

Ch. 1 Introduction

Introduction	3
1.1 Specific Plan Area	4
1.2 Purpose	5
1.3 Relationship to Other Planning Documents . .	6
1.4 Planning Process & Outreach	9
1.5 Specific Plan Organization	14

Photo Placeholder

Photo Placeholder

Introduction

Central District is Pasadena’s urban core and the primary business, financial, retail and government center of the City. The General Plan’s vision for the Central District is to build upon the existing strengths as a vibrant downtown with a mix of uses, walkable areas with shopping, entertainment, restaurants, offices and housing connected by multiple modes of transit.

As the City’s largest specific plan area, Central District comprises several distinct neighborhoods with unique identities. In Chapter 3 of this plan, these neighborhoods are identified as subareas, each with their own set of Goals and Policies. Central District contains several designated historic districts; preservation of these historic areas is valued by the City and is closely tied to Pasadena’s identity. Central District is served by three Metro L Line (Gold) stations (Del Mar, Memorial Park and Lake) creating a range of opportunities for higher-density, transit-oriented development, served by multimodal linkages, and pedestrian and open space amenities.

This specific plan establishes the following vision statement for the CDSP area, which reflects ideas and feedback from a multi-phase community engagement effort between 2018 and 2021:

The Central District will build upon its existing strengths as Pasadena’s vibrant downtown, providing a diversity of economic, civic, cultural, entertainment, and residential opportunities. The district will be a place to work, shop, live, play, raise a family, and age with dignity, with convenient access by foot, bicycle, and transit, as well as by car. Physical and economic growth will support this role and respect the numerous resources of historical and cultural significance that contribute to the district’s unique identity.

With the City’s highest concentration of residents, workers, businesses, institutions, and visitors, Central District has a vast array of stakeholders whom the City has engaged in developing a shared vision for the plan area. The Central District Specific Plan (CDSP) presents an opportunity for the community’s priorities to be grounded in policy and practice, and for the City and community to work together in confronting planning challenges and envisioning the future of the Central District area. The CDSP represents the outcome of a robust outreach process and technical planning and design effort, directly informed by the perspectives and expertise of community members, City staff, the Planning Commission, Design Commission, and the City Council.

WHAT IS A SPECIFIC PLAN?

In the State of California, a Specific Plan is a regulatory tool that local governments use to implement their General Plan and to guide development in a localized area. While the General Plan is the primary guide for growth and development in a community, a Specific Plan is able to focus on the unique characteristics of a special area by customizing the land use regulations and development standards for that area. A Specific Plan establishes a link between the policies and implementation programs in the General Plan and individual development proposals in a defined area within the city.

CHAPTER OVERVIEW

This chapter is organized into the following sections:

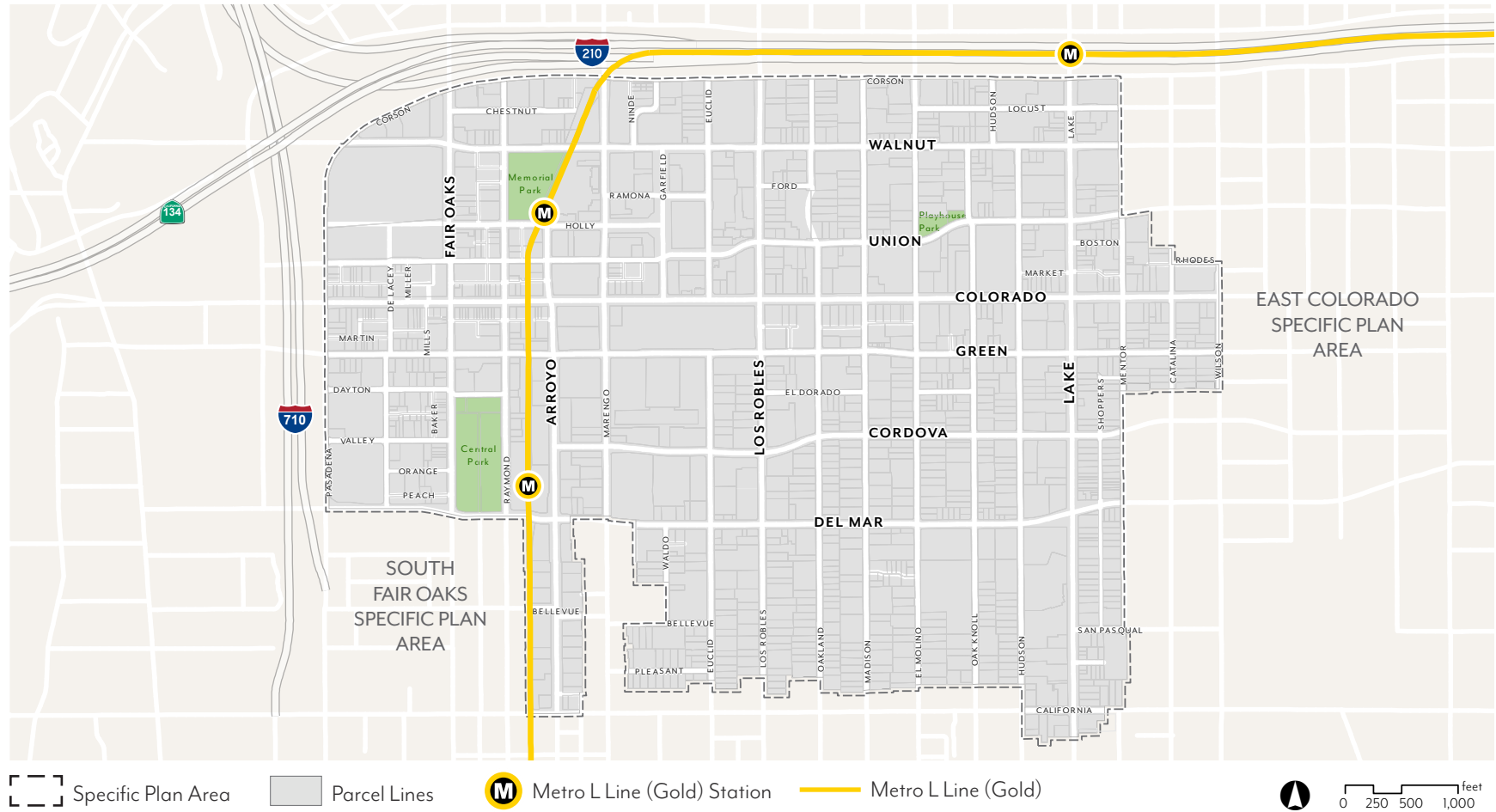
- » **1.1 Specific Plan Area**
- » **1.2 Purpose**
- » **1.3 Relationship to Other Documents**
- » **1.4 Planning Process and Outreach**
- » **1.5 Specific Plan Organization**

1.1 Specific Plan Area

As shown in Map 1.1-1, the CDSP area encompasses an approximately 800-acre or 1.25 square mile area generally bounded by Corson Street and the I-210 Freeway to the north, Del Mar Boulevard and California Boulevard to the south, Pasadena Avenue and the I-710 Freeway to the west, and Mentor and Wilson Avenues to the east.

The CDSP excludes the area southwest of the Metro L Line (Gold) and Del Mar Boulevard, which is included in the adjacent South Fair Oaks Specific Plan area. The CDSP area is also bordered by the East Colorado Specific Plan area to the east at Wilson Avenue.

Map 1.1-1: Central District Specific Plan Area



1.2 Purpose

The purpose of the CDSP is to facilitate and encourage development and improvements that help realize the community's vision for the CDSP area. The plan optimizes land uses to increase opportunities for financially feasible commercial and residential developments, and helps ensure that new buildings, streetscape improvements, and added amenities contribute positively to the pedestrian experience. The CDSP includes standards to protect historic resources and existing elements of the area that provide a sense of place and distinct character, and to prevent and mend disjointed development, which can occur in the absence of a comprehensive planning effort.

