

LAMANDA PARK

SPECIFIC PLAN AREA

July 18, 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

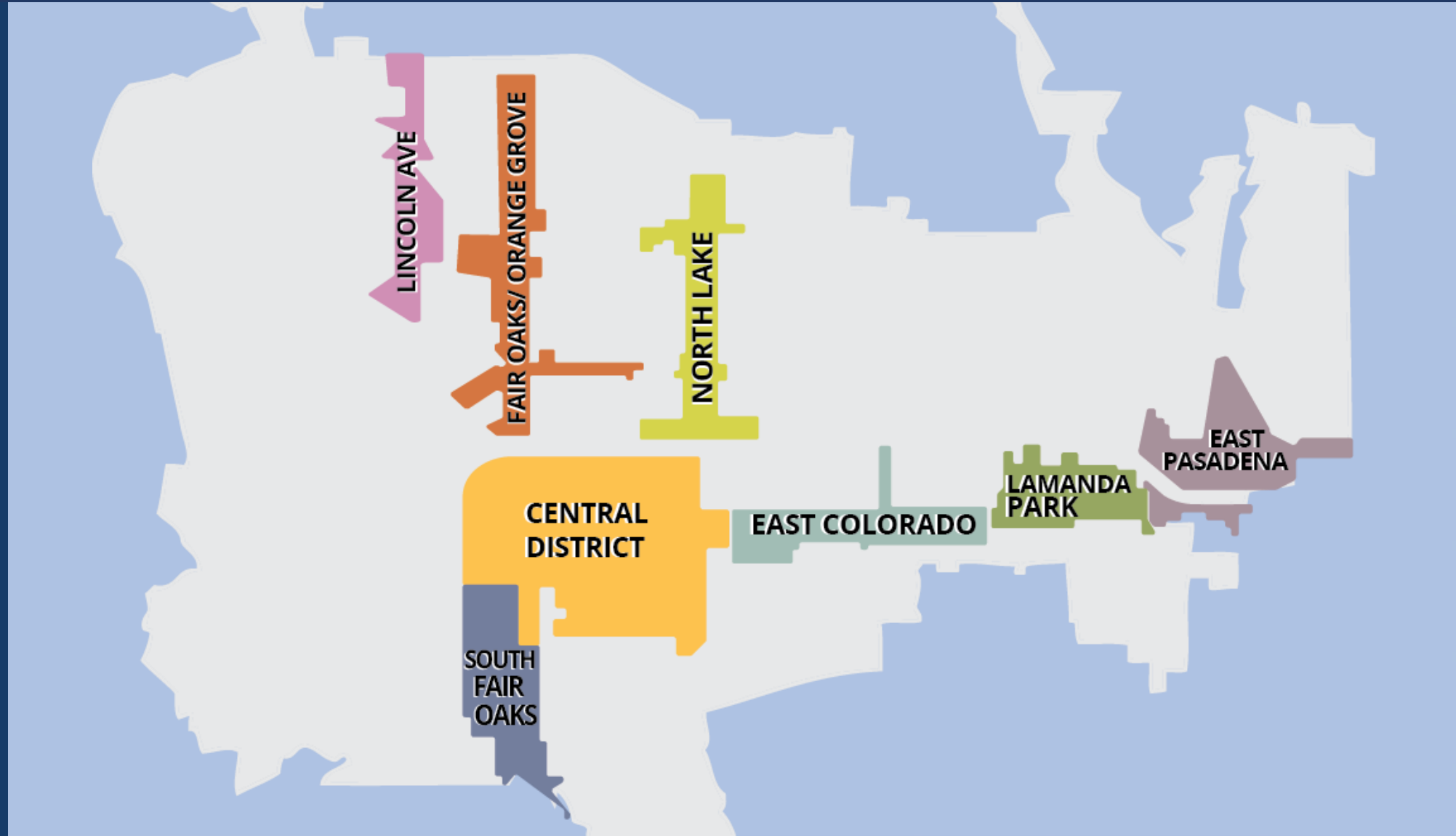
About the Program



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.

