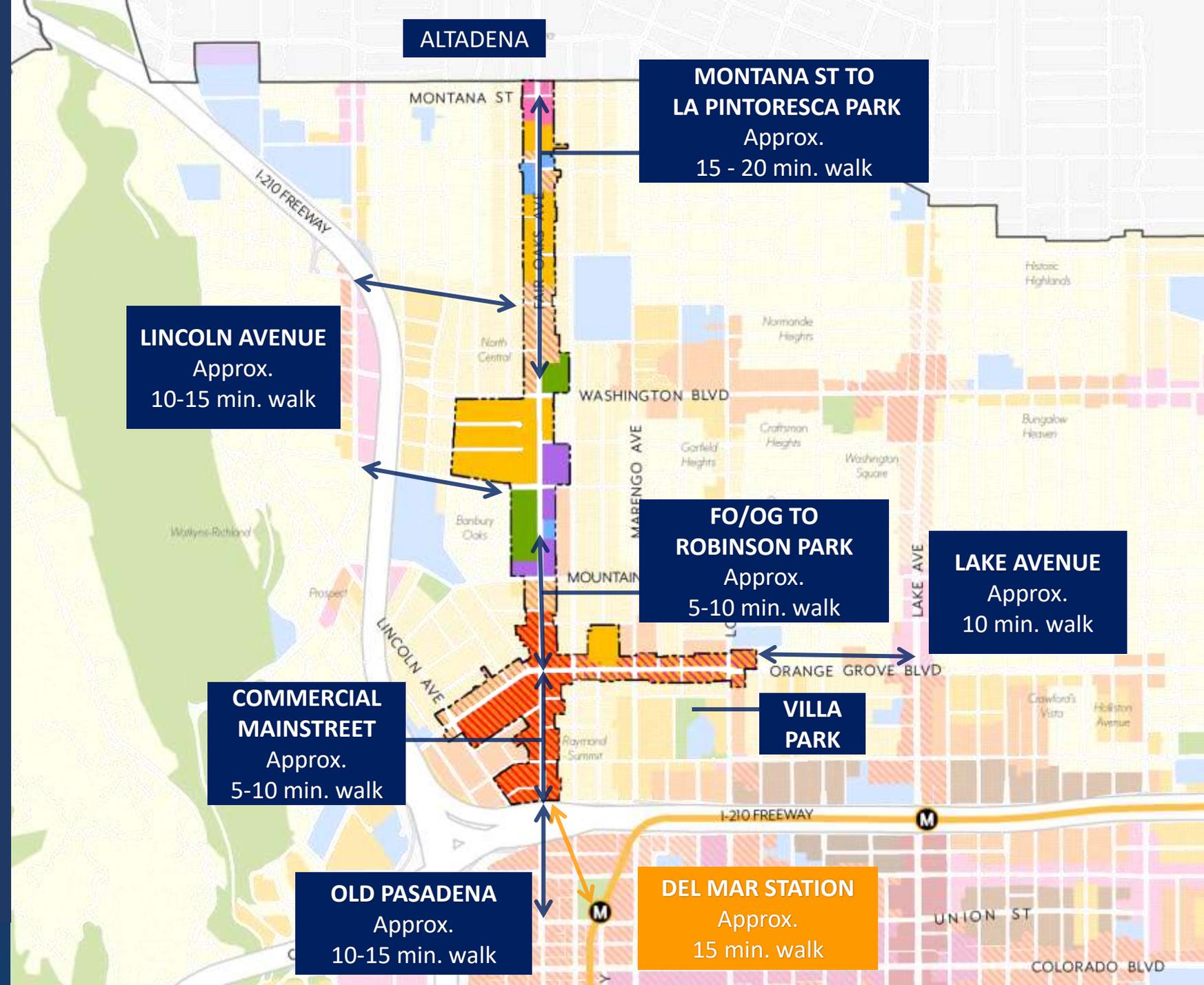
Enhance the pedestrian experience within the area



General Plan Land Use



Plan Area Context



OUTREACH OVERVIEW + DRAFT VISION



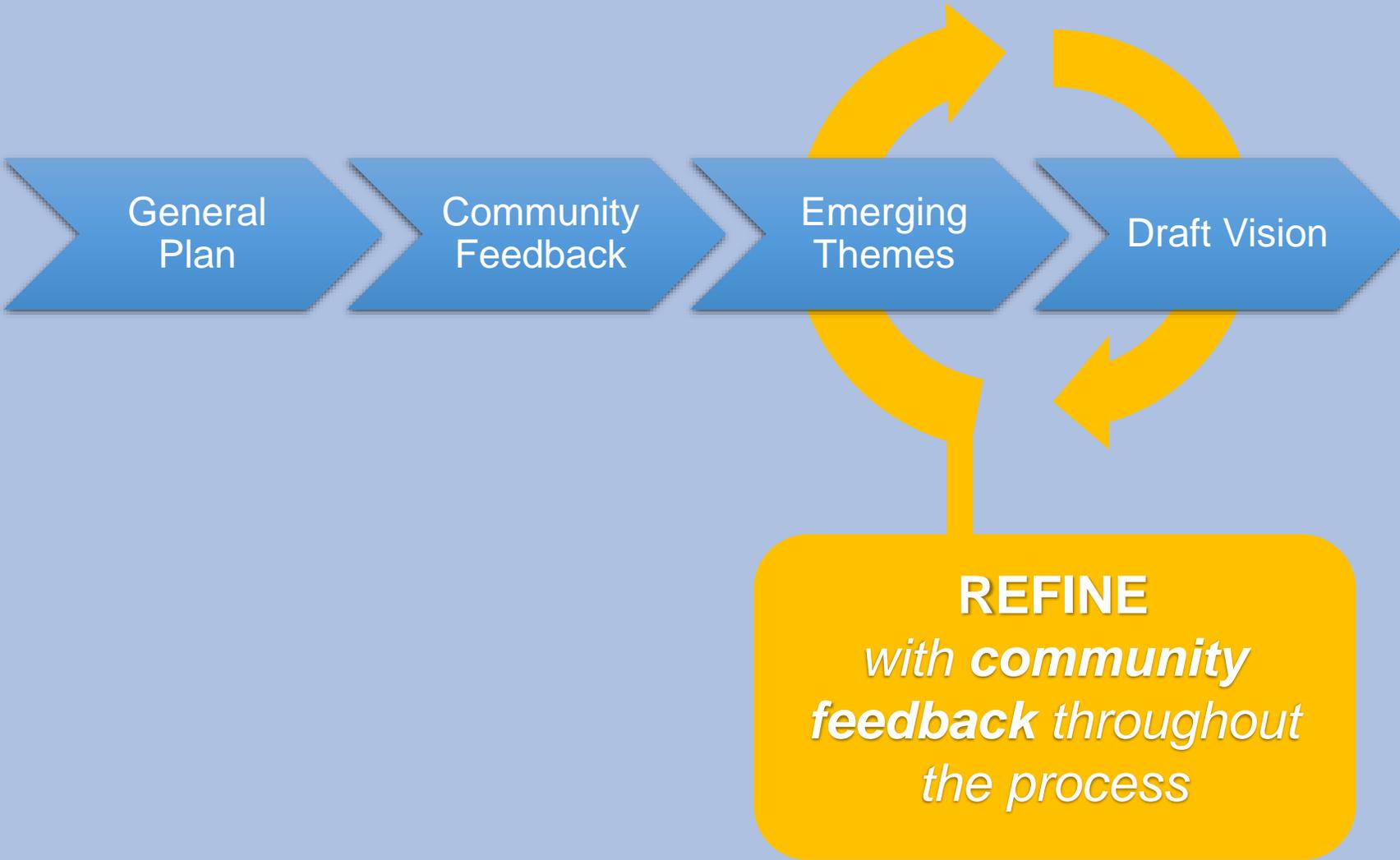
Outreach Snapshot

- 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



FAIR OAKS/ORANGE GROVE SPECIFIC PLAN DRAFT VISION AND EMERGING THEMES

The emerging themes for Fair Oaks/Orange Grove 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 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 commercial activity that offers a variety of goods and services along with housing options to foster a stronger sense of place.
- 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 adjacent to single-family residential neighborhoods.
- 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.

Questions to Consider

Does the draft vision reflect most of what you would like to see happen on Fair Oaks/Orange Grove?
What is missing?
Is there language you would change? What are your suggestions?

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**



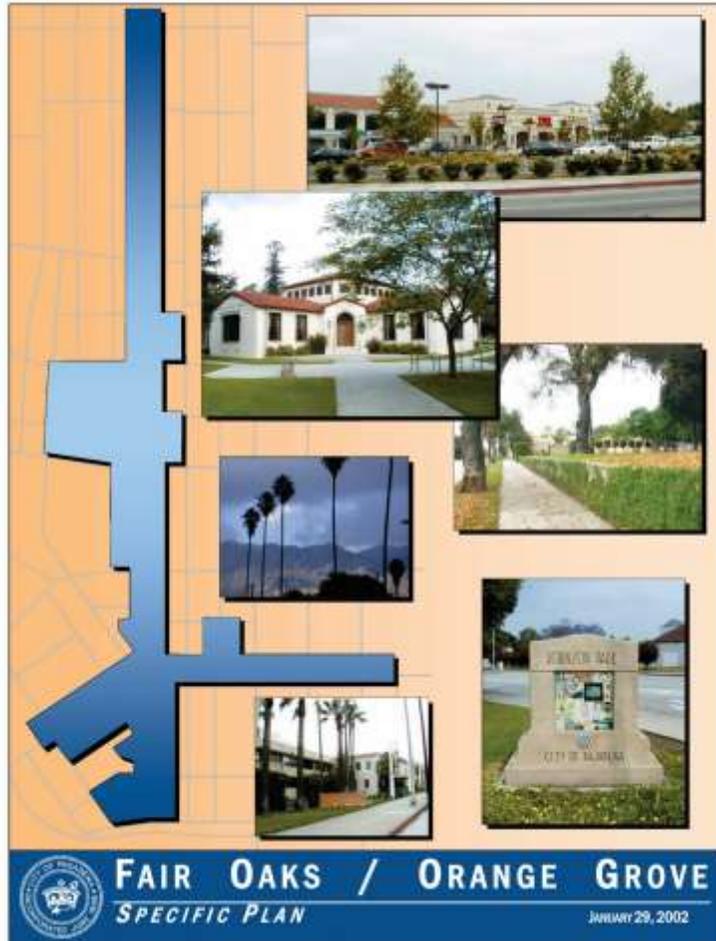
**Parking and
vehicular access**



Existing Specific Plan

What does the Specific Plan regulate today?