This document will be used by property and business owners, grant-seeking nonprofits, developers, elected and appointed officials, and City staff as the regulations that will guide private and public development projects. While the plan introduces a framework and toolkit for designing and implementing future developments, it does not mandate or accelerate any specific projects or immediate changes to the built environment.

SUMMARY OF 2015 GENERAL PLAN GUIDING PRINCIPLES

1. Growth will be targeted to serve community needs and enhance the quality of life.
2. Pasadena's historic resources will be preserved.
3. Pasadena will be an economically vital city by providing jobs, services, revenues, and opportunities.
4. Pasadena will be a socially, economically, and environmentally sustainable community.
5. Pasadena will be a city where people can circulate without cars.
6. Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region.
7. Community participation will be a permanent part of achieving a greater city.
8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.

Pasadena General Plan Land Use Element, 2015

1.3 Relationship to Other Planning Documents

GENERAL PLAN

The CDSP is one of eight specific plans that serve to implement the goals and policies of the City's 2015 General Plan Land Use and Mobility Elements. The General Plan contains eight Guiding Principles and a series of goals and policies that demonstrate the relationship between land use and high quality design, the arts and culture, sustainable infrastructure, a vital economy, exemplary public services, and public involvement and participation.

The CDSP mirrors and builds upon the General Plan's policies to achieve consistency with the General Plan's vision and guidance. The plan seeks to stimulate economic development, encourage pedestrian-oriented retail and services, support pedestrian mobility, and target housing opportunities in a contextually sensitive manner. Projects that are consistent with the CDSP policies and standards will in turn be consistent with the General Plan policies and Guiding Principles. Through incremental development, the CDSP will strengthen Pasadena's urban core, providing a wider variety of amenities, services, and housing options to residents, employees, and visitors.

GENERAL PLAN GOAL 31: CENTRAL DISTRICT

"The primary civic, business, financial, retail, entertainment, and cultural center of Pasadena with supporting housing enabling residents to live close and walk to these uses and access regional transit."

GENERAL PLAN POLICIES

- » **31.1 Focus Growth.** Focus growth in the Central District into key sub-areas including the Pasadena Playhouse, Civic Center/Midtown, Lake, Northwest Gateway, and Walnut Districts, and in proximity to the three Metro Gold Line stations, to support economic vitality while preserving and complementing the historic core.
- » **31.2 Sub-District Identity.** Enhance the distinctive, yet complementary nature of the Central District's sub-areas by recognizing and building on their unique attributes and features through signage, streetscape designs, design guidelines and encouraging new uses and infill development that fits with the vision of each sub-area.
- » **31.3 Del Mar, Memorial Park and Lake Transit Villages.** Concentrate higher intensity development with a mix of retail, office, and multi-family housing uses that are compatible with one another expanding the customer base for local retail uses and supporting Metro Gold Line ridership.
- » **31.4 Contextual Development in Historic Districts.** Require new development within and adjacent to the historic districts to be compatible with the scale, density, and urban design features of existing historic buildings and districts.
- » **31.5 Transit Options.** Increase the network of transit, walking, and bicycling opportunities between sub-areas within the Central District through expanded services, additional rights of way/pathways with corresponding signage.
- » **31.6 Connections to Other Community Places.** Establish and maintain pedestrian walkways that provide access to the other Community Places and encourage people to move freely between each sub-area within the Central District through a unifying/connected network of public areas.
- » **31.7 Expanded Economic Opportunities.** Strengthen the Central District's economic vitality by supporting existing businesses and providing opportunities for new commercial development in underutilized areas with higher development capacity.
- » **31.8 Street Vitality During Evenings and On Weekends.** Sustain a vibrant pedestrian atmosphere in traditionally civic and office dominant sub-areas on evenings and weekends by encouraging additional residential and mixed-use development.
- » **31.9 Housing Choice.** Provide a wide variety of housing options in the Central District in terms of the type, location, size and price.
- » **31.10 Building Orientation.** Require businesses to be oriented primarily to pedestrian streets and urban spaces and secondarily to parking lots and to provide visibility and accessibility to customers arriving on foot, by bicycle, and by automobile.
- » **31.11 Public Art Overlay Zone.** Create a Public Art Overlay Zone to preserve and enhance existing art in the Civic Center area.

Pasadena General Plan Land Use Element, 2015

While the CDSP establishes an overall vision for Central District, the standards and guidelines herein apply specifically to private development and adjacent sidewalks. The CDSP serves as one of many complementary tools the City uses to implement the General Plan and specific plan visions, and to meet larger sustainability goals through prioritization and guidance for private and public investments. The goals and primary areas of focus for these various tools are briefly summarized in this section.

Previous Central District Specific Plan (2003)

As the 2004 Central District Specific Plan was adopted to implement the 1994 General Plan update, the 2015 General Plan requires an updated implementation document for each of Pasadena’s eight Specific Plan Areas. While the new CDSP builds on many of the objectives from the 2004 specific plan, this document replaces and supersedes the previous specific plan, introducing updated policies and standards that address current and future community needs, opportunities, and challenges. The CDSP area boundaries have also changed, with the new CDSP covering a smaller overall area and ceding the 2004 plan’s “Arroyo Entrance Corridor” and “Fair Oaks Employment Village” sub-district precincts into an expanded South Fair Oaks Specific Plan area update.

Zoning Code

The Pasadena Municipal Code (PMC) is one of the primary tools for implementing the City’s General Plan. Specifically, Title 17 of the PMC, or the Zoning Code section, describes allowable land uses, development standards, and permit requirements for each zoning district in the City. The zoning districts and associated land use regulations and development standards established by the CDSP will be codified in the Zoning Code.

Design Guidelines for Neighborhood Commercial & Multifamily Districts

The Design Guidelines for Neighborhood Commercial & Multi-Family Districts (October 2009) supplement the General Plan Land Use Element design related goals and policies, and offer more direction for proceeding with the design of a project. The guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design specifically for commercial, residential, and mixed-use buildings that are subject to design review. The guidelines are not zoning regulations or development standards, but rather performance goals that apply to areas within the City that do not have detailed guidelines or supplement existing guidelines, including those included in the CDSP.

Sign Design Guidelines

The Sign Design Guidelines provide guidance in the way signs are designed, constructed, and placed in order to further implement the purposes of Chapter 17.72 (Sign Regulations) of the City of Pasadena’s Municipal Code. The guidelines are intended to provide good examples of techniques that should be used in order to meet the City’s expectations for quality business signage to be applied during the City’s design review process or the approval of a discretionary land use permit.

Pasadena Pedestrian Plan

The Department of Transportation’s Draft City of Pasadena Pedestrian Plan (January 2022), the outcome of the Pasadena Walks! project, identifies barriers to walking, potential improvements, and locations to prioritize based on analyses, public input, and focus groups. The draft Pedestrian Plan provides guidance to preserve the walkability of pedestrian areas, better design and develop pedestrian-friendly projects, better integrate pedestrian improvements into street maintenance and traffic management programs, and implement public education and enforcement programs that improve pedestrian safety and increase levels of walking. The CDSP reinforces pedestrian-friendly design and development in new projects through land use, development standards, and design guidelines, and specific policies in Chapter 3 indicate support for pedestrian improvements along high priority corridors from the Pedestrian Plan.