Program Focus

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

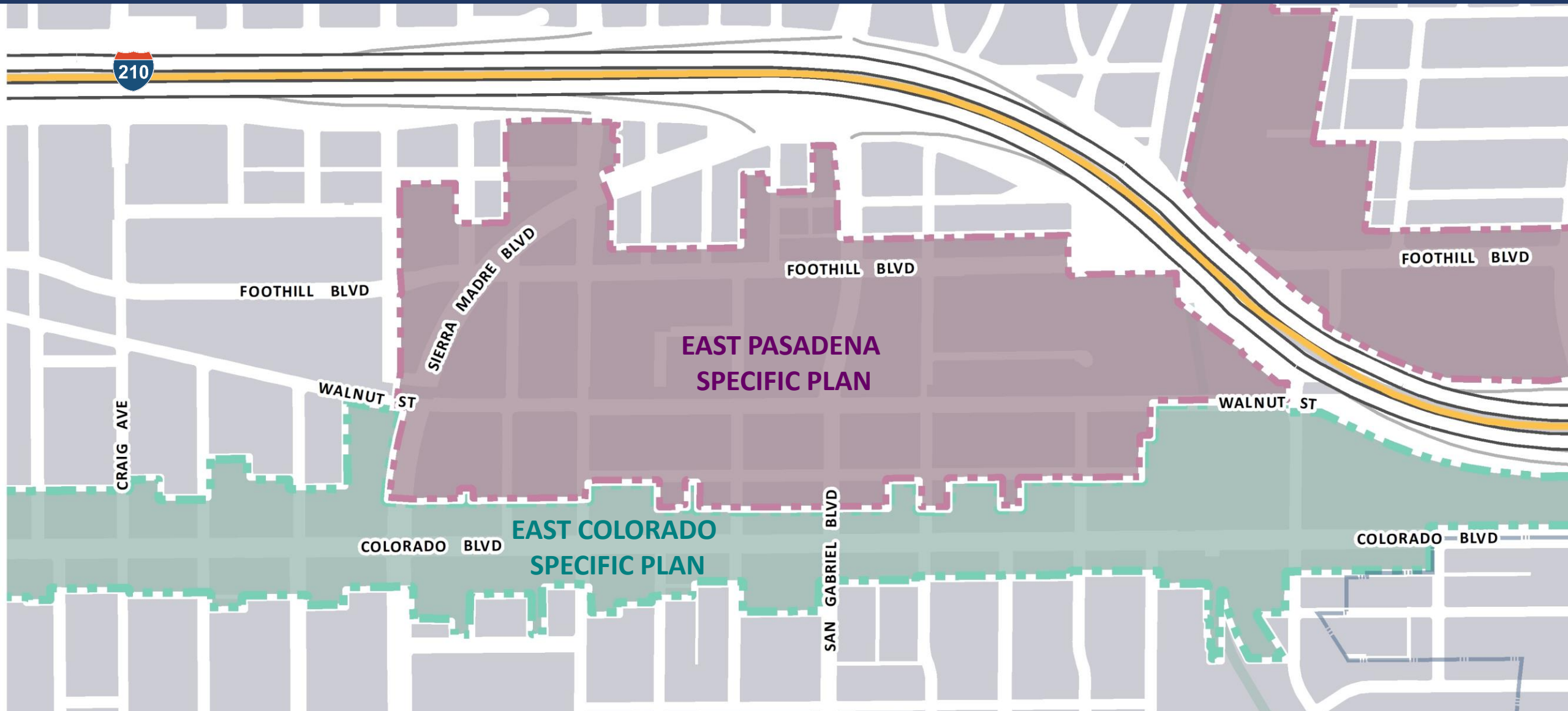


LAMANDA PARK

General Vision



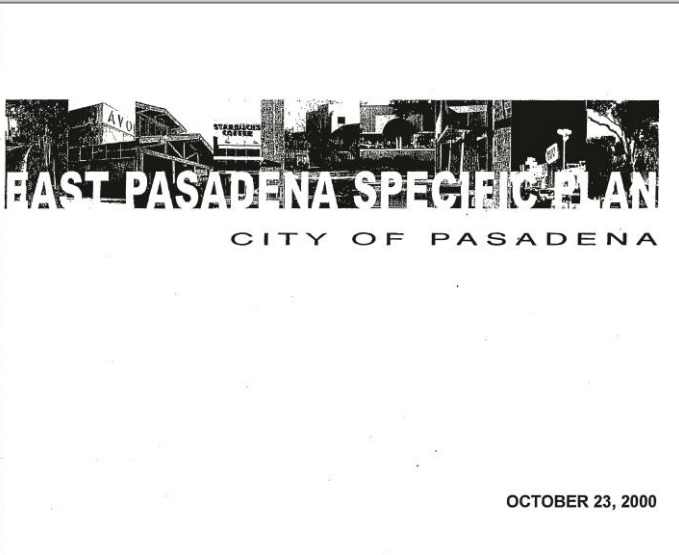
Lamanda Park Context



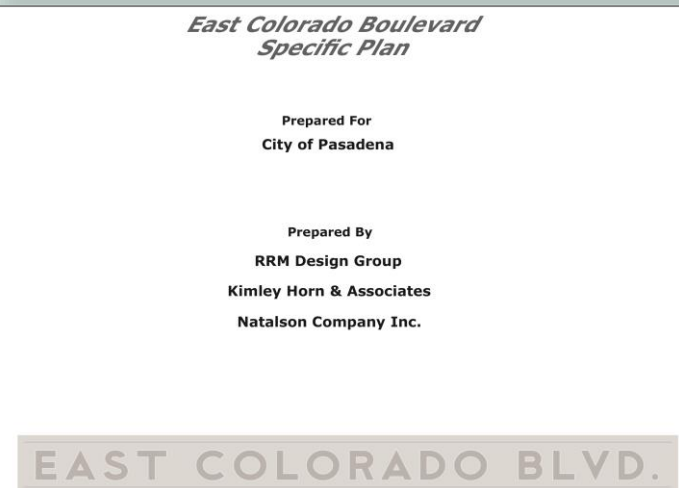
Lamanda Park Context



Existing Goals for the Plan Area



- Encourage the area's continued use as an industrial district:
 - Support and protect industrial uses
 - Provide opportunities for new start-ups and expansion of R&D businesses
 - Allow some new construction and/or conversion of buildings for work/live units
 - Create development standards for auto repair shops, including landscaping
- Improve the Walnut Street streetscape
- Consider parking management strategies in the area



- Develop a human-scaled neighborhood node at the intersection of Sierra Madre Boulevard and Colorado Boulevard.
- Encourage mixed use and multifamily development along Colorado Boulevard.
- Consider parking management and open space opportunities in the area.

General Plan Vision for Lamanda Park

INCUBATE EMPLOYMENT OPPORTUNITIES

Preserve existing industrial land for incubation of light industrial, creative industries, and research and development type uses.



MIXED-USE NEIGHBORHOOD

Support a mixed-use, pedestrian-friendly area centered around the intersection of Colorado Boulevard and Sierra Madre Boulevard.