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

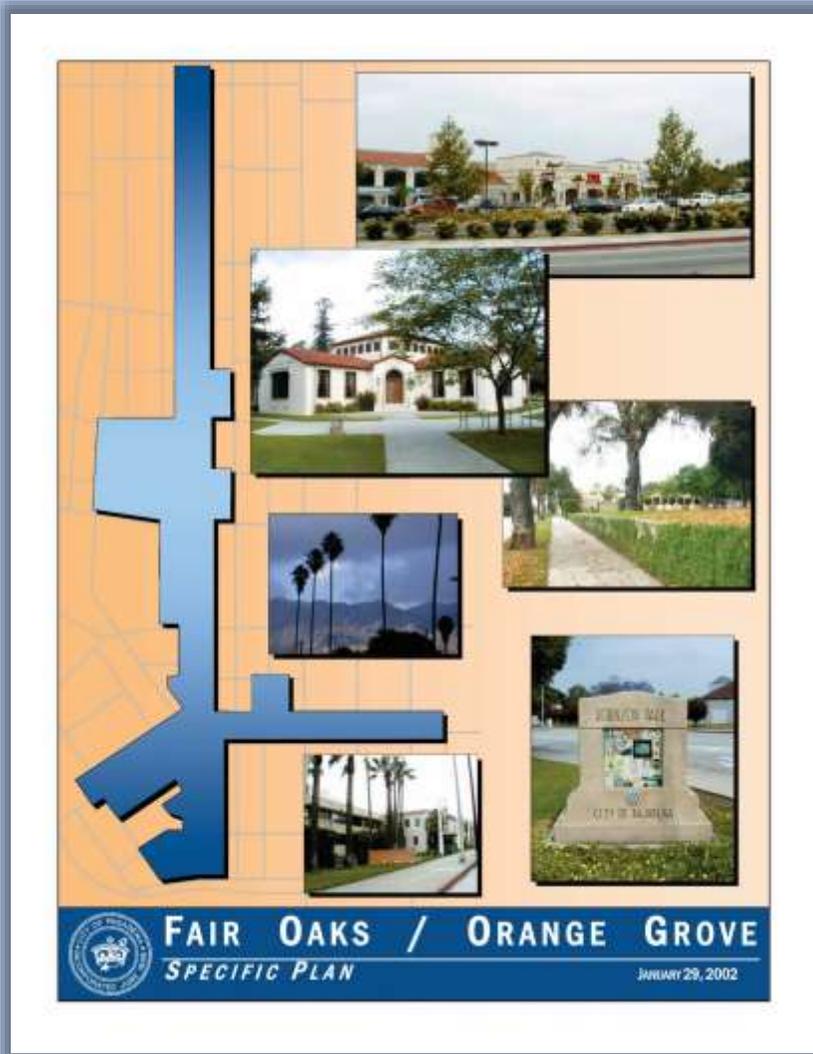


Existing Specific Plan

What does the Specific Plan regulate today?

- Land Use
- Height
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- Housing density
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- Building Entries

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



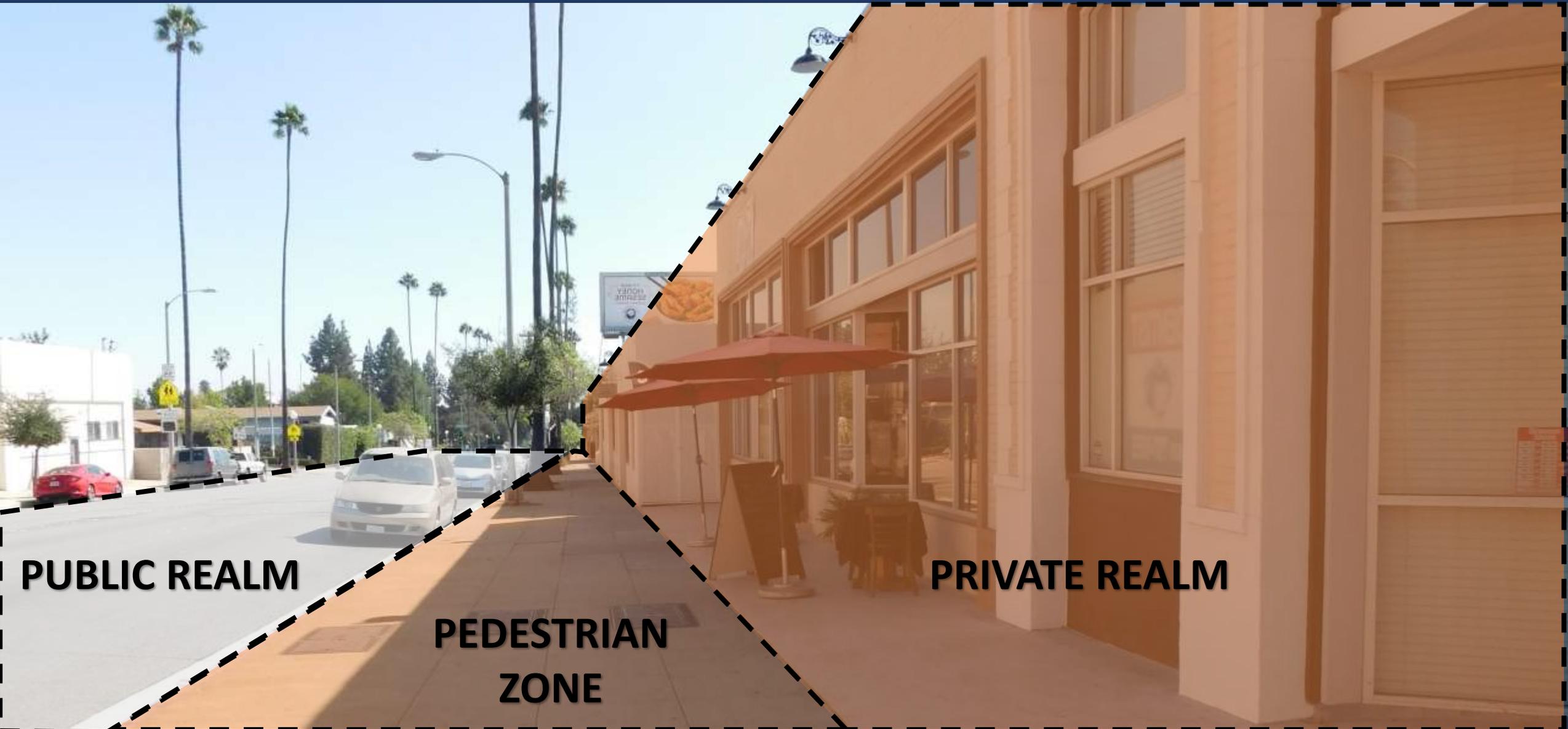
Specific Plan Update Program

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**

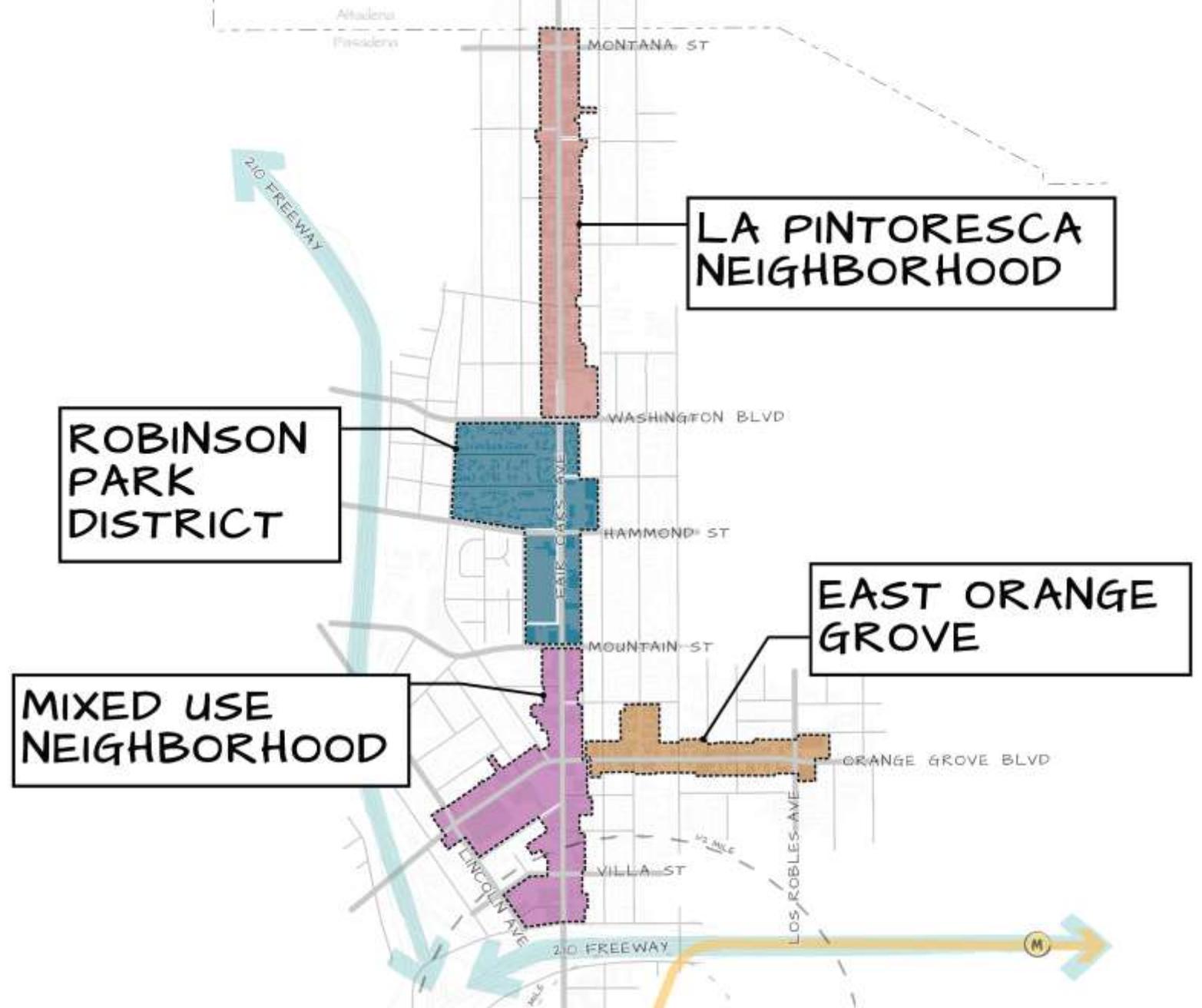
PRIVATE REALM

PRELIMINARY CONCEPT



PRELIMINARY CONCEPT

Four Conceptual Planning Areas



La Pintoresca Neighborhood



La Pintoresca Neighborhood

Key opportunities:

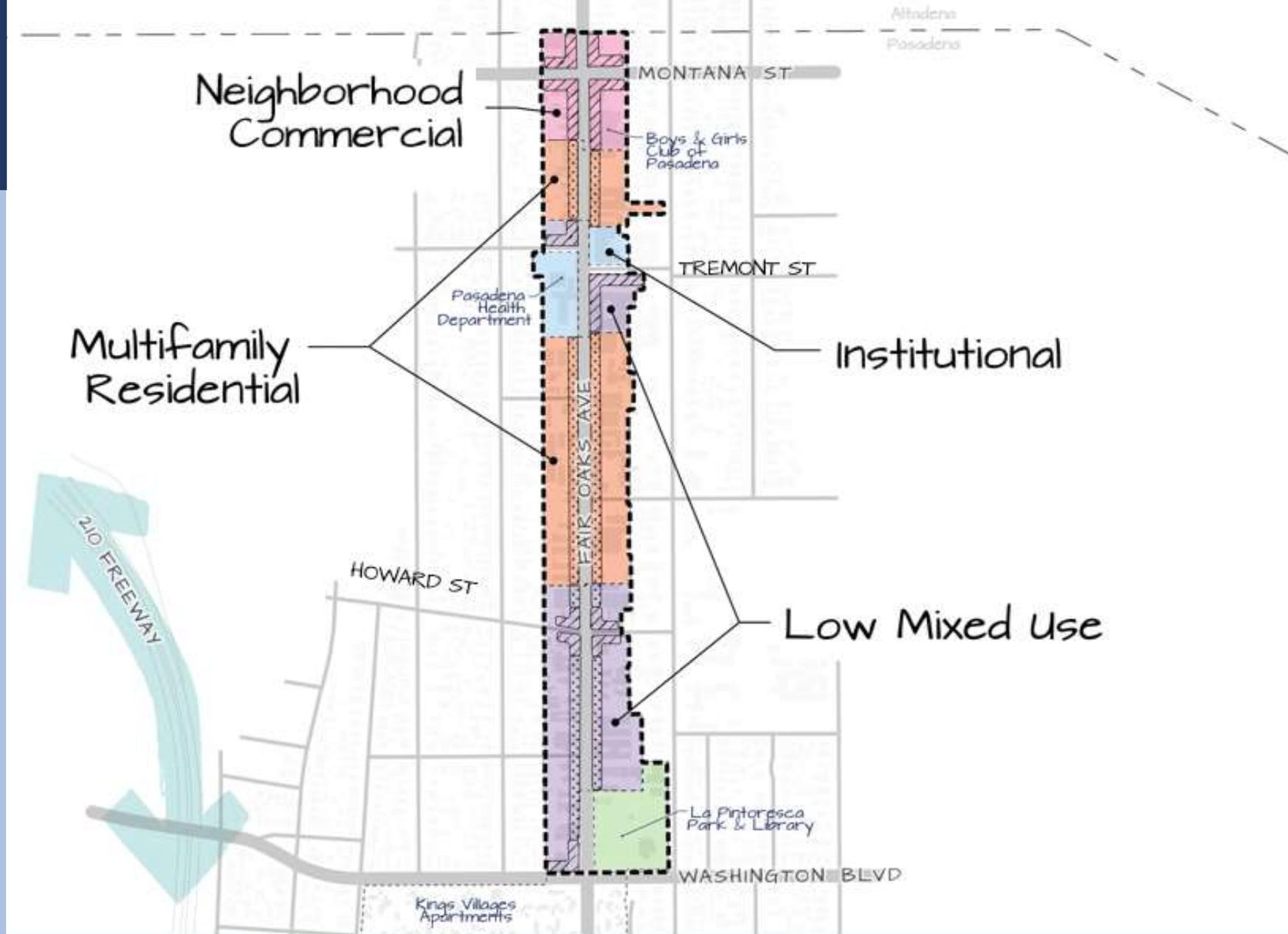
- Maintain scale and primarily residential character with commercial and supportive services
- Encourage uses that serve the surrounding residents
- Concentrate commercial uses at key intersections
- Improve the pedestrian environment



La Pintoresca Neighborhood

Concept plan:

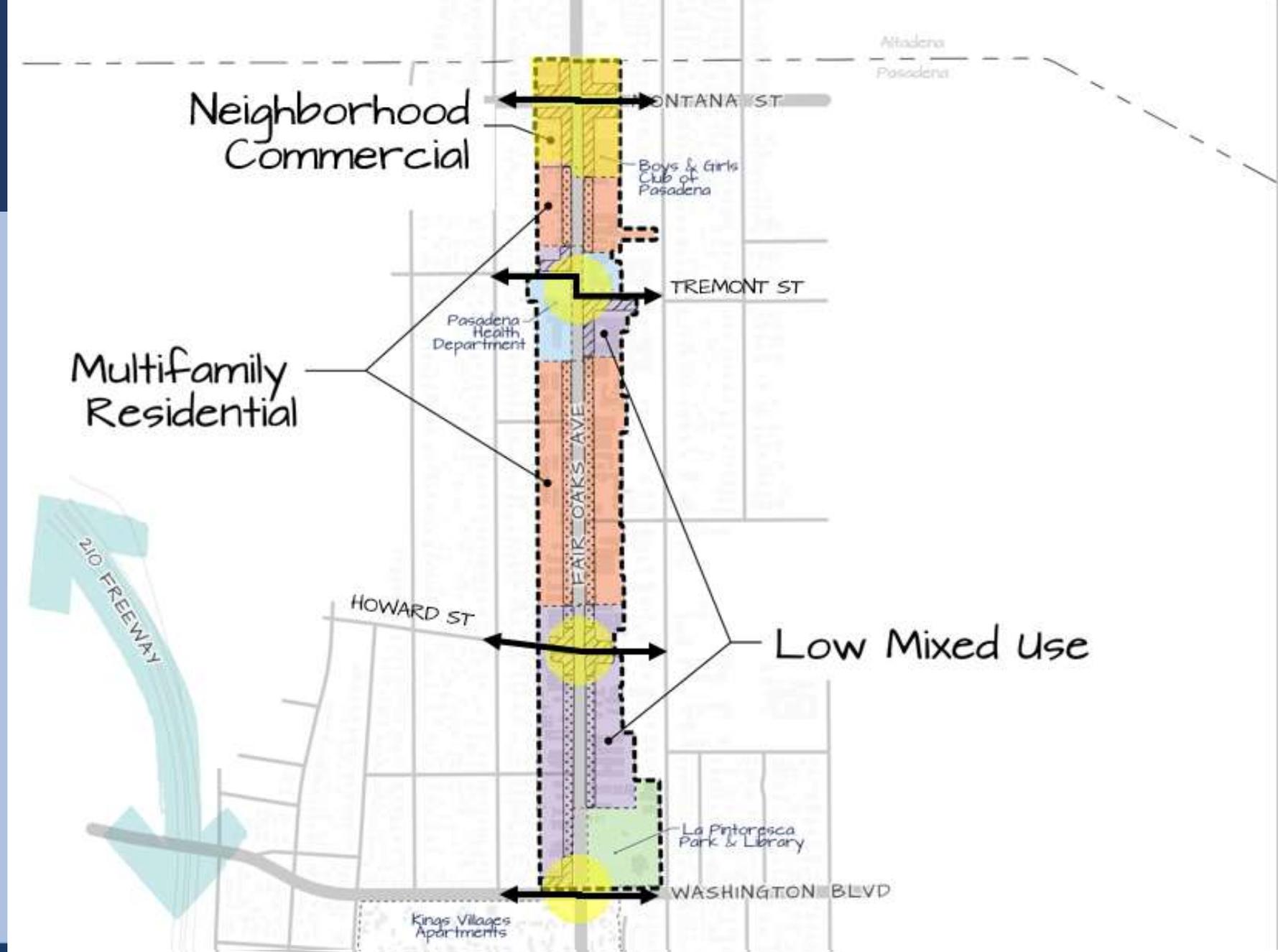
- Development that maintains the area's residential character
- Multi-family at 16 DU/acre
- Low Mixed Use at 32 DU/acre
- Allow up to 3 stories



La Pintoresca Neighborhood

Concept plan:

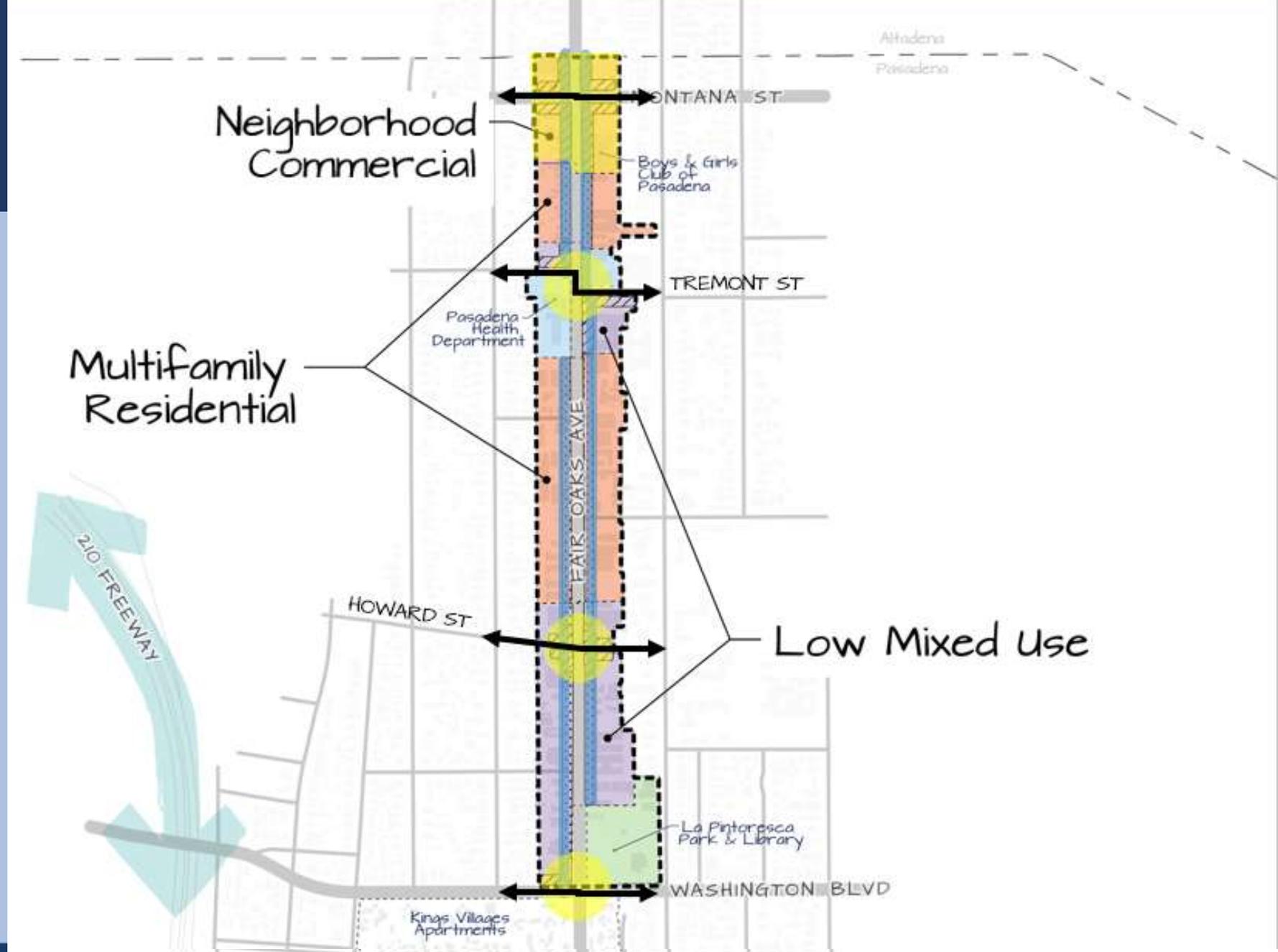
- Development that maintains the area's residential character
 - Multi-family at 16 DU/acre
 - Low Mixed Use at 32 DU/acre
- Allow up to 3 stories
- Encourage neighborhood serving uses at Fair Oaks & Montana and at key intersections



La Pintoresca Neighborhood

Concept plan:

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



Robinson Park District

Key Opportunities:

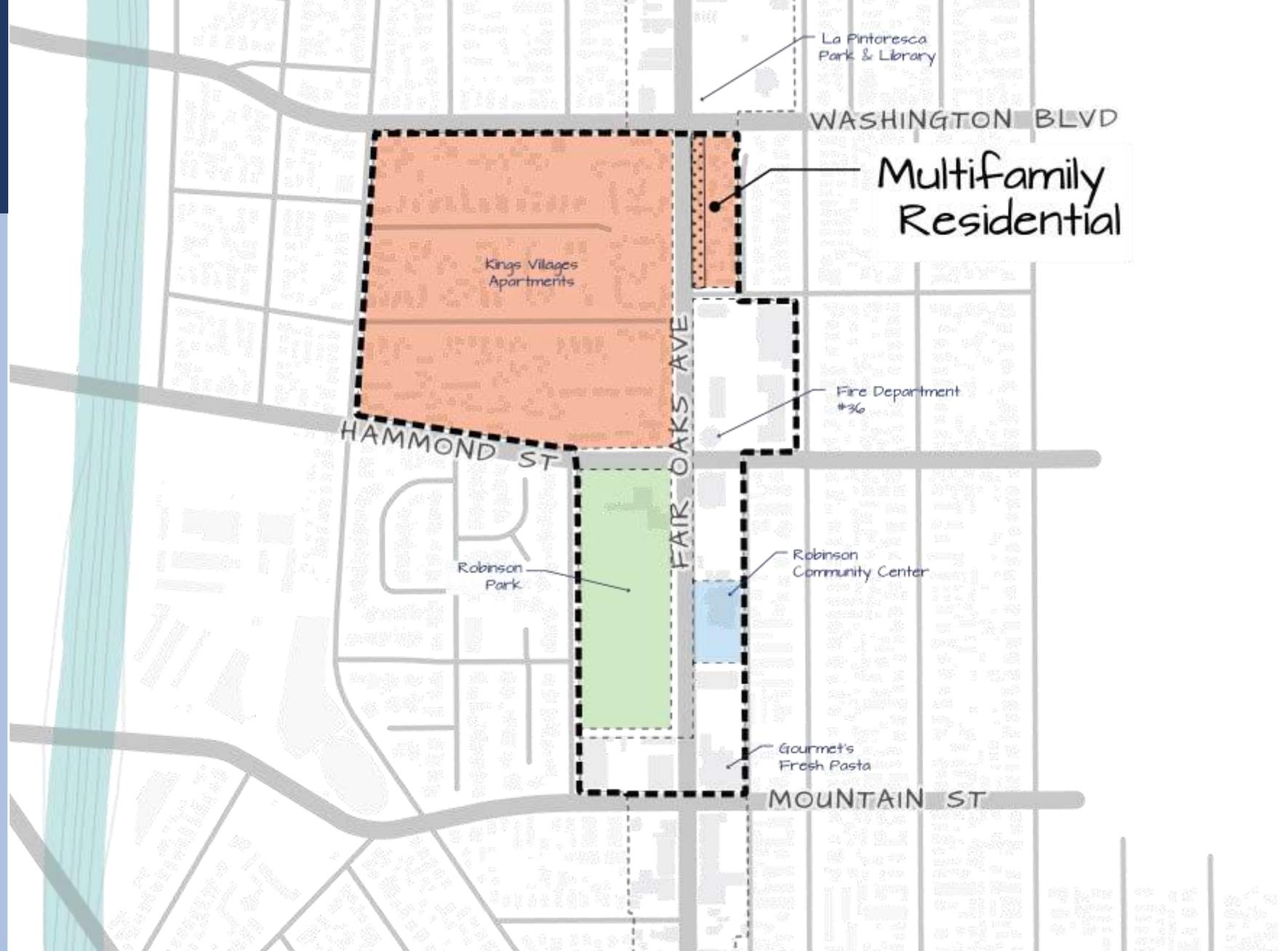
- Leverage Robinson Park and the Community Center as a resource
- Enhance the area as a recreational hub with light industrial and creative offices
- Preserve and enhance existing job-generating uses in the area
- Support new and repurposed office and industrial buildings



Robinson Park District

Concept Plan:

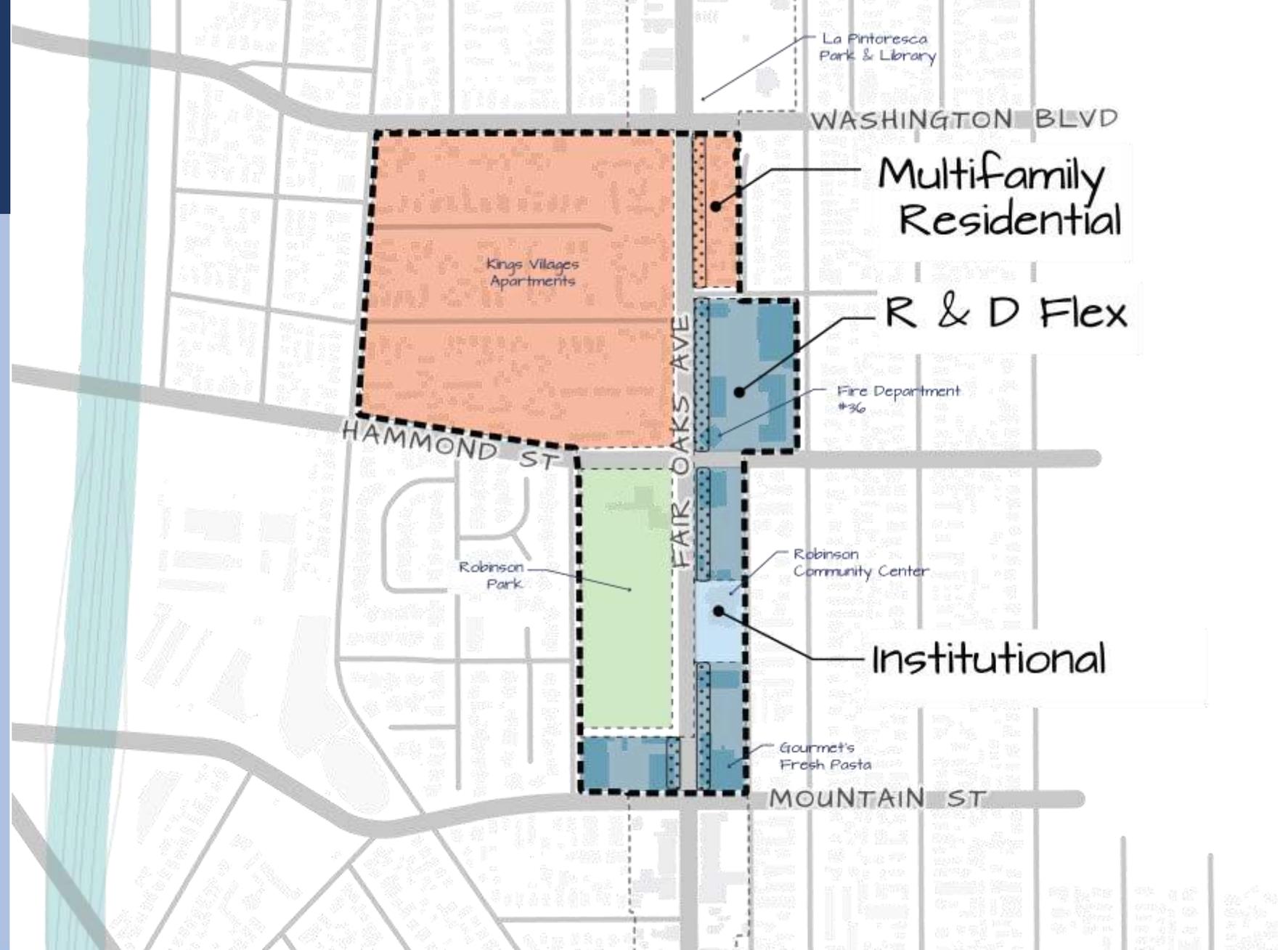
- Maintain medium-scale housing



Robinson Park District

Concept Plan:

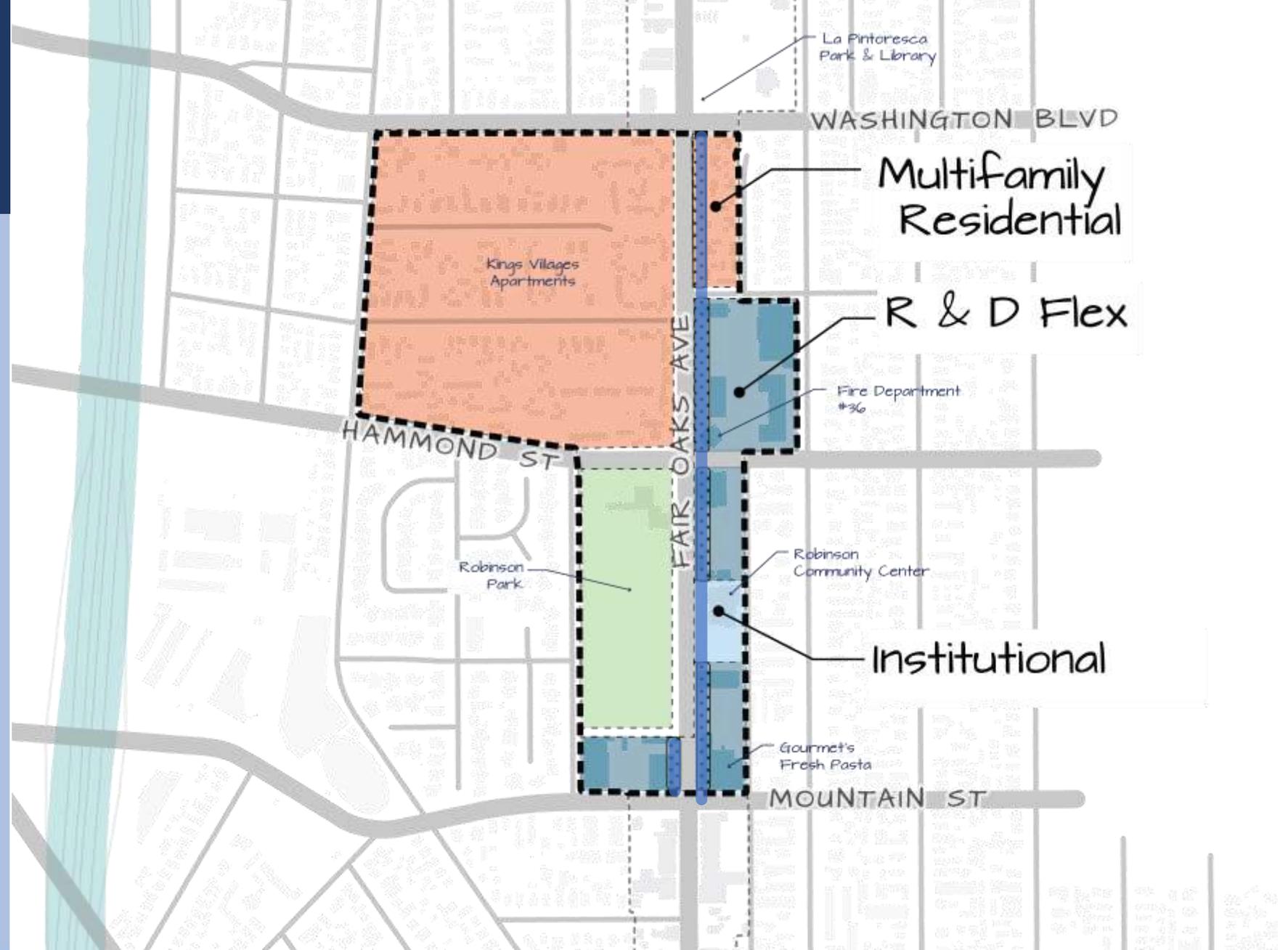
- Maintain medium-scale housing
- Allow up to 3 stories
- Emphasis on recreational activities, light industrial uses, and creative offices



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:

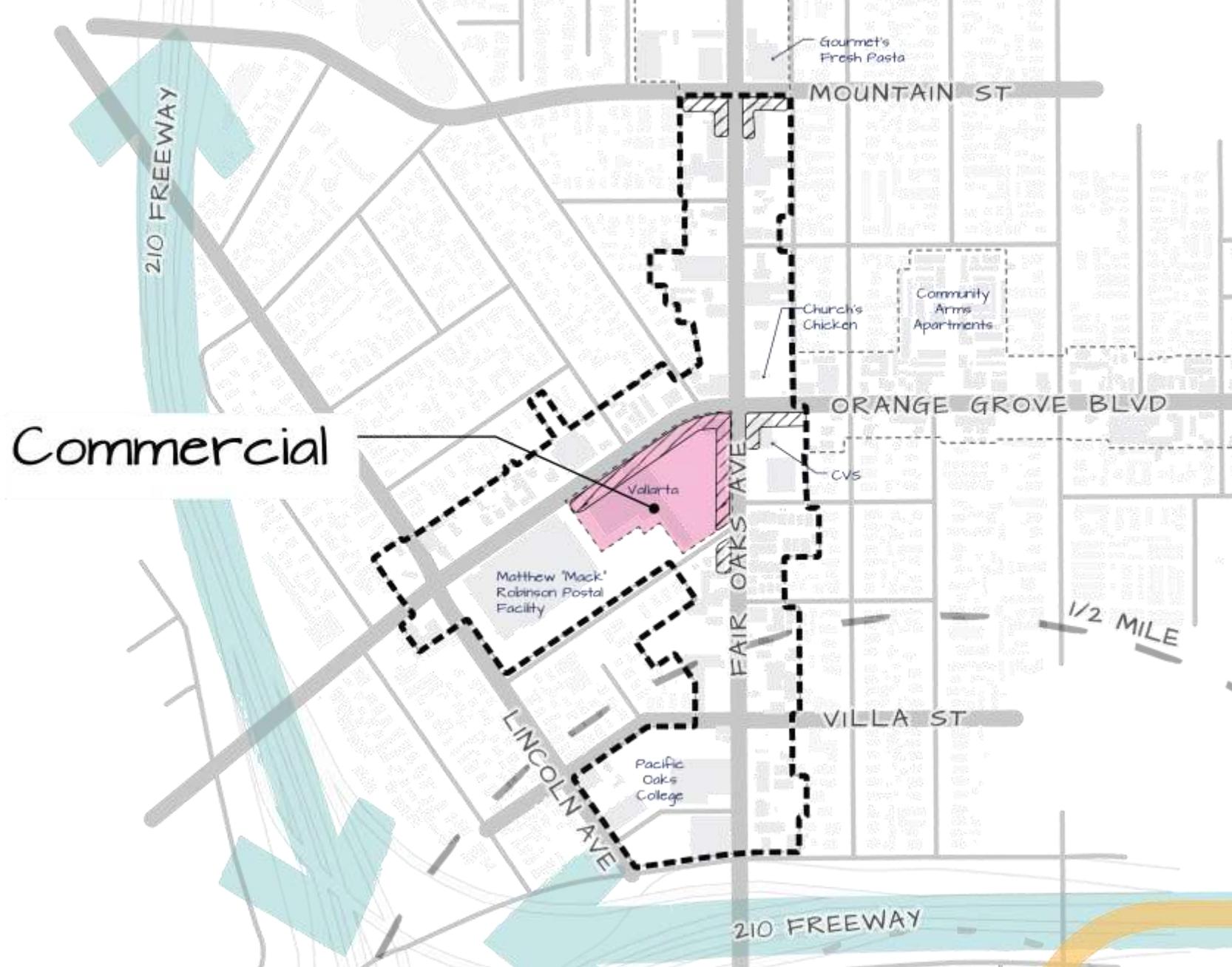
- Reinforce the intersection at Fair Oaks and Orange Grove as a focal point of commercial activity
- Provide opportunities for commercial and housing at different scales
- Foster a stronger sense of place and a more pleasant walking environment
- Improve connections to Old Pasadena and Memorial Park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



Mixed Use Neighborhood

Concept Plan:

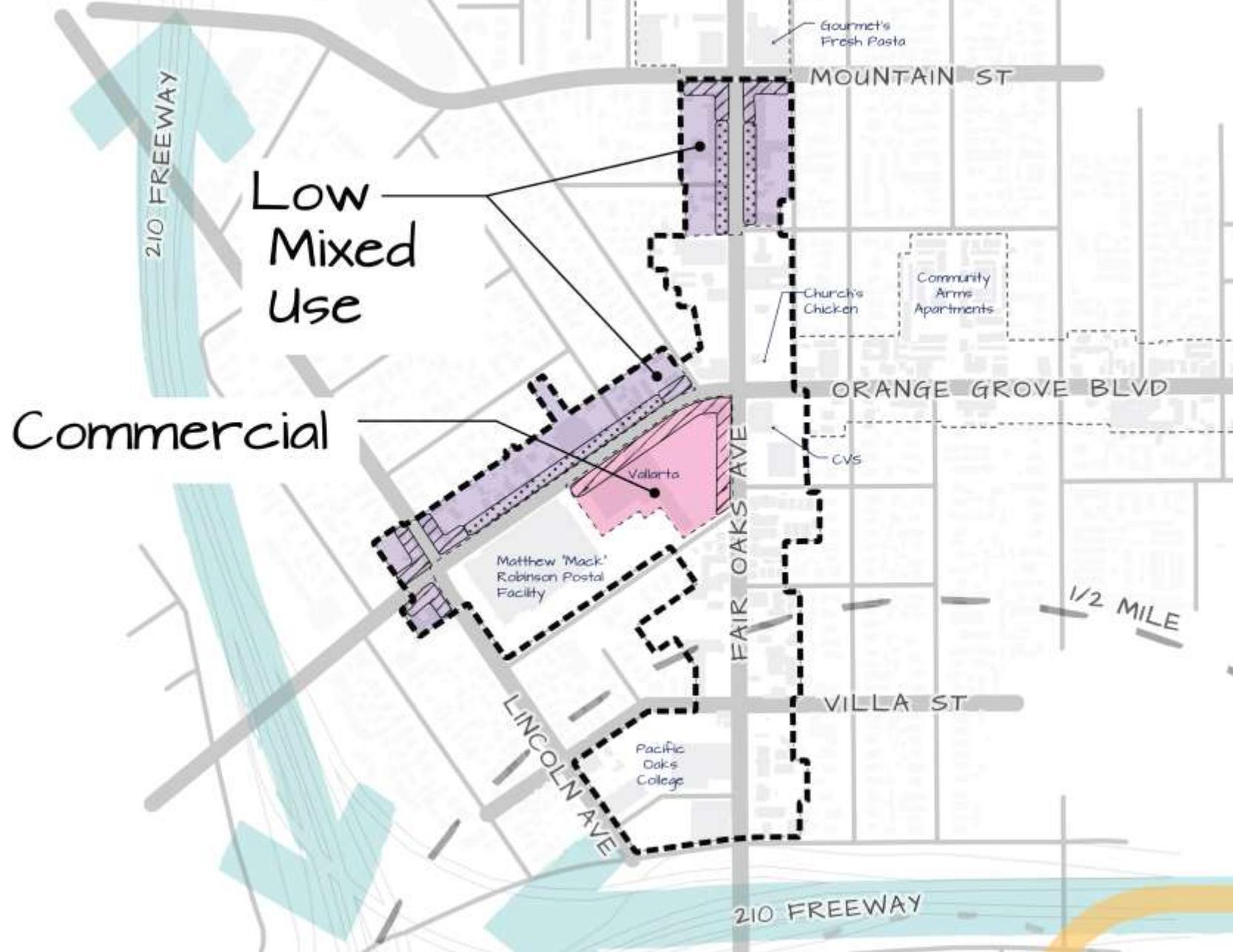
- Maintain shopping center as commercial only, up to 3 stories