Bicycle Transportation Action Plan

The Department of Transportation’s Bicycle Transportation Action Plan (BTAP) (August 2015) provides specific goals, objectives, actions, and timelines for creating an environment (1) where people circulate without a car, (2) that significantly increases the number of people who commute by bike, (3) that increases the number of people who use a bike for utilitarian trips, fitness and recreation, and (4) that provides business and economic benefits for the City. The plan provides details for a network of bikeways so that every neighborhood is within 1/4 mile of an effective bicycle route and funding strategies to implement the plan. The CDSP supports the BTAP through promoting enhanced sidewalks that allocate space for bicycle parking and supporting bicycle infrastructure within the plan area. The CDSP area contains a significant portion of the BTAP’s planned two-way cycle track along Union Street, and a portion of the planned greenway along El Molino Avenue. The CDSP also supports the BTAP through promoting enhanced sidewalks that allocate space for bicycle parking and supporting bicycle infrastructure within the plan area.

Pasadena Street Design Guide

The Department of Transportation's Pasadena Street Design Guide (March 2017) implements the 2015 General Plan Mobility Element complete streets policy, including the following goals and objectives: (1) Streets should reflect neighborhood character and accommodate all users; (2) Complete Streets should accommodate all users such as pedestrians, bicyclists, public transit, skateboarders and scooters; and (3) Streets should reflect individual neighborhood character and needs, and support healthy activities such as walking and bicycling. The CDSP references the Street Design Guide as it applies to sidewalks, parkways, and street trees, which fall under Chapter 5 (Public Realm) of the CDSP.

Master Street Tree Plan

The Department of Public Works' Master Street Tree Plan serves as the guiding document that designates the official tree species to be planted on a block-by-block basis throughout the City. This specific plan references the Master Street Tree Plan in Appendix A.2 (Design Guidance for Tree Selection) to guide discussions between the City and community when updating the Master Street Tree Plan for the area. The appendix includes a description of the existing street trees along key streets within the CDSP area, followed by recommendations for potential new species aligned with the updated CDSP.

Pasadena Climate Action Plan

The Pasadena Climate Action Plan (CAP) (March 2018) provides a strategic framework for measuring, planning, and reducing the City's share of greenhouse gas (GHG) emissions with the goal of reducing emissions by more than half by the year 2035. This supports the CAP and the identified strategies to reduce GHG through sustainable land use and pedestrian infrastructure as well as urban greening, which are addressed in Chapter 4 (Land Use), Chapter 5 (Public Realm), and Appendix A.2 (Design Guidance for Tree Selection).

1.4 Planning Process & Outreach

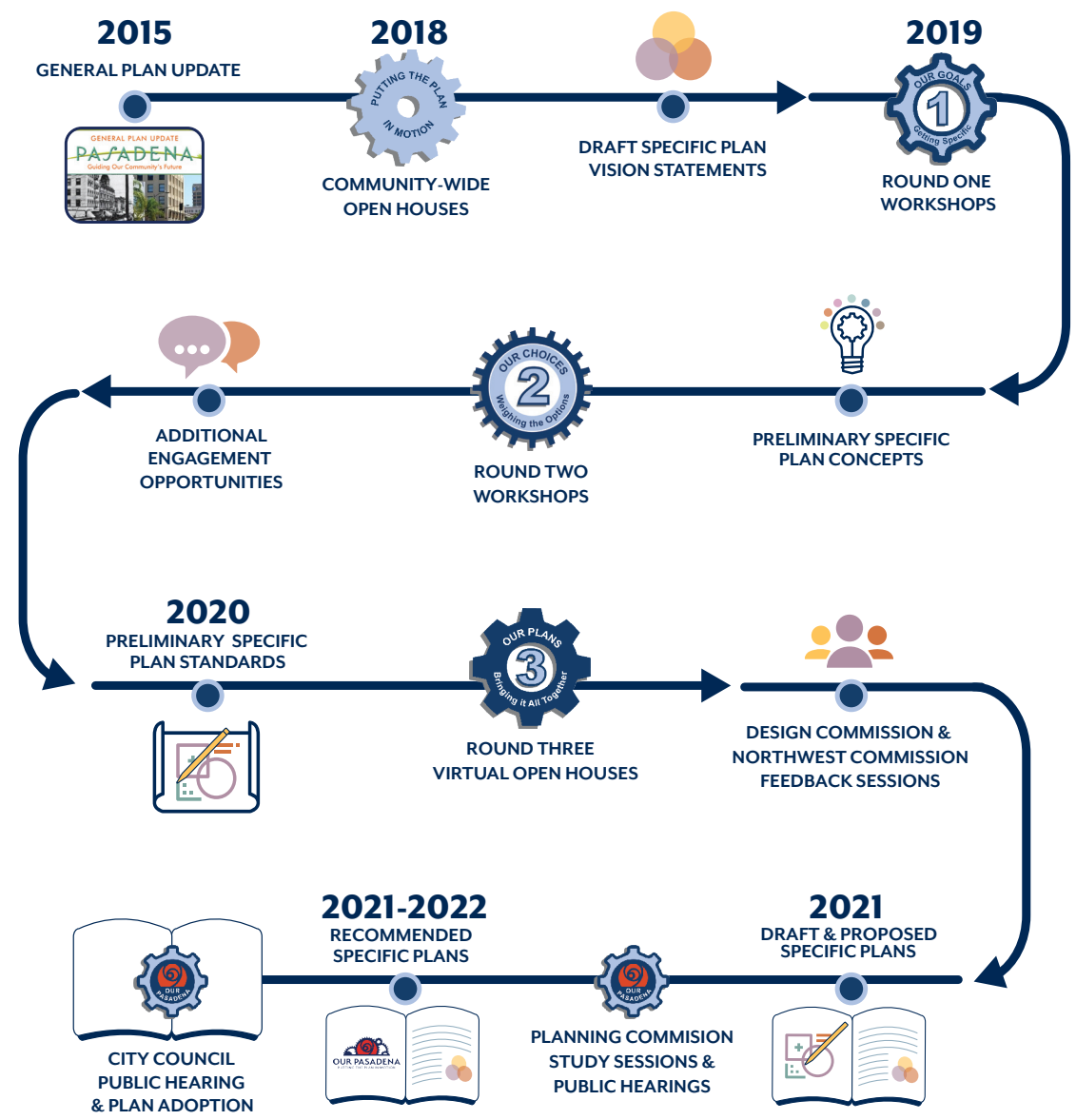
1.4.1 OUR PASADENA PROGRAM

The General Plan is a document that outlines the community’s vision for Pasadena over the next 20 years. As an overall visioning document, the General Plan’s goals and policies are implemented in various ways, including specific plans. *Our Pasadena – Putting the Plan in Motion* is the City’s General Plan implementation program, focused on updating Pasadena’s Zoning Code and establishing neighborhood-specific design and land-use goals for the City’s eight specific plans: Central District, East Colorado, East Pasadena, Fair Oaks/Orange Grove, Lamanda Park, Lincoln Avenue, North Lake, and South Fair Oaks.

The CDSP is informed by a thorough planning and public outreach process led by the City’s Planning & Community Development Department, and supported by a consultant team of urban planners, urban designers, outreach specialists, economists, architects, and landscape architects. The planning process also involved coordination with staff from Pasadena’s departments of Public Works, Transportation, and Economic Development, and City’s Accessibility Coordinator.

1.4.2 PUBLIC OUTREACH

Throughout the planning process, the City solicited input from residents, property owners, businesses, community leaders, and other stakeholder groups through a variety of outreach events, public meetings, interviews, and online engagement tools. The following list provides a summary of public outreach methods, workshops, meetings, and hearings, and an overview of key recurring feedback themes from the outreach process.



Community-Wide Open Houses

March 2018

In 2018, the City initiated the Our Pasadena Program to review and update the City's eight specific plan areas. The program's primary objective was to establish neighborhood-specific goals and policies resulting in a refined set of permitted uses, residential densities, and development standards and guidelines that will shape the built environment along the City's major commercial and mixed-use areas within the eight planning areas in accordance with the City's General Plan and Guiding Principles. The program kicked-off with a series of open houses to introduce the program and solicit feedback on the general vision on each of the eight specific plan areas, including Central District.