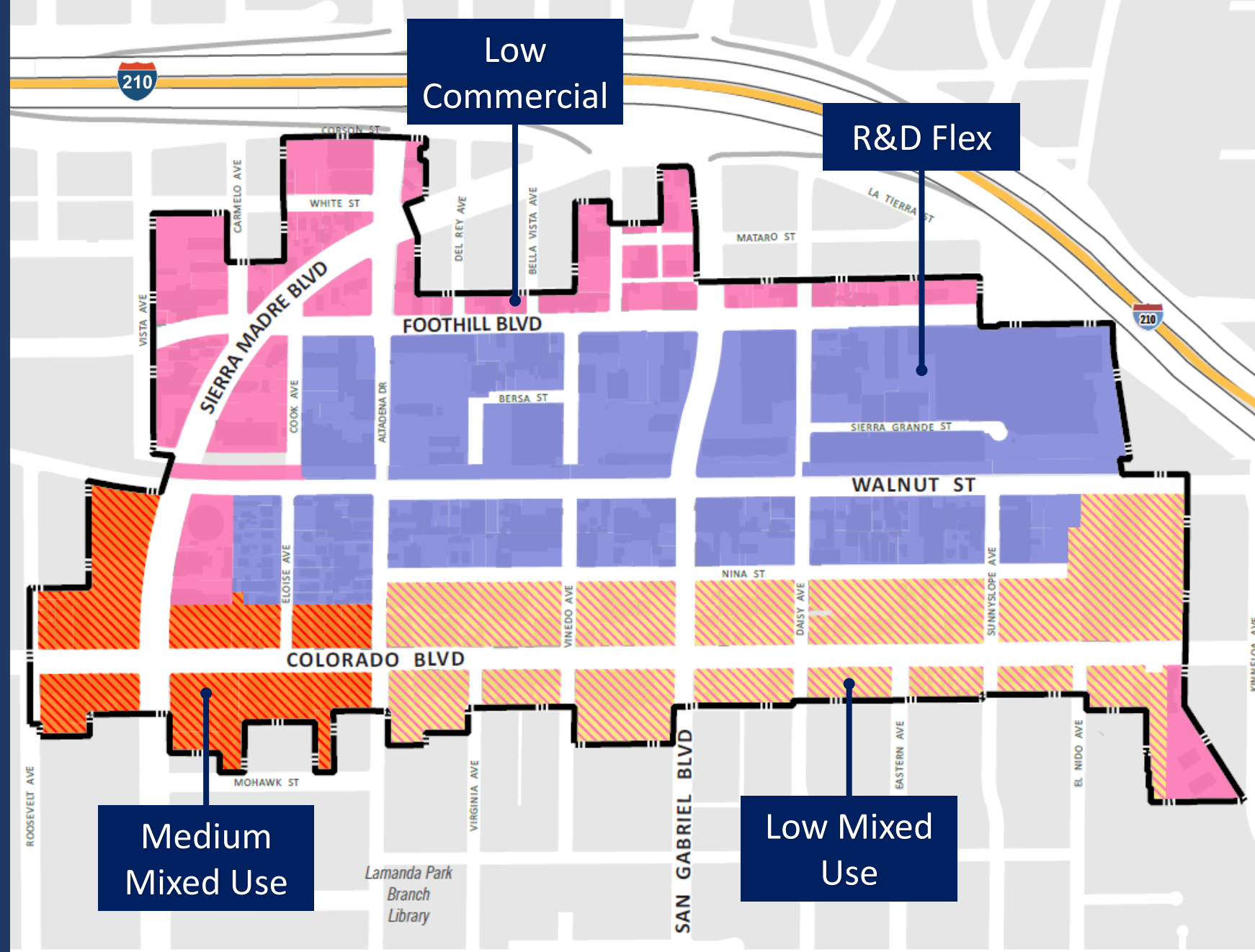


NEIGHBORHOOD COMPATIBILITY

Support infill development that is compatible with adjacent residential and commercial neighborhoods.



General Plan Land Use



OUTREACH OVERVIEW + DRAFT VISION



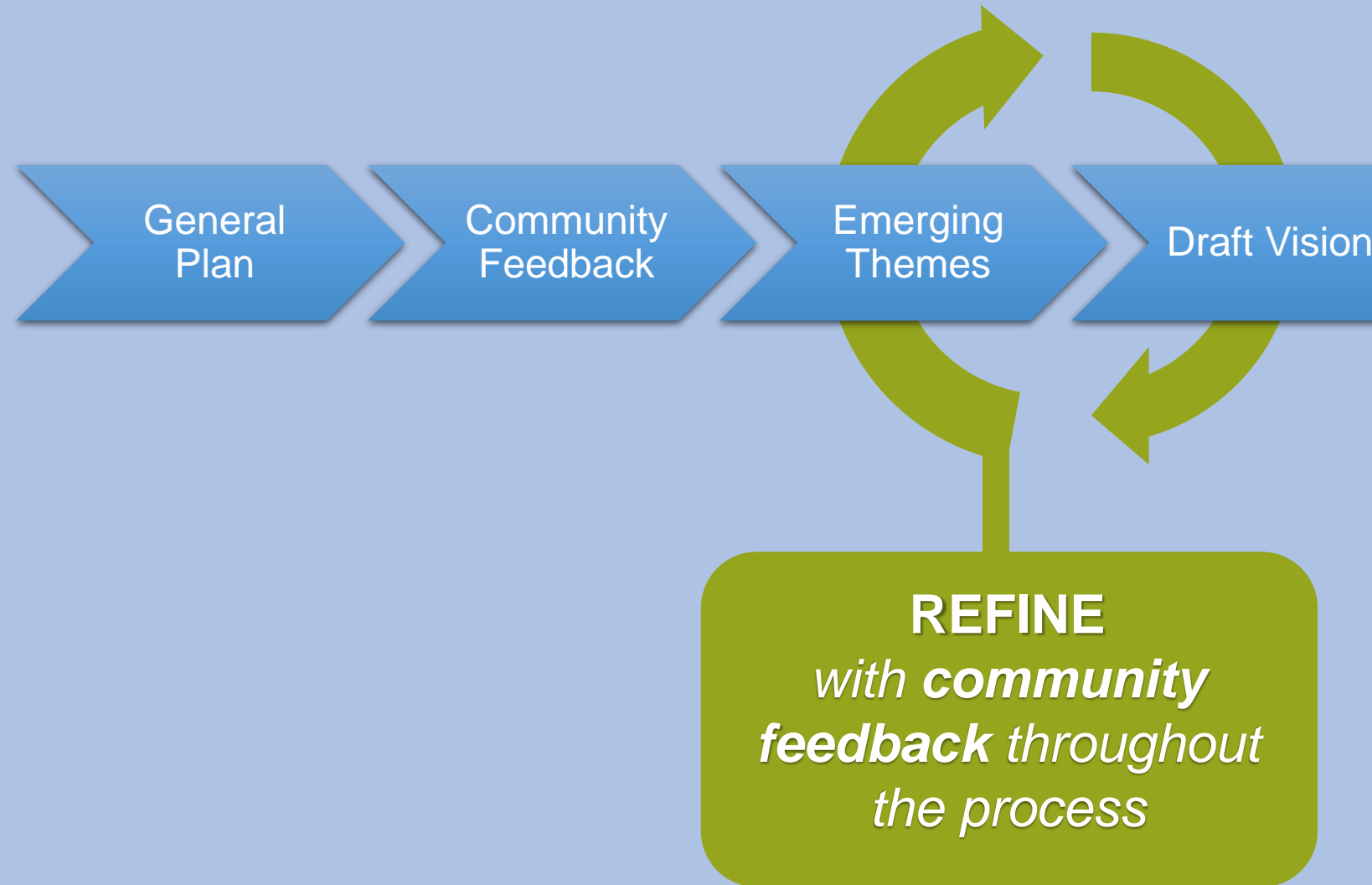
Outreach Snapshot

- Initial Online Survey
- Round 1 Workshop
- Round 1 Workshop Online Survey

ROUND 1 COMMUNITY WORKSHOP – July 26, 2018



Visioning Process



 **LAMANDA PARK SPECIFIC PLAN
DRAFT VISION AND EMERGING THEMES**

The emerging themes for Lamanda Park 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

Evolve and grow Lamanda Park's role as an **employment center**, with an **emphasis on light industrial, start-ups/ incubator spaces, creative industries** and supporting uses.