Mixed Use Neighborhood

Concept Plan:

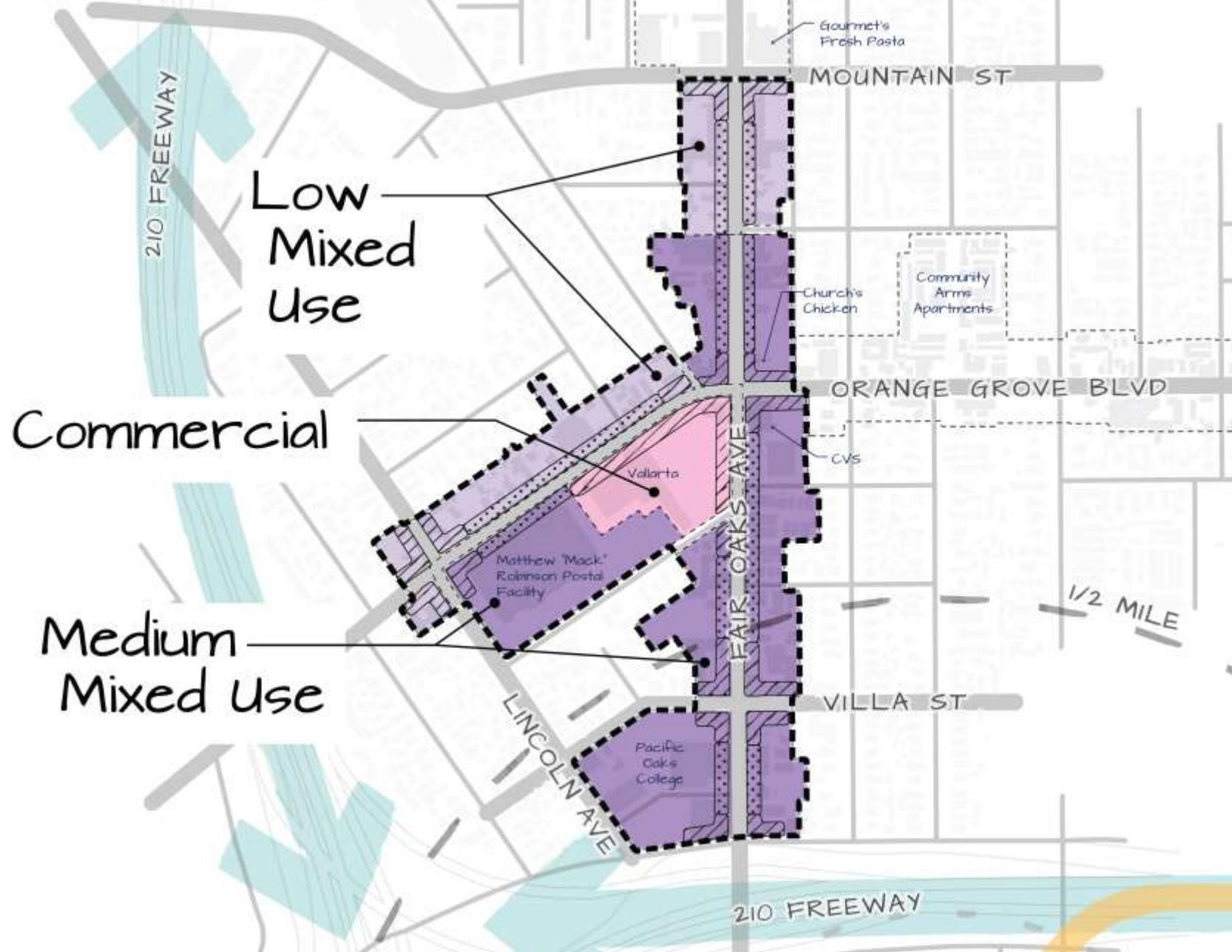
- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing



Mixed Use Neighborhood

Concept Plan:

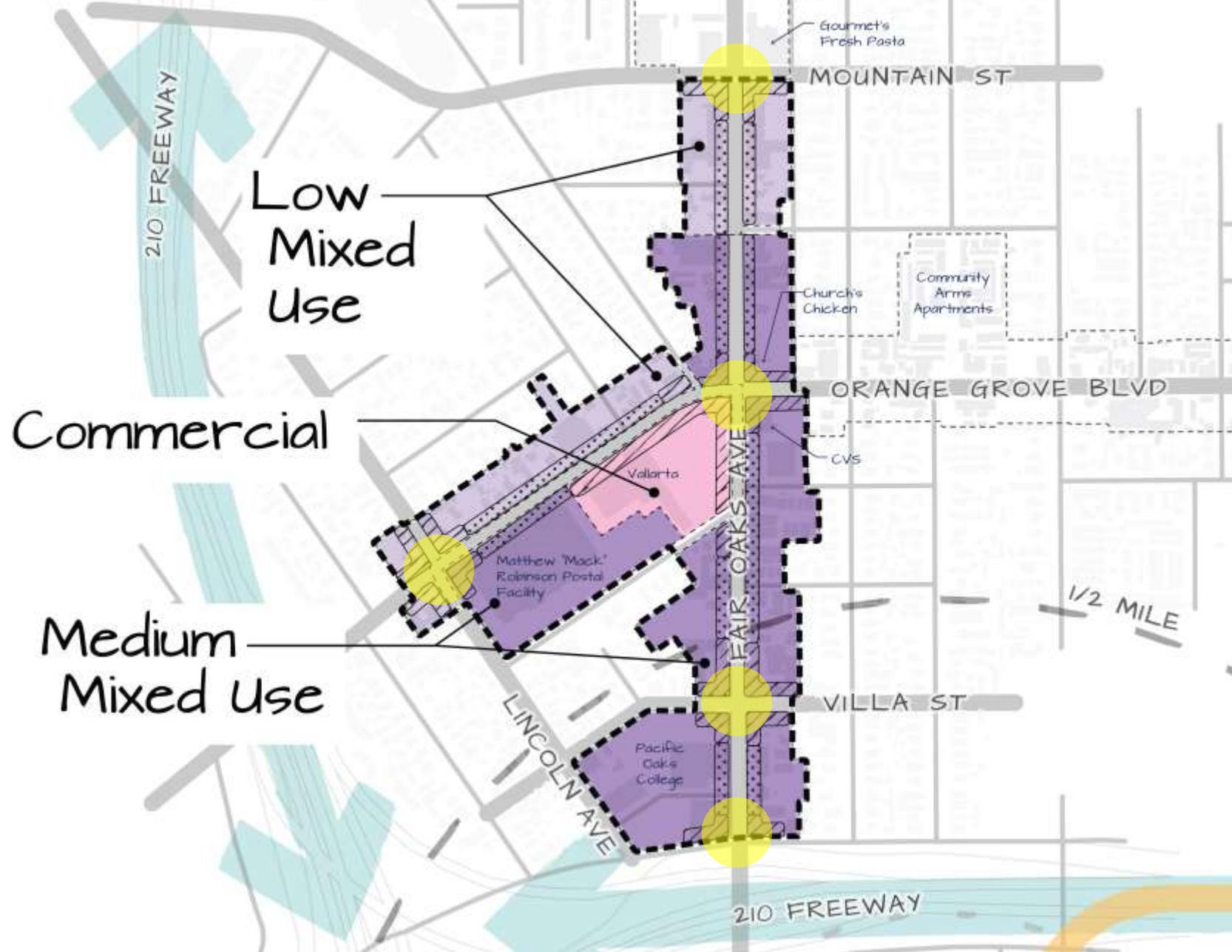
- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing
- Allow up to 5 stories at 65-87 du/acre in areas closer to intersection and freeway



Mixed Use Neighborhood

Concept Plan:

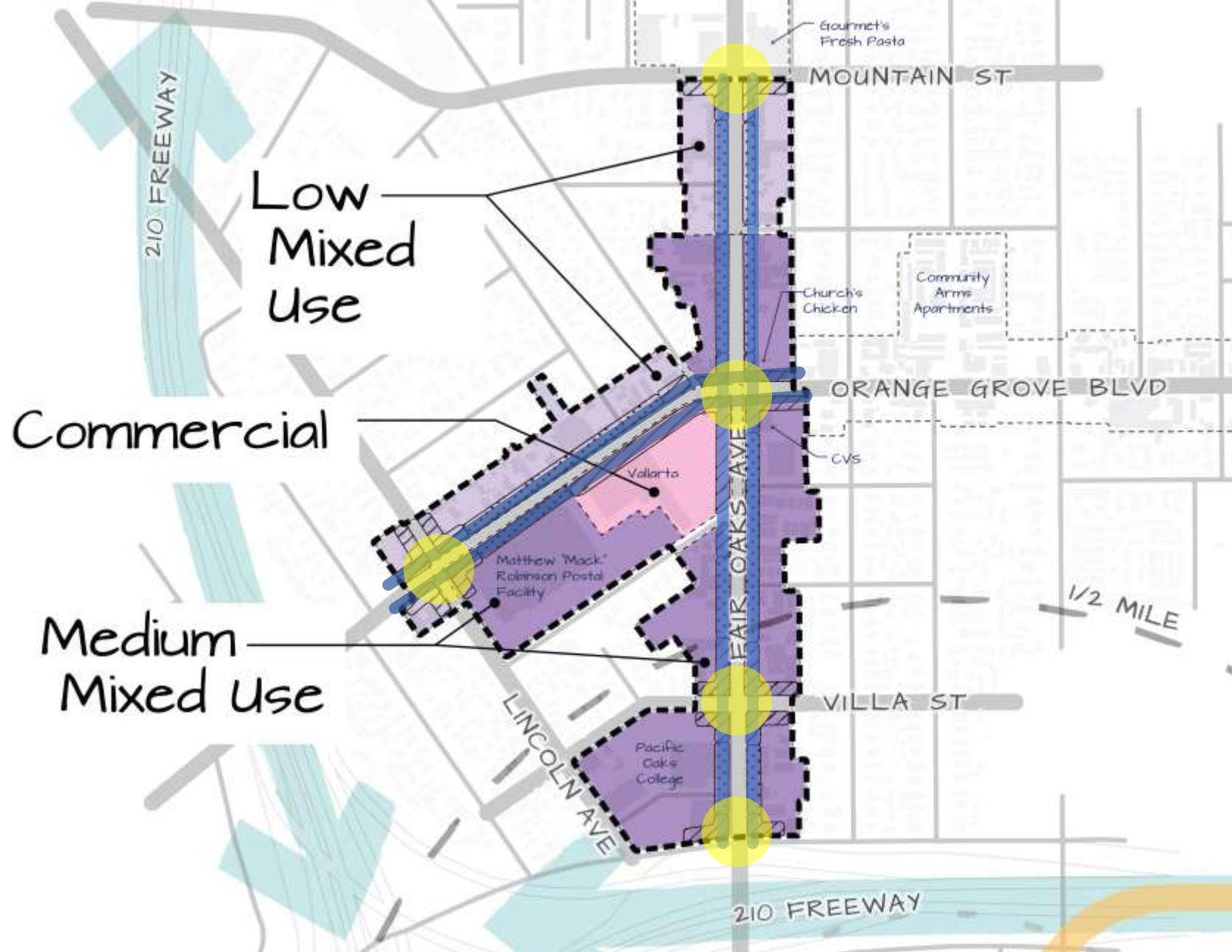
- Maintain shopping center as commercial only, up to 3 stories
- Allow up to 3 stories at 32 du/acre in areas adjacent to medium scale housing
- Allow up to 5 stories at 87 du/acre in areas closer to intersection and freeway
- Require ground floor commercial at key intersections



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:

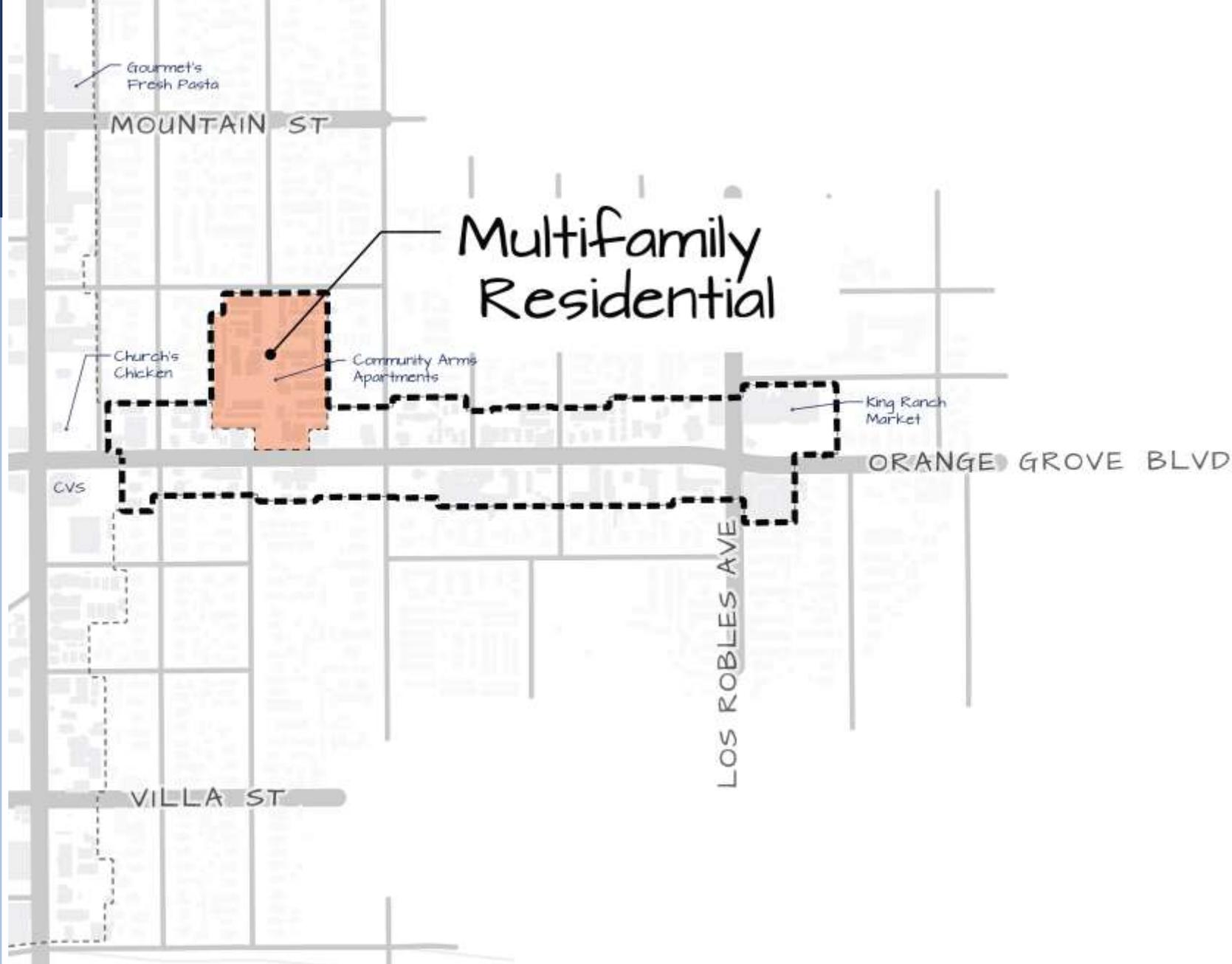
- Provide more opportunities for housing , including affordable housing
- Encourage commercial uses that continue to serve local residents
- Promote design standards/ guidelines that builds on existing identity
- Create a more pleasant pedestrian environment



East Orange Grove

Concept Plan:

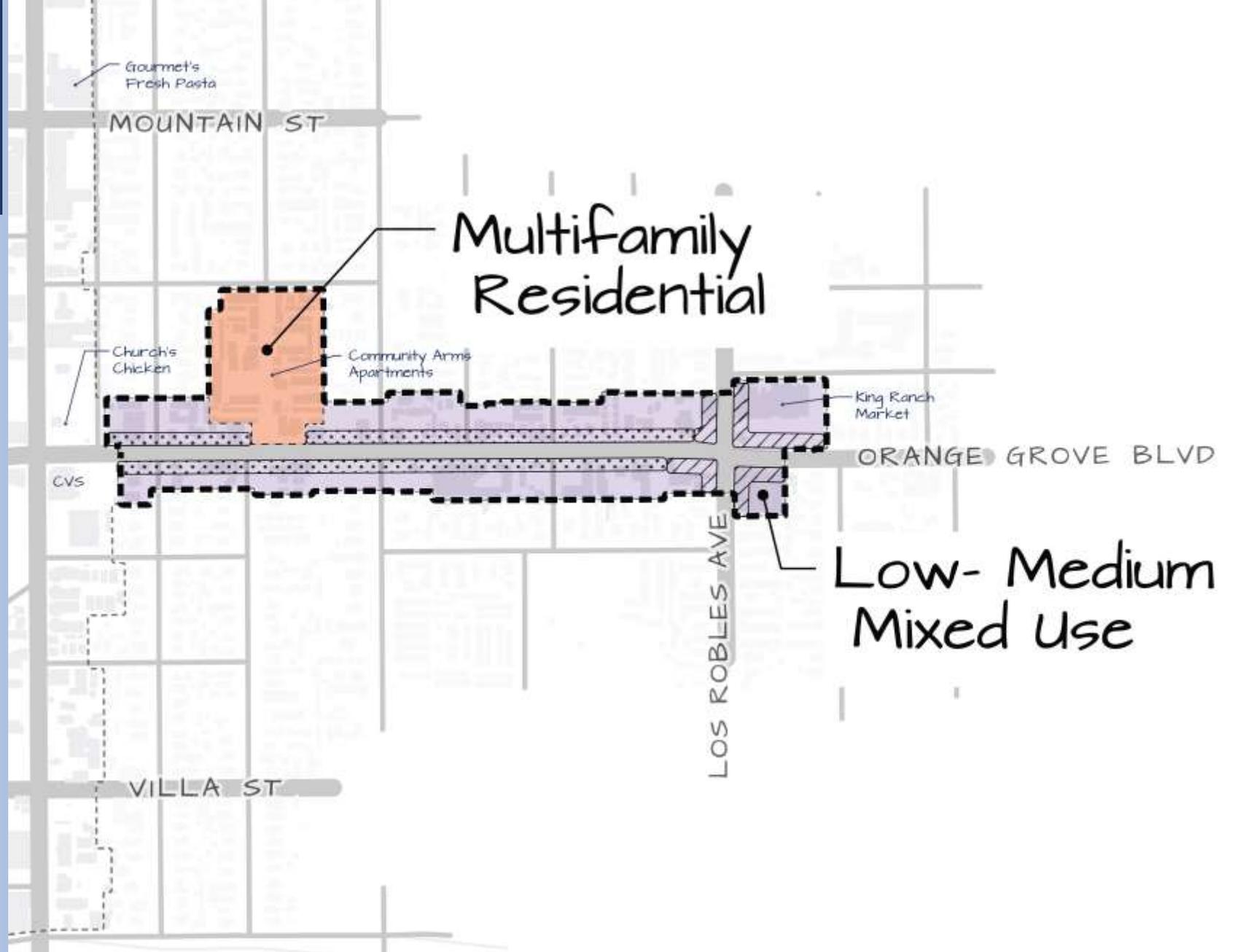
- Maintain medium-scale housing



East Orange Grove

Concept Plan:

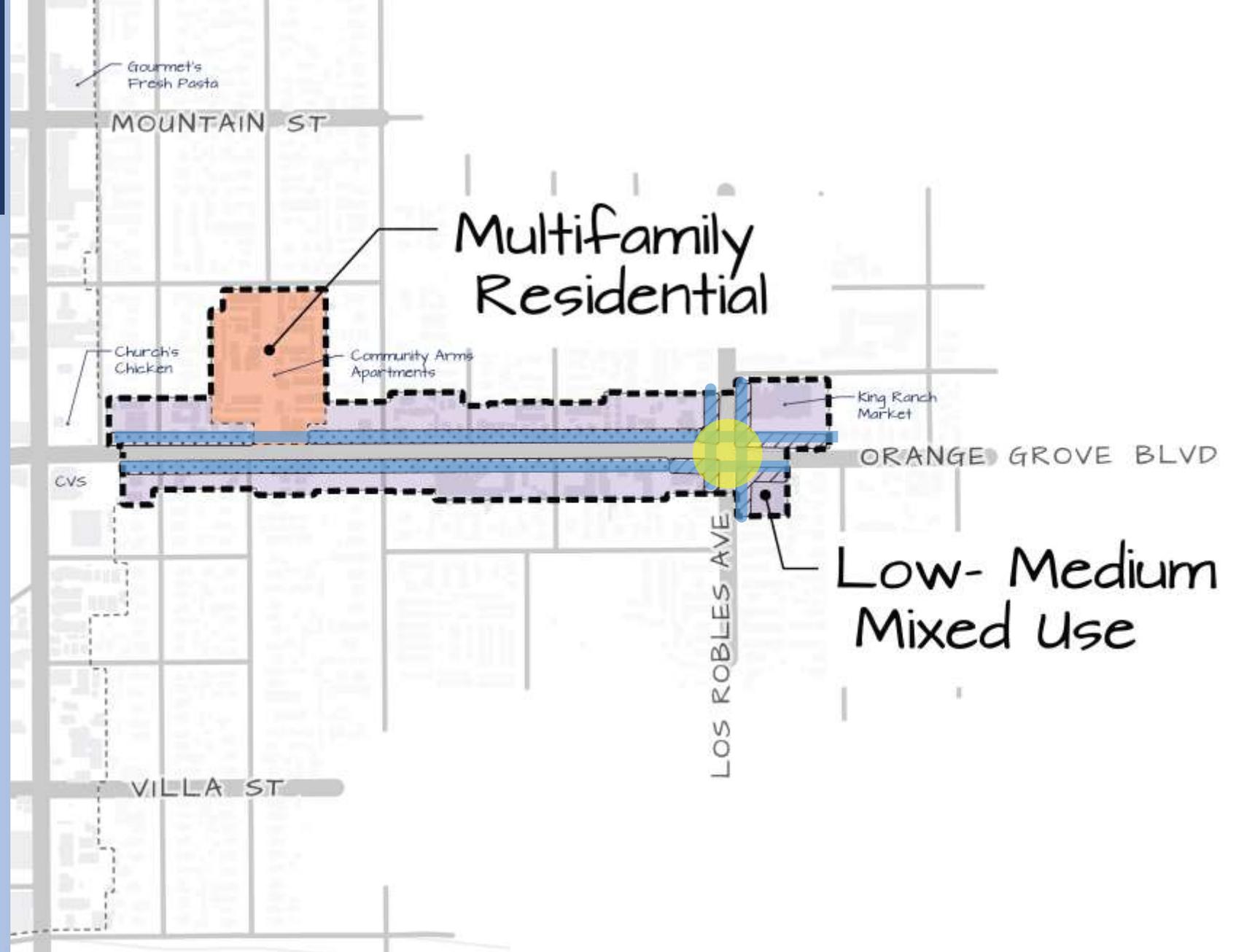
- Maintain medium-scale housing
- Maintain mix of residential and commercial uses
- Allow up to 4 stories, at 48 du/acre for new residential and/or mixed use development



East Orange Grove

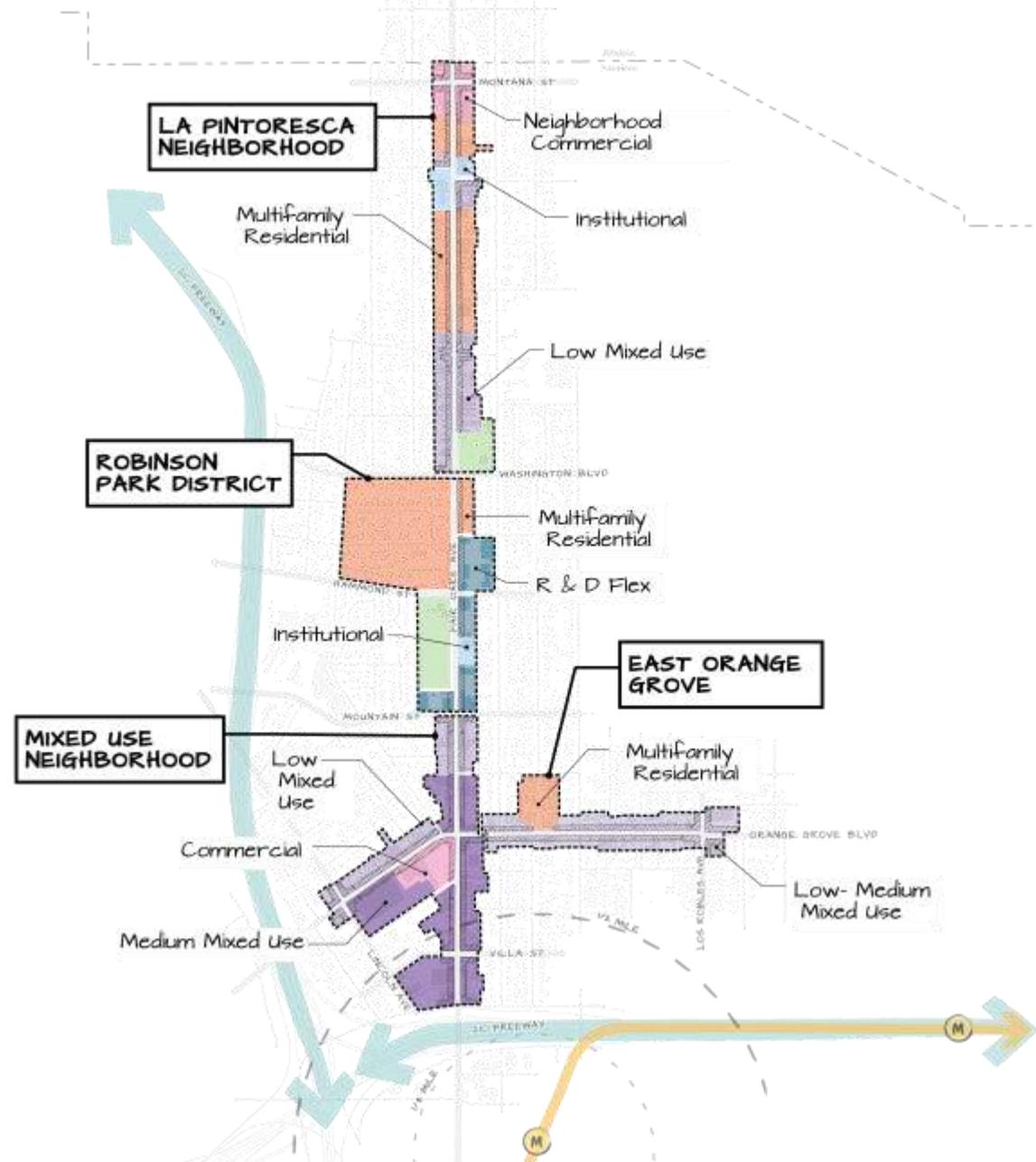
Concept Plan:

- 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



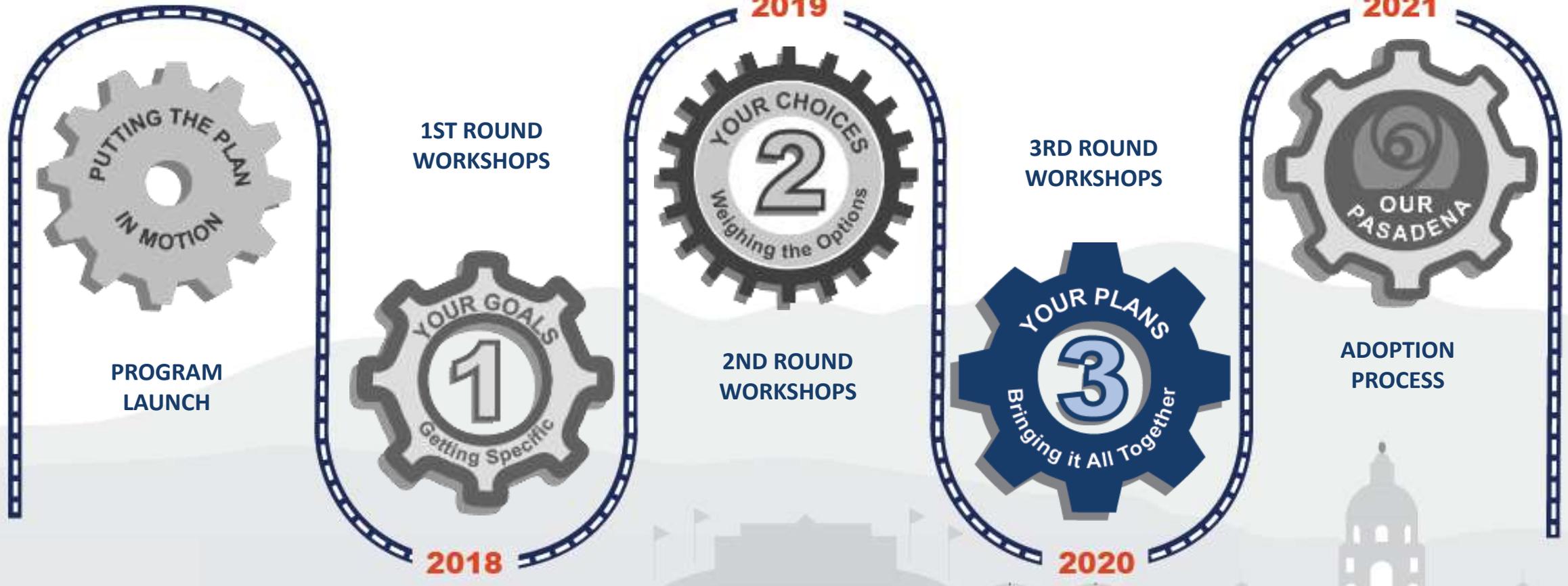
NEXT STEPS

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



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