Round 1 Workshop

June 26, 2018

In the Round 1 Workshop, the Planning & Community Development Department facilitated a listening and learning session with over 100 community members to find out more about participants' experience living and/or working in, or visiting the CDSP area, and their ideas for how the new specific plan could improve the area. The workshop began with a brief interactive visioning activity, and an introductory presentation on the specific plan update program, the General Plan vision for the CDSP area, and background information. For the majority of the workshop, participants were divided into small groups with facilitated discussions on specific topics such as appropriate land uses and housing types, streetscape and public amenities, and mobility and parking. The main objective of the workshop was to solicit feedback from the community, rather than reach consensus on any particular topic. This workshop was followed by a second online survey.



Round 1 Workshop

Playhouse District Block Party

June 9, 2018

The Planning & Community Development Department hosted a booth at the Pasadena Playhouse District Block Party celebrating the Playhouse District's centennial. At the Our Pasadena booth, community members were invited to respond to the questions "What do you like about Downtown Pasadena?" and "What do you want to see more of in Downtown Pasadena?" relating to categories of Buildings & Development, Open Space, Streets, Community Connectedness, and other.



Playhouse District Block Party

Round 2 Workshop

March 21, 2019

The Planning & Community Development Department hosted a second community workshop with approximately 65 attendees to present preliminary land use and urban form concepts that considered a number of factors, including community feedback received since the first workshop. Input received helped to refine these concepts and guide the drafting of goals, policies, and development standards. In an opening icebreaker activity, participants were able to reaffirm what we heard so far from the community by placing stickers next to those comments. Next, City staff gave a PowerPoint presentation covering background information on the program, an overview of the existing CDSP area, emerging themes and draft vision, and preliminary concepts. Lastly, participants broke out into small groups to discuss the preliminary concepts. Each table reported back to the larger group with a summary of the main points.

Youth Summit

October 19, 2019

The Planning & Community Development Department hosted an OurPasadena Youth Summit for students at the Robinson Recreation Center. Through the use of multi-media tools and interactive activities, including a virtual reality tour through parts of the City, the event introduced city planning to youth and allowed participants to share their unique perspectives on what they think will make Pasadena a better place now and in the future.

Round 3 Virtual Open House

December 2020 - January 2021

For the third and final round of community workshops, the Planning & Community Development Department hosted an interactive virtual open house website and live webinar. Through an introductory presentation and a series of informational materials, staff presented the refined CDSP vision and concept, along with full draft standards for the Land Use, Public Realm, and Development & Design chapters of the plan. Participants were encouraged to provide detailed input through an online survey, and to submit questions in the Q&A portion of the live webinar event. While the community was unable to gather in person due to the COVID-19 pandemic, the virtual platform was available 24/7 for an extended period of time, allowing participants to visit and provide feedback at their pace and convenience, as well as download materials and share the open house site with family, friends, and neighbors.



Round 2 Workshop



Youth Summit



Round 3 Workshop - Virtual Open House Website

Design Commission Meeting

June 22, 2021

Following the Round 3 Virtual Open House, the Planning & Community Development Department presented to the Design Commission to solicit feedback on the draft CDSP, respond to clarifying questions from commissioners, and discuss various issues to be considered in the development of standards, policies, and implementation strategies for the next draft of the plan.

Planning Commission Meetings

December 8, 2021; March 23, 2022; June 22, 2022; TBD

Section to be completed after Planning Commission meetings

City Council Hearing

TBD

Section to be completed after City Council meeting

Summary of Mailings & Promotional Materials

In addition to these public outreach events and workshops, the Planning & Community Development Department has advertised the CDSP and provided program updates through the following platforms and publications:

- » Mailers to property owners, occupants, and renters within the CDSP area and within 500 feet of the CDSP area boundaries
- » E-mailing list for program newsletter subscribers
- » OurPasadena Program website
- » OurPasadena and Citywide social media accounts
- » Council District Newsletters
- » City of Pasadena InFocus
- » Local press coverage

WHAT WE HEARD

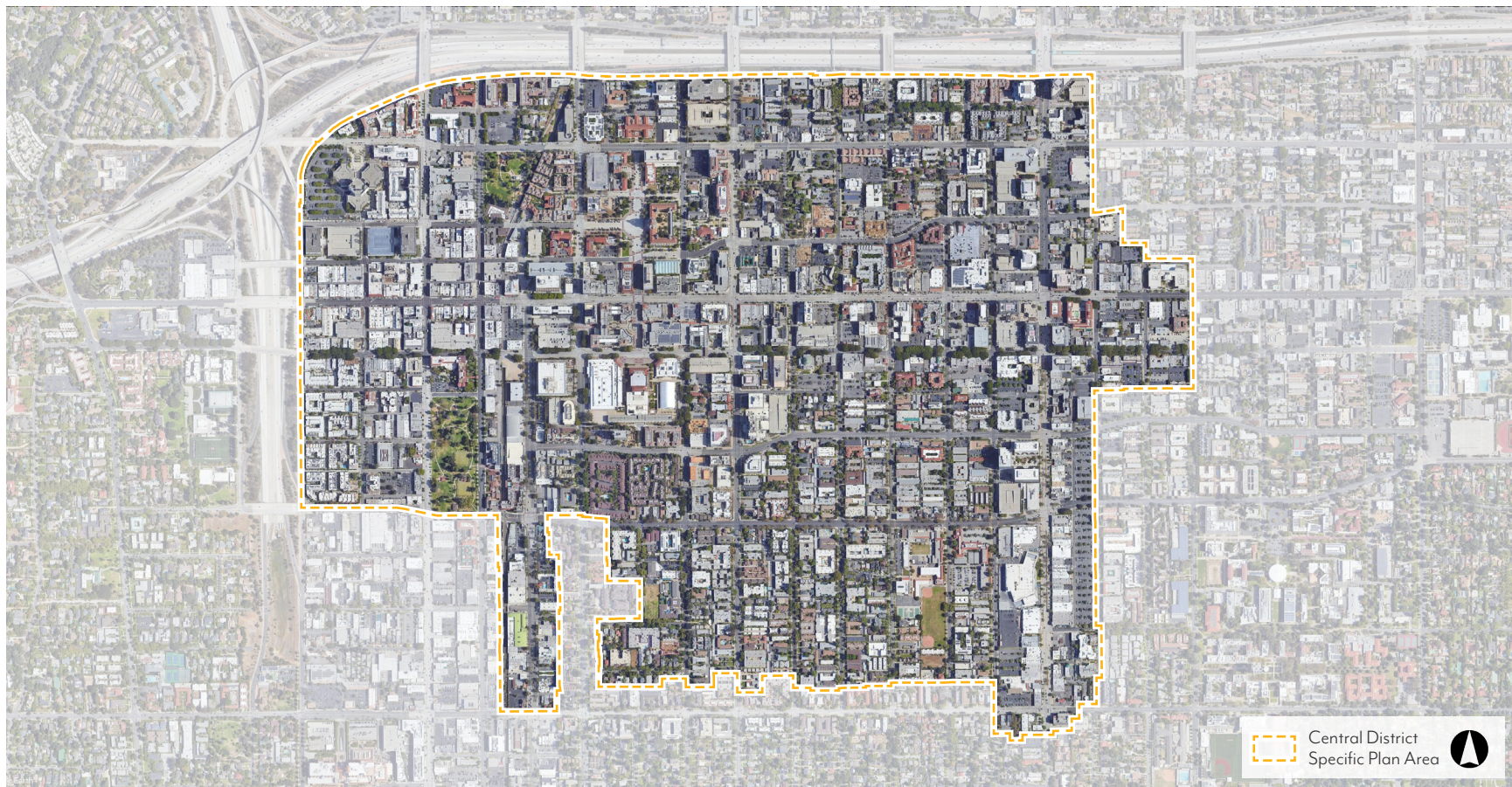
Participants shared a wide range of input throughout the outreach process, including the following recurring themes:

- » **Preserve historic character, walkability, and vibrant mix of residential and commercial uses** in Old Pasadena, Civic Center, and Playhouse District areas.
- » **Maintain iconic views of key community and architectural features** like City Hall and Castle Green apartments.
- » **General support for more density in Playhouse District and Walnut Transit District**, as long as amenities like open space are provided and historic buildings are preserved and protected.
- » **Desire for newer development that includes specialty shops, benches, trees, and paseos/plazas** in the South Lake shopping district.
- » **Improve connections from the South Lake area** to other activity nodes in the Central District.
- » **Maintain generous setbacks and landscaped parkways** where appropriate, such as the In-Town Housing area.
- » **Design new development to be harmonious with existing buildings** in the In-Town Housing area.
- » **Desire for wider sidewalks, more street seating, public art, and bigger setbacks** to improve the character of sidewalks and streets in the Arroyo/Del Mar area
- » **Balance new housing opportunities with active commercial uses** and services on the ground floor that are accessible from the street.
- » **Improve streetscapes throughout the Central District with amenities** such as outdoor dining, sidewalk furniture, shade structures, bicycle parking, and bus shelters.
- » **Support mobility enhancements in the public right-of-way** that balance all modes of transportation, and encourage alternatives to driving to ease traffic congestion in the area.
- » **Improve pedestrian safety and mobility conditions**, especially surrounding transit stations.

1.4.3 ENVIRONMENTAL CLEARANCE

In the 2015 Pasadena General Plan update, the City prepared a programmatic General Plan Environmental Impact Report (GP EIR) to analyze potential citywide impacts, broad policy alternatives, and programmatic mitigation measures associated with the update of the General Plan and specific plan amendments. An Addendum to the GP EIR was prepared for this specific plan to address potential site-specific environmental impacts associated with the update to the CDSP.

Per the GP EIR, future discretionary review may rely on the analysis provided in the GP EIR for the purpose of tiering and/or streamlining. The purpose of tiering is to use the analysis of general matters contained in a broader EIR (such as the GP EIR) with later California Environmental Quality Act (CEQA) documents on narrower or more site specific projects. Tiering serves to reduce repetitive analysis and provide subsequent site specific analysis at a time when it is meaningful. Tiering is common and appropriate when the sequence of analysis is from a General Plan EIR to a program of lesser scope, such as a specific plan. Therefore, CEQA review required for this specific plan may tier from the GP EIR pursuant to CEQA Guidelines Section 15152.



CDSP Area. Imagery ©2021 Google, Imagery ©2021 Maxar Technologies, U.S. Geological Survey, USDA Farm Service Agency, Map data ©2021 Google

1.5 Specific Plan Organization

The CDSP is organized into seven chapters and multiple appendices, as described below.

Ch. 1 - Introduction

This chapter presents the purpose of the CDSP and outlines the planning and outreach process. It also discusses the relationship of the CDSP to other planning documents and introduces the 2015 General Plan Guiding Principles, goals, and policies that inform the CDSP.

Ch. 2 - Background

This chapter provides additional historical context for the CDSP area and identifies challenges and opportunities within Central District's existing conditions.

Ch. 3 - Vision, Goals & Policies

This chapter establishes the overall vision for the CDSP area, and specific visions for the subareas. The vision is followed by goals and policies by subarea and topic.

Ch. 4 - Zoning & Land Use

This chapter introduces the zoning districts for the CDSP and establishes the types of land uses allowed for potential new development within each zoning district.

Ch. 5 - Public Realm Standards

This chapter presents standards and guidelines for the public realm adjacent to new development, including sidewalks, parkways, and street trees.

Ch. 6 - Development Standards

This chapter presents standards and guidelines for development of private property, including allowable densities and heights, as well as required setbacks, open space and parking standards.

Ch. 7 - Implementation & Administration

This chapter presents implementation actions and responsibilities, and potential programming and funding opportunities to bring the CDSP vision to life.

Appendix

The CDSP includes two appendices: A.1 – Definitions provides a glossary of land use planning and urban design terminology used throughout the document; A.2 – Design Guidance for Tree Selection supplements the public realm standards and guidelines introduced in Chapter 5 with a detailed overview of existing street tree conditions, and recommendations for tree species to be incorporated in future updates to the Department of Public Works' Master Street Tree Plan.

Draft Central District Specific Plan

Chapter 2: Background

2.1 Community and Historic Context

Note: Regional Context Map to be added following Planning Commission Study Session

Central District is Pasadena's largest and most central Specific Plan area, located approximately 10 miles northeast of downtown Los Angeles. The Specific Plan area is generally bounded by Corson Street and the I-210 Freeway to the north, Del Mar Boulevard and California Boulevard to the south, Pasadena Avenue and the I-710 Freeway to the west, and Mentor and Wilson Avenues to the east. West of the Metro L Line (Gold) right of way, the CDSP area meets the South Fair Oaks Specific Plan area at Del Mar Boulevard, while east of the Metro right of way, the CDSP area extends south around California Boulevard. At its far eastern boundary, the CDSP area meets the East Colorado Specific Plan area at Wilson Avenue. The Metro L Line (Gold) runs north/south through the western half of the CDSP area, eventually turning east along the 210 Freeway north of Corson St. Del Mar Station and Memorial Park station both lie within the CDSP area, with another station at Lake Avenue and the 210 Freeway just north of the CDSP area boundary.

Central District is recognized as Pasadena's Downtown and a regional cultural, entertainment, and business hub, containing several distinct activity centers, residential neighborhoods, and the City's civic, cultural, retail and financial cores. Notable civic and cultural landmarks and historic resources include Pasadena's City Hall, Central Library, Convention Center, Civic Auditorium, and the Pasadena Playhouse. Numerous historic resources are located within the district in addition to several historic and landmark districts, collectively contributing to Pasadena's identity and recognized historic character. While located outside the CDSP area, Caltech, Pasadena City College, Huntington Memorial Hospital, and ArtCenter's South Campus contribute to the diverse economic activity and demand for housing throughout the Central District.

Central District's development began in the 1880s with Colorado Boulevard and Fair Oaks Avenue serving as the City's first and primary commercial corridors. The commercial district now known as Old Pasadena emerged around this intersection, while early industrial development was focused along Arroyo Parkway. In conjunction with early commercial and industrial growth, residential areas expanded throughout the Central District, with the highest densities concentrated around the commercial corridors. In 1925, the Bennett Plan introduced a new comprehensive vision for Pasadena's Civic Center, following a Beaux Arts framework for siting major civic buildings. Many elements of the implemented Bennett Plan remain today, including the neoclassical architectural landmarks of City Hall, Central Library, Civic Auditorium and the Holly Street procession. Commercial activity grew along Colorado Boulevard, Fair Oaks Avenue, and Lake Avenue throughout the 1920s, 30s, and 40s, further establishing

the Central District's traditional urban form with pedestrian-oriented storefronts situated below office or residential upper-story uses.

In the decades following World War II, much development shifted toward an auto-oriented, single-use model, best exemplified by the Parsons Corporation office complex and the former Plaza Pasadena indoor mall. However, amid a 21st-Century renaissance of environmentally sustainable and people-oriented planning practices, much of Central District's growth and redevelopment reflects its early urban form. For example, Plaza Pasadena has been replaced by The Paseo, a pedestrianized mixed-use retail center integrated into its downtown surroundings, and a majority of Parsons Corporation's multi-acre surface parking lots have been redeveloped into mix of residential and office uses.