Reinforce **historic development patterns** in the R&D Flex District to allow for the **flexible redevelopment** of larger buildings and properties north of Walnut Street, while encouraging **adaptive re-use** of distinctive smaller buildings and properties south of Walnut.

- Leverage the area's **unique history** as a hub for agricultural industries and wine production by **integrating creative food and beverage-oriented uses**.
- Enhance Colorado Boulevard as a **vibrant mixed-use corridor with pedestrian-oriented design treatments and amenities** that serve local residents and attract nearby employees.
- **Emphasize the intersection of Sierra Madre Boulevard and Colorado Boulevard as a focal point of community activity** offering a variety of commercial uses, and housing options, to foster a **stronger sense of place** and more **pleasant walking environment**.
- Incorporate **pedestrian-oriented design treatments** along the north side of Foothill Boulevard, while **maintaining the area's scale and commercial focus**, to create a livelier street atmosphere.
- **Maintain Sierra Madre Boulevard and Foothill Boulevard** as commercial and office corridors that serve area residents and provide employment opportunities, while improving the character of new and renovated properties.
- **Continue to provide opportunities** for new housing along Colorado that complements existing uses and adjacent neighborhoods.

Draft Vision and Emerging Themes



Evolve and grow Lamanda Park's role as an **employment center**, with an **emphasis on light industrial, start-ups/incubator spaces, creative industries** and supporting uses.



Reinforce **historic development patterns** in the R&D Flex District to allow for the **flexible redevelopment** of larger buildings and properties north of Walnut Street, while encouraging **adaptive re-use** of distinctive smaller buildings and properties south of Walnut.



Leverage the area's **unique history** as a hub for agricultural industries and wine production by **integrating creative food and beverage-oriented uses**.

Draft Vision and Emerging Themes



Enhance Colorado Boulevard as a **vibrant mixed-use corridor with pedestrian-oriented design treatments and amenities** that serve local residents and attract nearby employees.



Emphasize the intersection of Sierra Madre Boulevard and Colorado Boulevard as a **focal point of community activity** offering a variety of commercial uses, and housing options, to foster a **stronger sense of place** and more **pleasant walking environment**.



Incorporate **pedestrian-oriented design treatments** along the north side of Foothill Boulevard, while **maintaining the area's scale and commercial focus**, to create a livelier street atmosphere.

Draft Vision and Emerging Themes



Maintain Sierra Madre Boulevard and Foothill Boulevard as commercial and office corridors that serve area residents and provide employment opportunities, while improving the character of new and renovated properties.



Continue to provide opportunities for new housing along Colorado that complements existing uses and adjacent neighborhoods.

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.)**



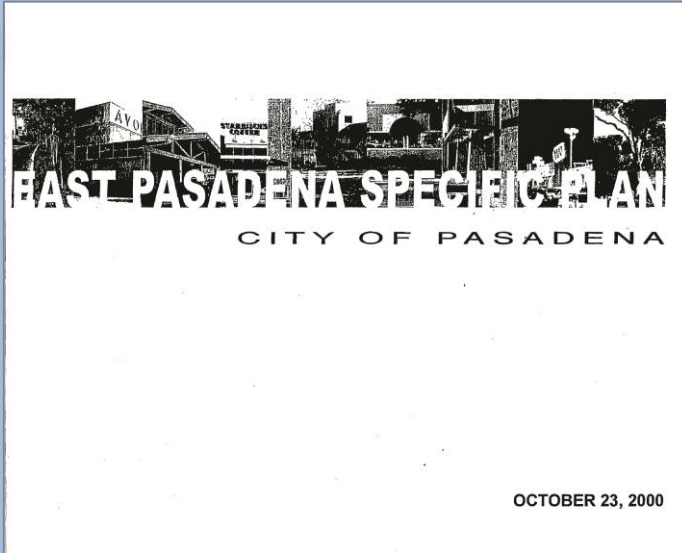
**Open space and
landscape requirements**



**Parking and
vehicular access**

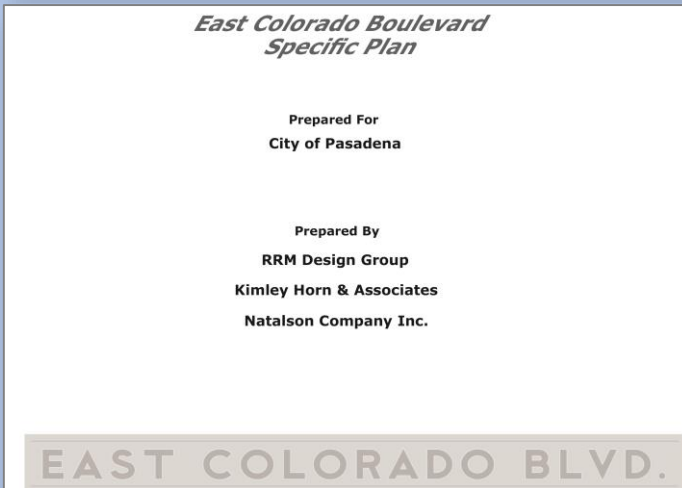


Existing Specific Plans

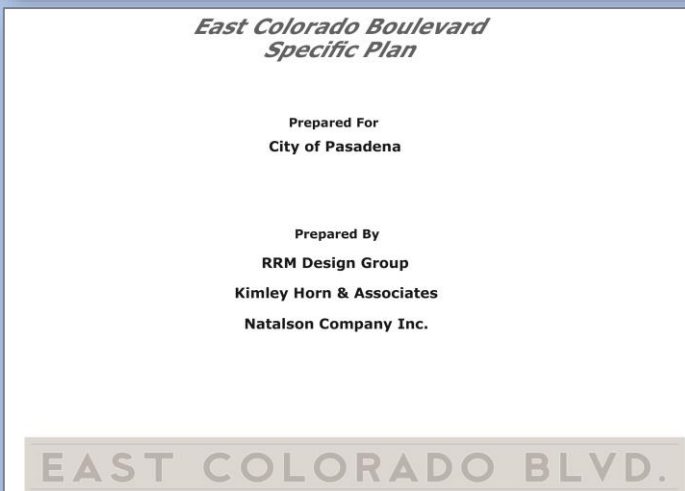
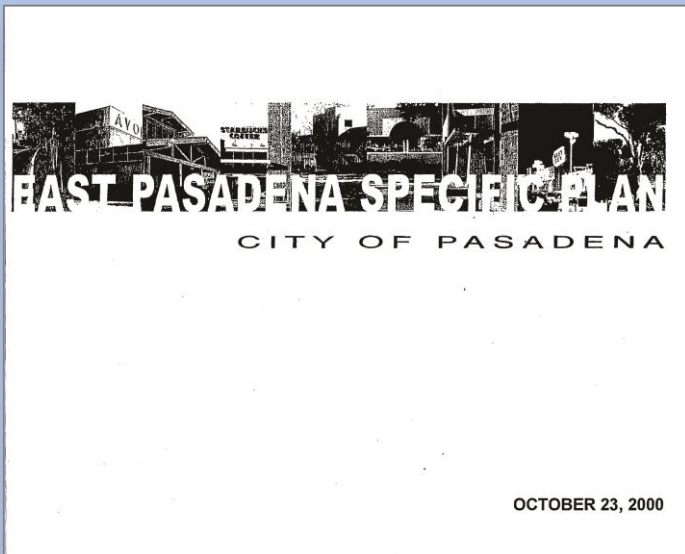


What do the Specific Plans regulate today?