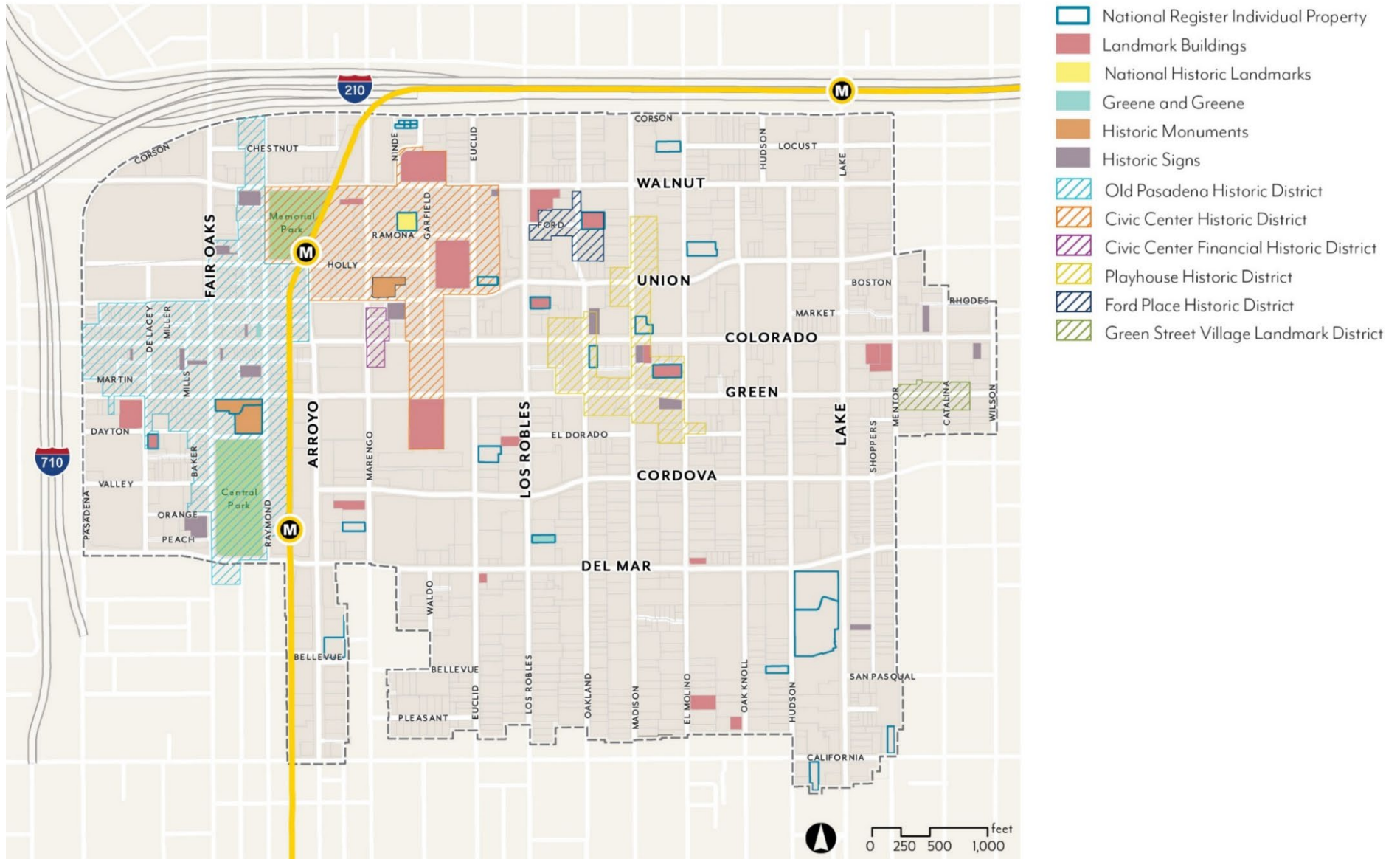
2.1.1 Historic Resources & Character

Note: Central District Timeline to be added following Planning Commission Study Session

As Pasadena's earliest center of development, Central District contains a wealth of historically significant buildings, many of which contribute to historic districts and individual landmark designations on the National Register of Historic Places and other state or local historic registers. Local designations include Landmark Buildings (properties that contribute to the historic, cultural or architectural heritage of the City) and Historic Monuments (properties associated with events or persons that have made significant contributions to broad patterns of history, or that are exceptional in embodiment of a historic period, architectural style, or work of a significant architectural designer). Several properties in Central District have received both national and local designations.

Central District's early development and concentration of historic buildings both created and helps to preserve the pedestrian-oriented nature of Pasadena's downtown, a condition that is supportive for business and convenient for residents and visitors. Old Pasadena contains the City's largest concentration of historic commercial buildings. The Civic Center area also contains a number of historically significant landmarks laid out on a cross-axis of grand streets with uninterrupted viewsheds, reflecting the City's 1925 Bennett Plan for the siting of monumental civic buildings. Central District also contains two Greene & Greene buildings, designed by the influential early 20th-Century architects Charles and Henry Greene, distinguished practitioners of the American Craftsman Style notable for designing Pasadena's most renowned residential properties. An inventory of national and City-designated historic properties, Greene & Greene buildings, and historic districts in the CDSP area are provided in Map 2.1-1 and Table 2.1-1.

Map 2.1-1: Central District Specific Plan Area Landmarks and Historic Resources



*DRAFT Proposed Central District Specific Plan, June 22, 2022
 Graphics and final layout to be prepared following Planning Commission Study Session*

Table 2.1-1: Central District Specific Plan Area Historic Resources

National Register Individual Properties	
Bullock's Pasadena	401-415 S Lake Ave
George Ellery Hale Building †	175 N Garfield Ave
Colonial Court	291-301 N Garfield Ave
First Trust Building	595 E Colorado Blvd
Haskett Court	824-834 E California Blvd
Home Laundry	432 S Arroyo Pkwy
Lukens House	267 N El Molino Ave
Mentor Court	937 E California Blvd
Miss Orton's School For Girls	154 S Euclid Ave
Odd Fellows Temple	122 N El Molino Ave
Rose Court	455 S Hudson Ave
Singer Building	16 S Oakland Ave
Stoutenburgh House	255 S Marengo Ave
Town House Apts	80 N Euclid Ave
Castle Green*	99 S Raymond Ave
Edmund Blinn House*	160 N Oakland Ave
Friendship Baptist Church*	80 W Dayton St
Grace Nicholson Bldg*	46 N Los Robles Ave
Pasadena Playhouse*	39 S El Molino Ave

Landmark Buildings	
Brookmore Apts	189 N Marengo Ave
Casa Del Mar Apts	306 S El Molino Ave
City Hall	100 N Garfield Ave
Civic Auditorium	300 E Green St
Constance Hotel	928 E Colorado Blvd
Cornish Manor Court	500 S El Molino Ave
Engine Company #34	541 S Oak Knoll Ave
First Congregational Church	464 E Walnut St
Friend Paper Company	100 W Green St
House	324 S Euclid Ave
Livingstone Hotel	139 S Los Robles Ave
Main Public Library	285 E Walnut St
Monticello Manor	221 S Marengo Ave
United Artists Theater	600 E Colorado Blvd

Greene & Greene	
Ernest Smith House†	272 S Los Robles Ave
Kinney-Kendall Bldg.	63 E Colorado Blvd

Historic Monument	
Pasadena YWCA	78 N Marengo Ave

Historic Signs	
El Toreo Café	25 S Fair Oaks Ave
Hamburger's W/Arrow	40 W Colorado Blvd
Customer Parking	106 W Colorado Blvd
Voca Missionary Society	257 S Fair Oaks Ave
The 35er	10 E Colorado Blvd
Braley Building	35 S Raymond Ave
Livingstone Hotel	139 S Los Robles Ave
Hutch's Barbeque	390 E Walnut St
Pasadena Labor Temple	42 E Walnut St
Marine Hotel Rooms	126 N Fair Oaks Ave
Le Sex Shoppe	45 E Colorado Blvd
Citizens' Bank & Building	254 E Union St
Star News Publishing	525 E Colorado Blvd
Top & Body	650 E Green St
Zinke's Shoe Repair	594 E Colorado Blvd
Allied Auto Supply	1060 E Colorado Blvd
Draper's	396 S Lake Ave
Pashgian Rugs	985 E Colorado Blvd

†Also designated as a National Historic Landmark

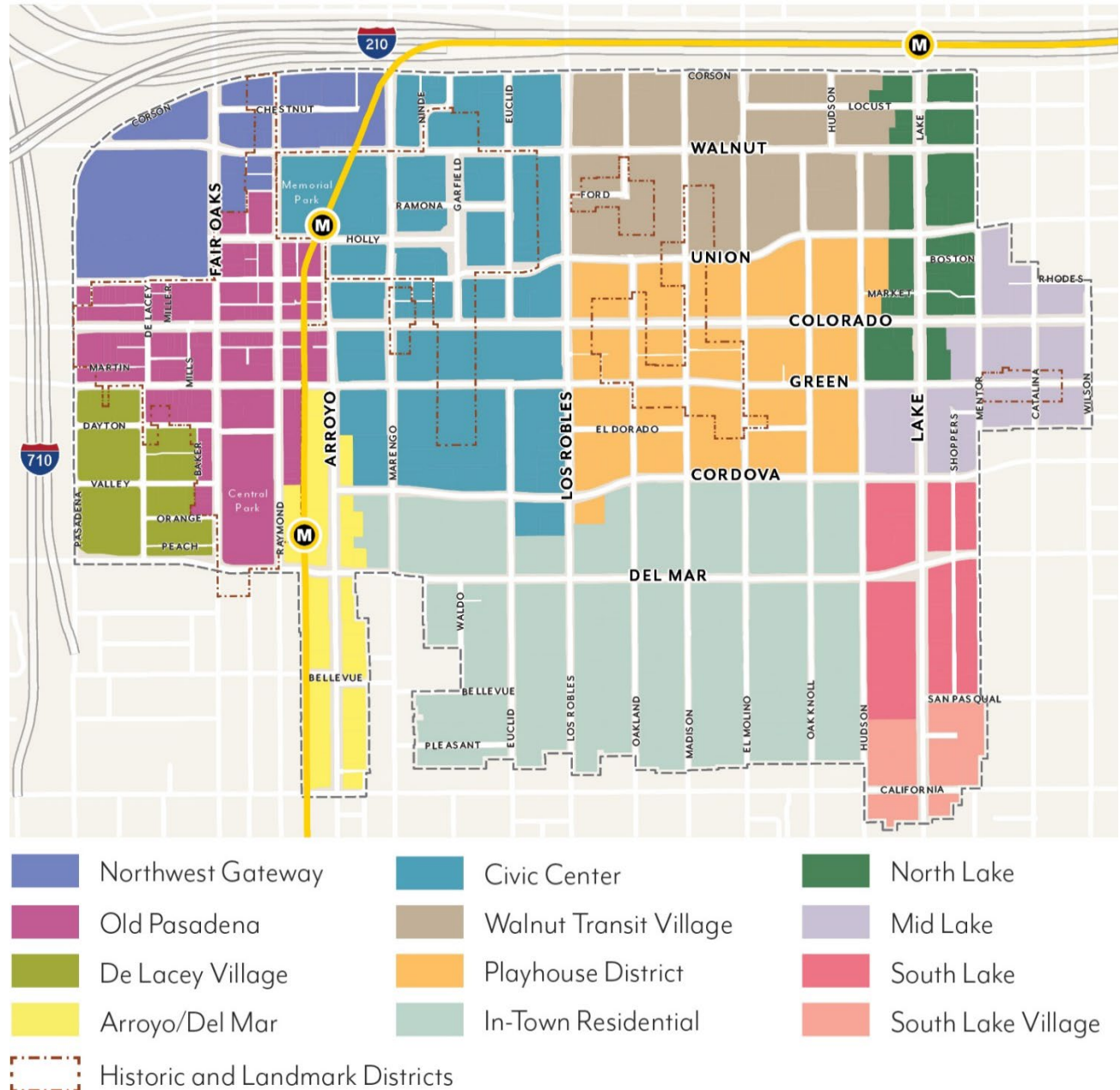
*Also designated as a Landmark Building

†Also designated as a National Register Individual Property

2.2 Existing Land Uses, Urban Form, Public Realm, and Open Space

The Specific Plan Area is organized into 12 subareas (Map 2.2-1), distinguished by their existing conditions, their General Plan Land Use designations, and the Specific Plan’s vision for their future. This section describes existing uses, character, and urban form within these areas. In Chapter 3, future-oriented goals and policies are introduced for each subarea.

Map 2.2-1: Central District Specific Plan Subareas



Northwest Gateway

Northwest Gateway serves as an important entrance to the Central District from Fair Oaks Avenue to the north and Walnut Street to the west. The subarea comprises a mix of commercial, residential, and institutional uses, and is most prominently distinguished by the Parsons Corporation office complex and a more recent proliferation of multi-family residential developments surrounding the intersection of Walnut Street and Fair Oaks Avenue. The subarea is generally bounded by Pasadena Avenue to the west and Corson Street to the north; the eastern boundaries are staggered between Fair Oaks Avenue and the Metro L Line (Gold) to the east, and the southern boundaries are staggered between Walnut Street and Union Street.

Land Uses

Notably, the subarea is home to a large commercial office complex for the Parsons Corporation, encompassing an entire city block bounded by Pasadena Avenue to the west, Fair Oaks Avenue to the east, Corson Street to the north, and Union Street to the south. A sizeable mixed-use office, residential, and retail complex (100 West Walnut) is under development on the two large surface parking lots surrounding the original Parsons office towers. Other uses throughout the subarea include multi-family residential, hotel, retail, offices, religious and educational institutions, funeral services, and a large public surface parking lot.

Building Forms, Frontages, and Character

Parcel sizes in the subarea are larger than the Central District's average, most notably the 15+ acre Parsons Corporation/100 West Walnut site and another 6+ acre site directly to the south. High-intensity urban form is maintained along Fair Oaks Avenue with 8-story and 12-story office buildings and several other 5- to 6-story mixed-use developments within the subarea.

Much of Fair Oaks Avenue and the westernmost block of Walnut Street in the subarea are distinguished by a 5-story street wall with pedestrian-friendly ground floor frontages. East of Fair Oaks Avenue, Walnut Street and Chestnut Street have a mix of 1- to 4-story buildings. Most of these residential, institutional, and office uses do not have active frontages, despite many being built in a traditional storefront style.

The subarea contains the northernmost portion of the Old Pasadena National Register Historic District along the west side of Raymond Avenue, which includes the St. Andrew Catholic Church on the north side of Chestnut Street. Erected in 1927 in a Byzantine style of architecture, its red brick design motif has inspired the design of several other developments along Chestnut Street.

Public Realm & Open Space

Along Fair Oaks Avenue, sidewalks are approximately 12 feet in width, with consistently planted street trees. Fair Oaks Avenue also features a tree-lined street median in portions of the subarea. Sidewalks narrow on Walnut Street east of Fair Oaks Avenue with intermittent street trees and sparse pedestrian furniture. The public realm along Chestnut Street and Raymond Avenue is of good quality, with wider 12- to 15-foot sidewalks. A high-quality public realm and open space surrounds the Operating Engineers Trust Fund/Local 12 building between Corson and Chestnut Streets, with enhanced red brick paving, a widened sidewalk, and a courtyard plaza with high-quality landscaping. Public realm conditions vary

along Corson Street. Despite generally facing the rear of developments and abutting the 210 Freeway, most segments of Corson Street have sufficient sidewalk widths, street trees, parkways, or landscaped setbacks, which improve the pedestrian experience. Along the east side of Pasadena Avenue between Walnut Street and Union Street, wide sidewalks and a double row of trees create an enjoyable walking area abutting the Parsons site.