- Land Use
- Height
- Setbacks
- Housing density
- Commercial Intensity
- Building entries
- Landscaping



Existing Specific Plans



What do the Specific Plans regulate today?

- Land Use
- Height
- Setbacks
- Housing density
- Commercial Intensity
- Building entries
- Landscaping



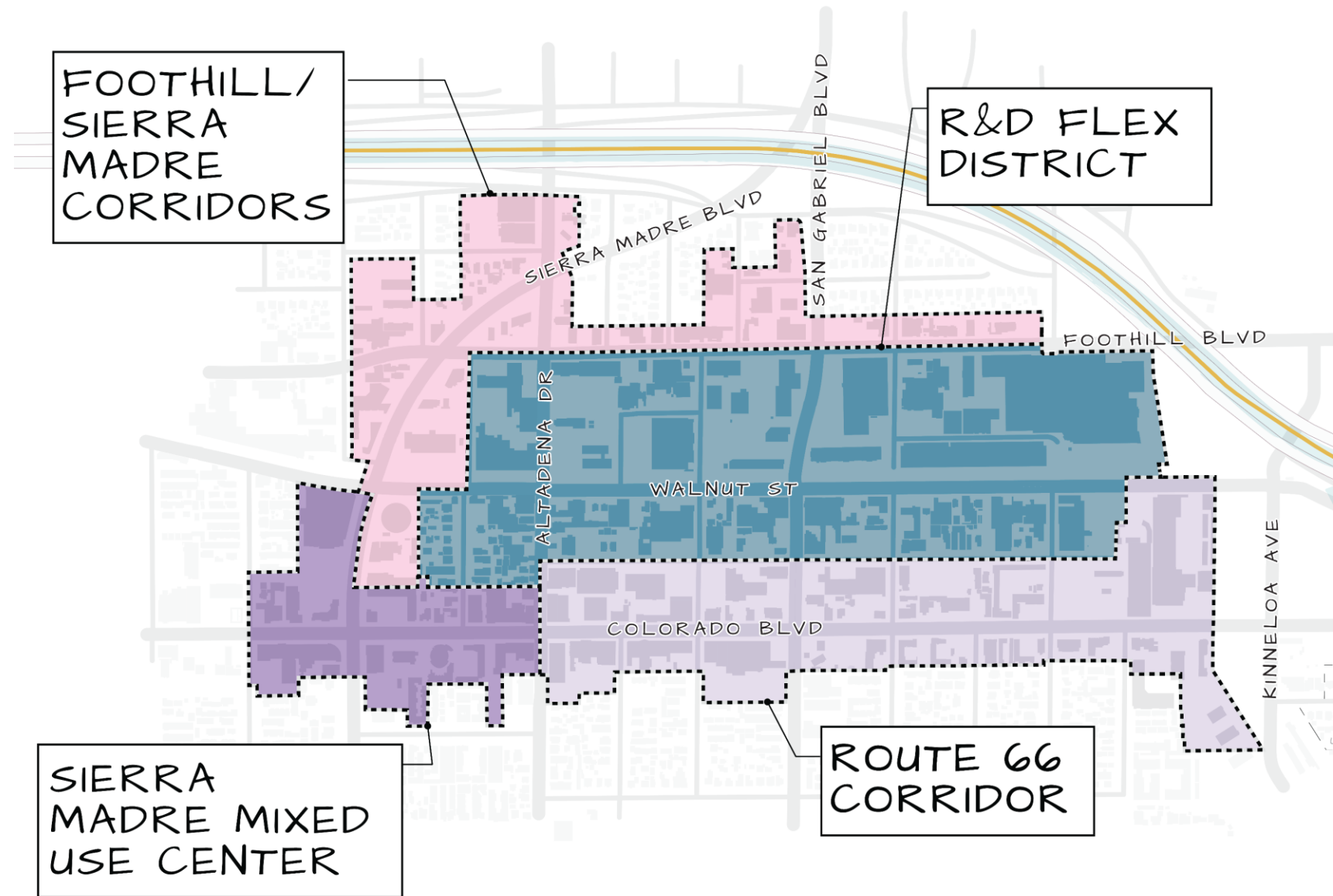
**OPPORTUNITY TO
USE THESE AND
OTHER TOOLS TO
INFLUENCE FUTURE
DEVELOPMENT**

PRELIMINARY CONCEPT

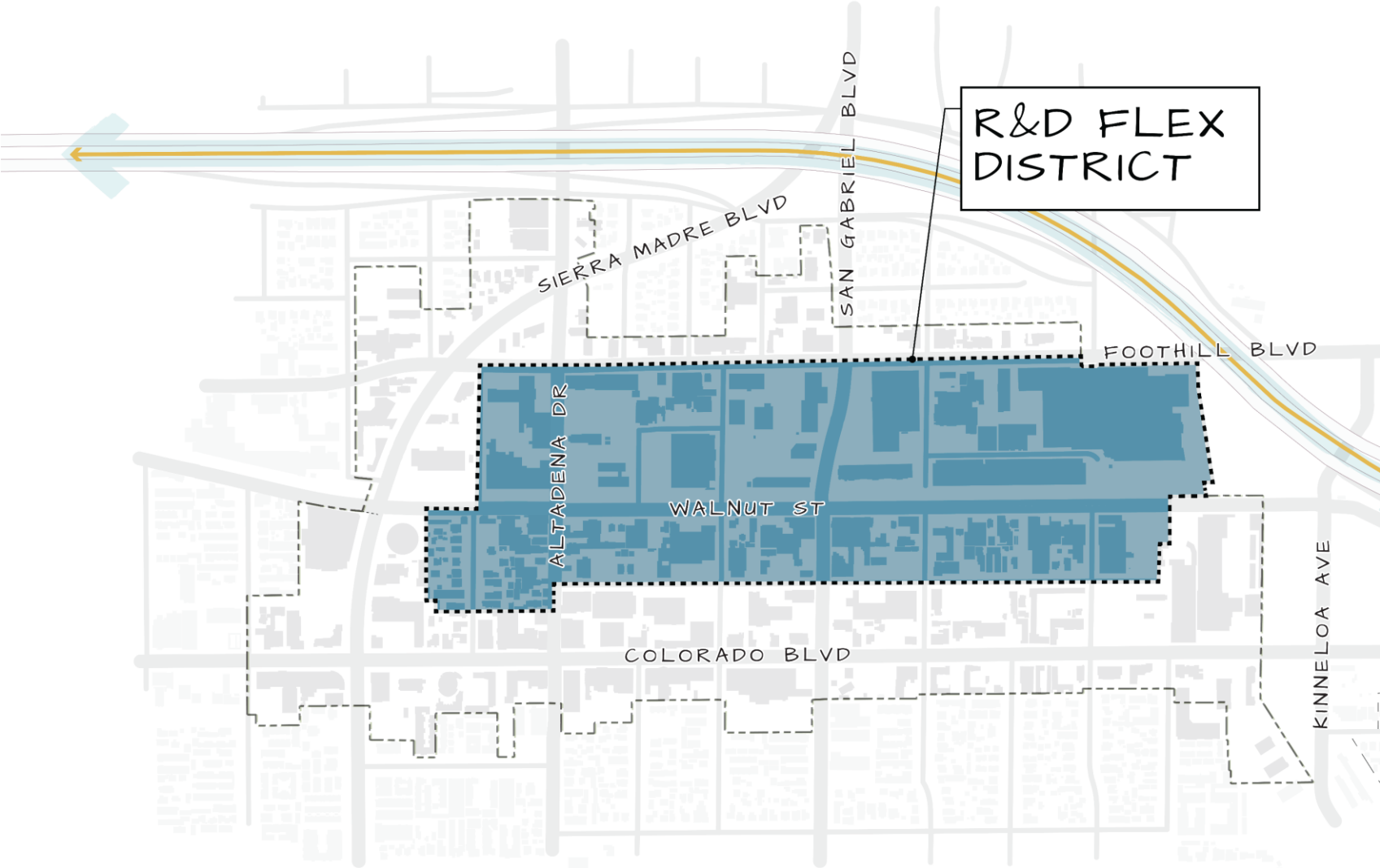


PRELIMINARY CONCEPT

Four Conceptual Planning Areas



R&D Flex District



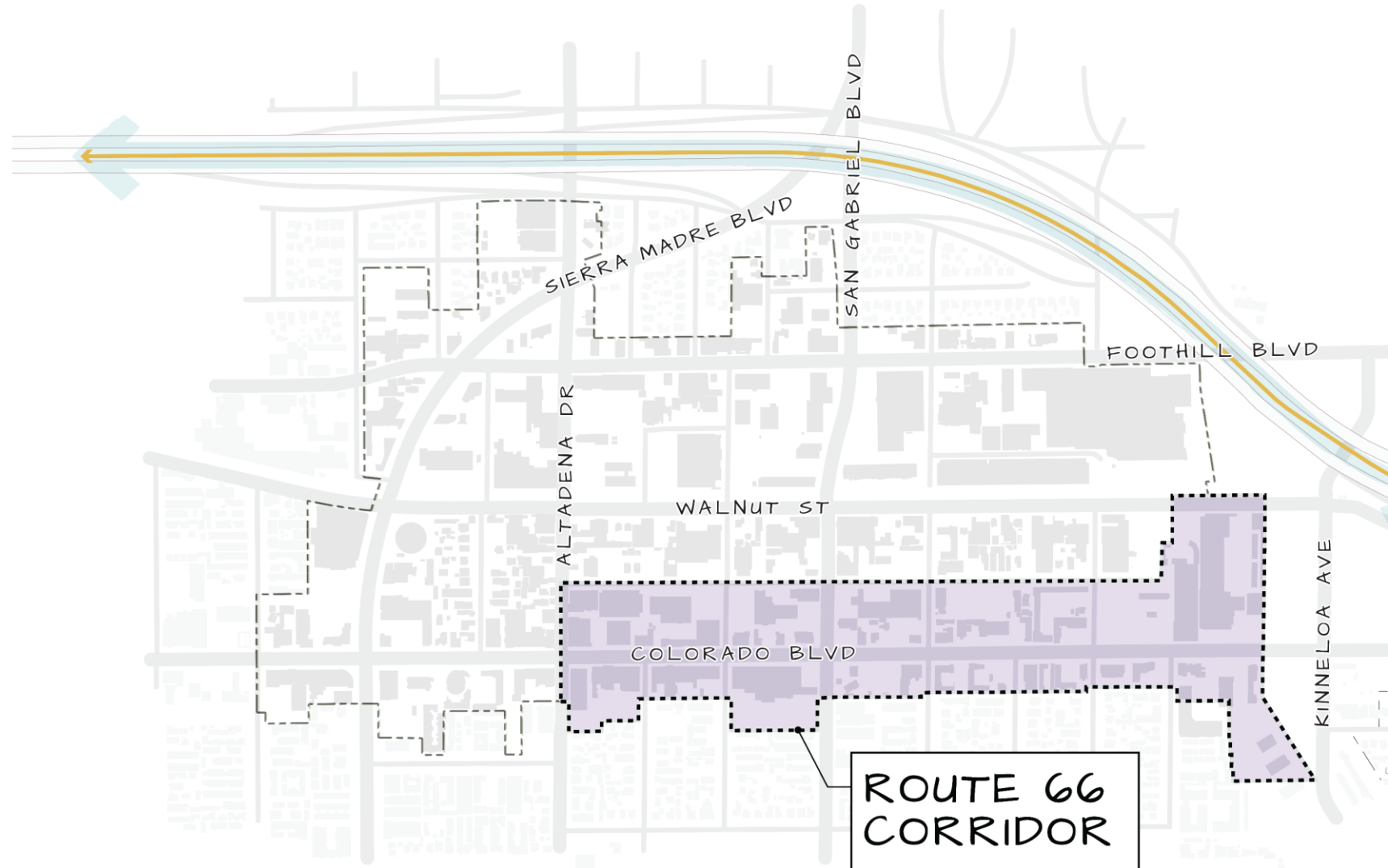
R&D Flex District

Key opportunities:

- Enhance unique role as an employment center, with an emphasis on light industrial, start-up/incubator spaces and creative industries
- Allow small entertainment venues and uses that reflect the area's agricultural history
- Reinforce historic development patterns while improving design and character
- Limit new housing



Route 66 Corridor



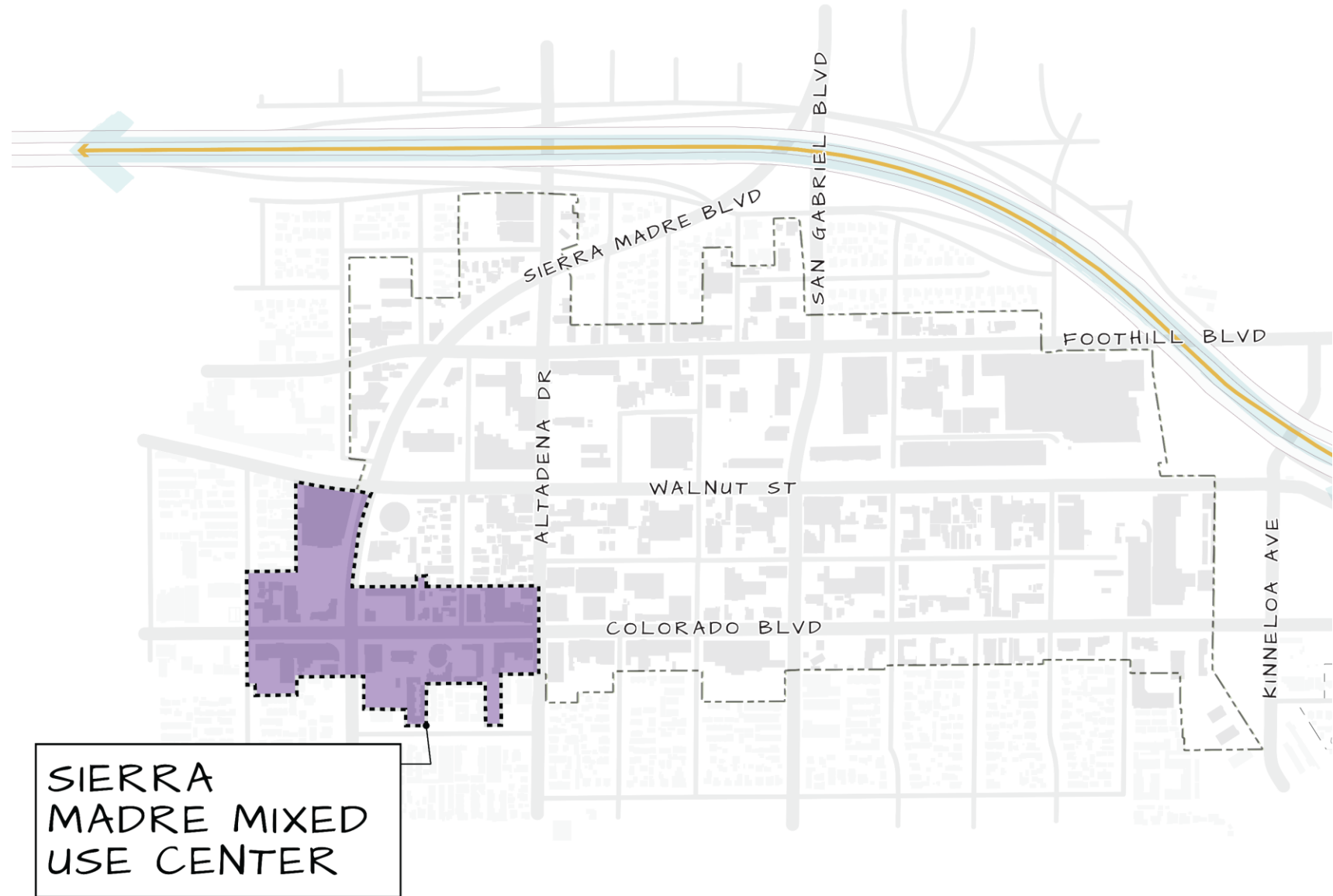
Route 66 Corridor

Key Opportunities:

- Enhance Colorado Boulevard as a vibrant mixed-use corridor
- Improve the pedestrian environment through more consistent building design treatments
- Encourage amenities that attract local residents and nearby employees
- Embrace Route 66 theme in design elements



Sierra Madre Mixed Use Center



Sierra Madre Mixed Use Center

Key opportunities:

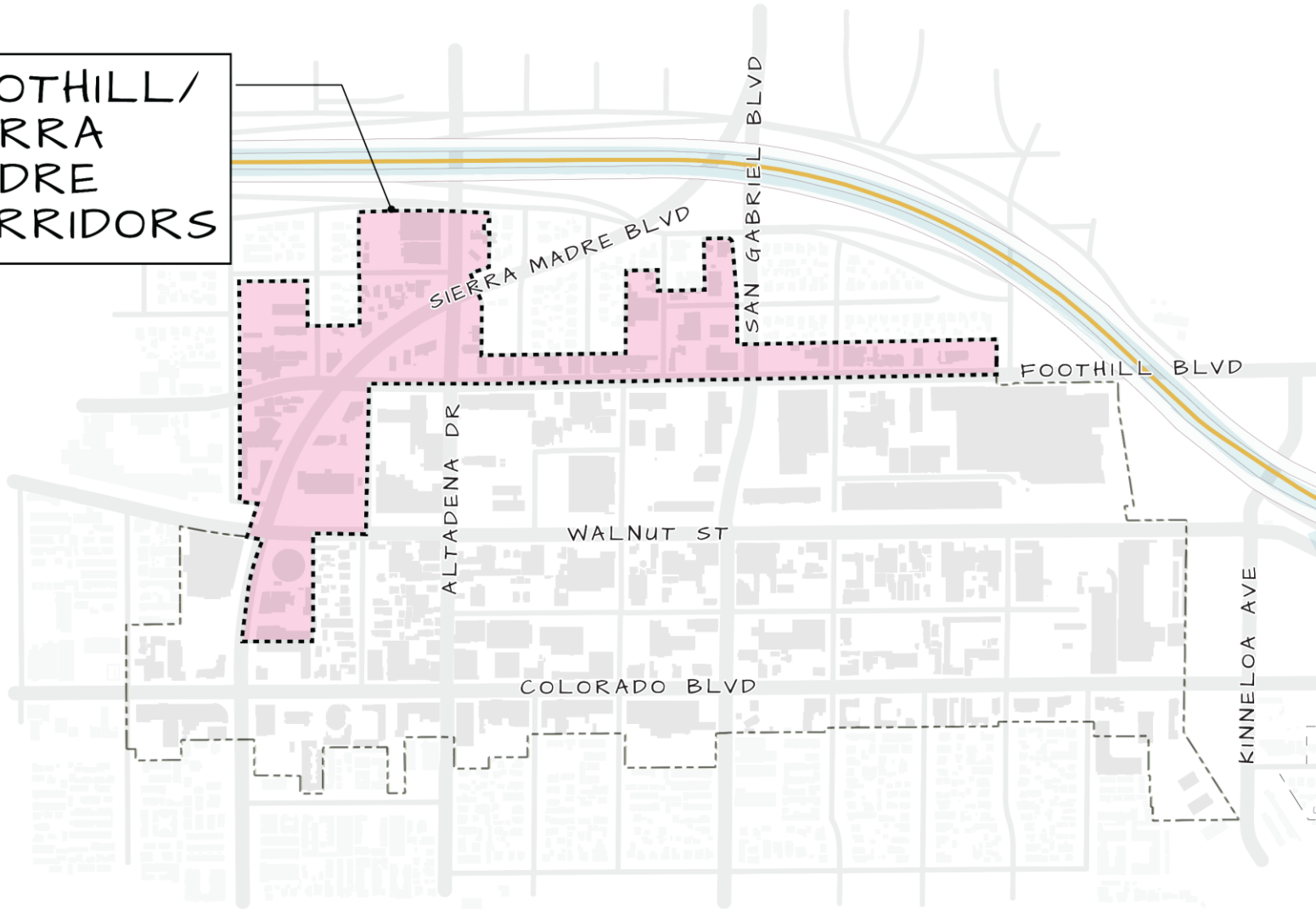
- Maintain role as a center of community activity
- Encourage the retention and adaptive re-use of historic commercial buildings
- Allow new housing above commercial uses
- Promote pedestrian interest and activity via active ground floor uses and design treatments



Foothill/Sierra Madre Corridors



FOOTHILL/
SIERRA
MADRE
CORRIDORS



Foothill/Sierra Madre Corridors

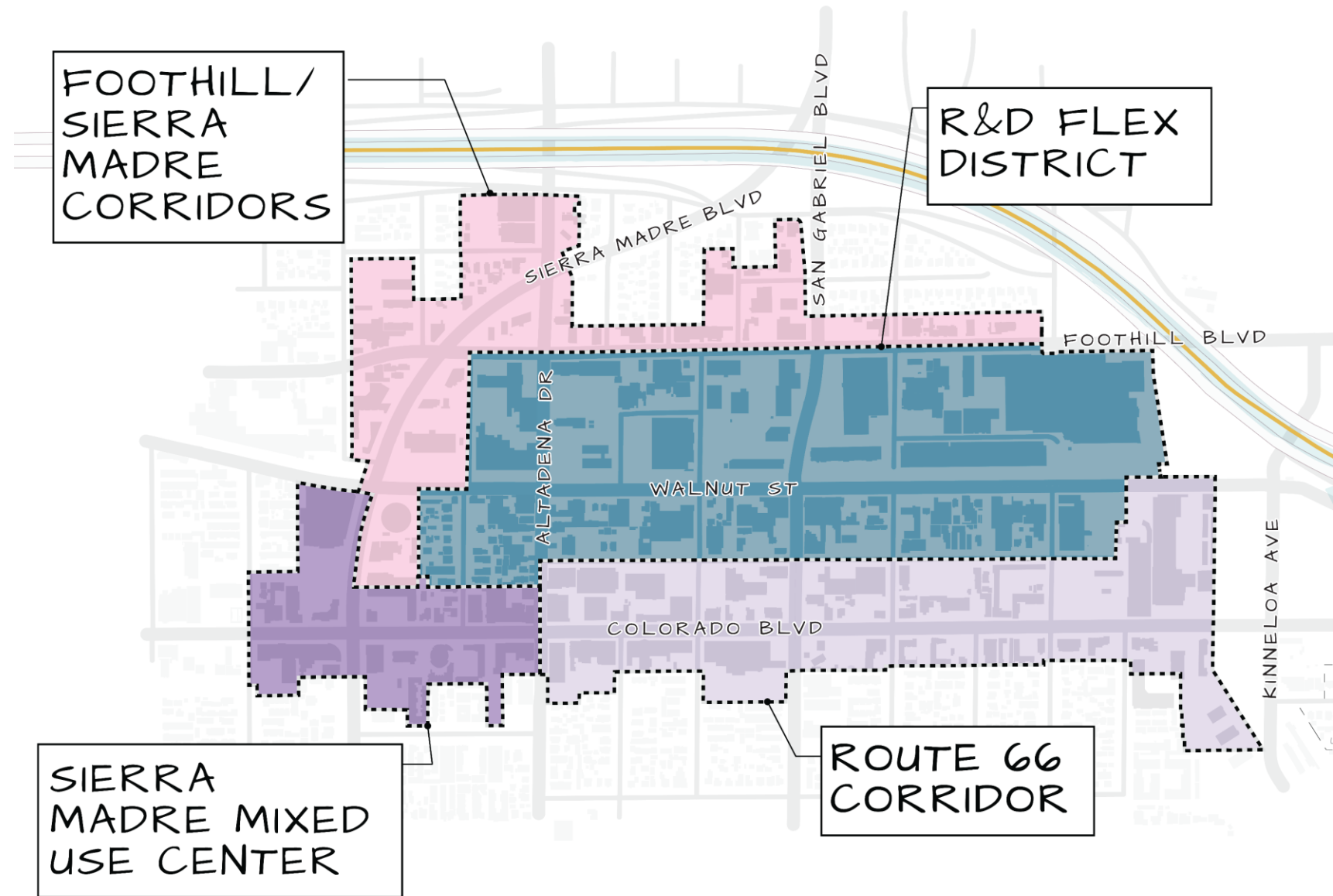
Key Opportunities:

- Maintain scale and commercial character
- Allow uses that provide goods and services to local residents and job opportunities
- Improve the appearance of new and renovated buildings



Preliminary Concept

1. R&D Flex District
2. Route 66 Corridor
3. Sierra Madre Mixed Use Center
4. Foothill/Sierra Madre Corridors



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 Lamanda Park?



Future Workshop for Lamanda Park

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



THANK YOU

ourpasadena.org

ourpasadena@cityofpasadena.net