Old Pasadena

The Old Pasadena subarea is the historic core of the City that has developed into a vibrant retail and entertainment destination that contains and generally follows the boundaries of the Old Pasadena National Register Historic District. The subarea is bounded by Pasadena Avenue to the west, Arroyo Parkway to the East, Union Street and the southwest edges of Memorial Park to the north, and Green Street and Central Park to the south. Old Pasadena's primary activity centers are the east/west corridors of Colorado Boulevard and Green Street, and the north/south corridors of Fair Oaks Avenue and Raymond Avenue.

Land Uses

Existing land uses in Old Pasadena are predominantly a mix of retail and dining, commercial office, and multi-family residential, with a majority of buildings incorporating combinations of these uses. Residential uses are generally limited to mixed-use buildings with commercial uses on the ground floor; exceptions are located generally one block away from Colorado Boulevard. Large parking structures in the subarea accompany several commercial uses surrounding Colorado Boulevard.

Building Forms, Frontages, and Character

Old Pasadena contains a high concentration of traditional buildings with pedestrian-oriented ground-floor commercial frontages, many of which were built before 1940. Most buildings are 2 to 3 stories tall, with a few buildings up to 5 stories, most commonly located on corner parcels. Along much of Colorado Boulevard and Green Street, buildings are constructed on narrow parcels, directly abutting one another without front or interior setbacks, contributing to a continuous streetwall condition. Old Pasadena is generally served by parking structures rather than street-facing surface parking lots, limiting interruptions to the street wall and pedestrian-oriented storefronts. While relatively consistent in their scale and orientation, the architectural style of buildings in Old Pasadena varies, with Vernacular Masonry, Spanish Colonial Revival, and Art Deco most commonly reflected in the subarea's architecture. Other styles found in the subarea include Streamline Moderne, Neoclassical Revival, Italian Renaissance Revival, Mission Revival, and Beaux Arts.

Public Realm & Open Space

Colorado Boulevard's 12- to 15-foot-wide sidewalks with consistent alternating Palm tree and Maidenhair (Ginkgo) tree plantings create a cohesive, generally comfortable, and attractive pedestrian environment that complements the area's retail character, despite limited shade coverage from the street trees. Other amenities along Colorado Boulevard's sidewalks include bicycle racks, pedestrian-scale lighting, and trash receptacles; seating in the public realm is generally associated with bus stops or outdoor restaurant seating. Along other streets in the subarea, sidewalk widths are typically between 10

and 12 feet with a similar distribution of amenities, however street tree conditions vary by street. Green Street is fairly consistently shaded by a large, mature Ficus tree canopy, and Union Street's sidewalks also receive consistent shade from a variety of mid-size trees. Fair Oaks Avenue, Raymond Avenue, and De Lacey Avenue have mostly smaller street trees that provide limited seasonal shade.

Old Pasadena's public realm is enhanced by a network of alleys and paseos that improve connectivity for pedestrian and provide pedestrian-oriented retail environments within the internal portions of blocks. For example, north of Colorado Boulevard between De Lacey Avenue and Fair Oaks Avenue, several alleys connect to form One Colorado, an outdoor plaza surrounded by retail, dining, and entertainment uses. Old Pasadena also includes the City's Central Park, a historic 10-acre open space with a variety of recreational amenities, bounded by Fair Oaks Avenue, Dayton Street, and Raymond Avenue at the southern end of the subarea.

De Lacey Village

De Lacey Village is a medium- to high-density mixed-use and residential neighborhood on the western edge of Central District, generally bounded by Pasadena Avenue to the west, De Lacey and Fair Oaks Avenues to the east, Green and Valley Streets to the north, and Del Mar Boulevard to the south. The subarea is distinguished by the Westgate Apartments, a 480-unit multi-family housing complex situated at the southwest corner of the subarea. The subarea's primary commercial node is located at the intersection of De Lacey Avenue and Dayton Street.

Land Uses

De Lacey Village's most prominent residential complex is the Westgate development, which encompasses three blocks west of De Lacey Avenue. The buildings include retail ground floor along Green Street and at the southwest corner of Dayton Street and De Lacey Avenue. Existing land uses east of De Lacey Avenue include mixed-use residential with ground-floor retail, commercial retail, and office, as well as medical offices and clinics, and religious and institutional uses.

Building Forms, Frontages, and Character

The Westgate development west of De Lacey Avenue is composed of 3- to 5-story buildings in various contemporary apartment and townhome styles. Blocks are broken up by a network of pedestrian paseos and courtyard areas. 3-story structures and corner plazas typically front De Lacey Avenue, creating a transition to the lower building heights east of De Lacey Avenue. Residential ground floor frontages along the west side of De Lacey Avenue are of high design quality, with landscaped setbacks and stoops to separate the sidewalk from residential unit entrances. East of De Lacey Avenue, buildings are typically 1 to 2 stories with lower lot coverage and ample surface parking lots. Frontage conditions east of De Lacey Avenue include many surface parking lots, fences, and windowless walls, though a few buildings feature active or potentially active commercial storefronts.

Public Realm & Open Space

A high-quality public realm is maintained along Valley Street, Dayton Street, and Green Street, as well as Del Mar Boulevard west of De Lacey Avenue. Sidewalks are approximately 12 feet in width and have consistent shade trees, landscaped parkways, and setbacks. Mid-block pedestrian paseos also increase

connectivity throughout the Westgate development and contribute to the area's open space. Along the west side of De Lacey Avenue, sidewalks are 12 to 15 feet wide with consistent street trees. East of De Lacey Avenue, sidewalks have a narrower width of approximately 10 feet, and intermittent street tree coverage with less consistency in species and placement.

The subarea includes two publicly accessible open spaces: A plaza at the southwest corner of Orange Place and De Lacey Avenue with high-quality landscaping and seating, and a plaza with planter seating and movable outdoor café seating on the southeast corner of Dayton Street and De Lacey Avenue.

Arroyo/Del Mar

The Arroyo/Del Mar subarea is one of the primary entrance points to Downtown Pasadena. The subarea is primarily located along Arroyo Parkway at the southeast end of Central District, bounded by Green Street to the north, California Boulevard to the south, and the Metro L Line (Gold) to the west, with a small area extending west of the Metro right-of-way to include Del Mar station and associated development. The subarea is characterized by a diversity of commercial and residential uses and also notable for its adjacency to Central Park.

Land Uses

Existing land uses in the Arroyo/Del Mar subarea primarily consist of commercial and residential developments. North of Del Mar Boulevard, the subarea includes a variety of commercial uses, including offices, storage, and mixed-use retail-residential and multi-family residential complexes. South of Del Mar Boulevard, the subarea primarily features commercial uses, including retail, dining, storage warehouses, offices, and a strip mall. One hotel complex and a small residential development are also located south of Del Mar Boulevard.

Building Forms, Frontages, and Character

The Arroyo/Del Mar subarea is characterized by long north/south block lengths between Green Street and Del Mar Boulevard on the west side of Arroyo Parkway. The subarea contains relatively large parcel sizes throughout. Most of the subarea's recent development is located on the west side of Arroyo Parkway, including a complex of 3- to 8-story residential buildings surrounding Del Mar Station. Older developments are generally located along the east side of Arroyo Parkway south of Del Mar Boulevard, an area characterized by an eclectic mix of 1- to 3-story commercial buildings and one 4-story mixed-use development containing retail and residential uses. Frontages vary across the subarea, with occasional blank walls and surface parking lots on Arroyo Parkway north of Cordova Street, to active ground-floor conditions on the east side of Arroyo Parkway south of Bellevue Drive. This subarea is also home to the Tudor Revival-style Home Laundry Building, a designated property on the National Register of Historic Places located on the northeast corner of Arroyo Parkway and Bellevue Drive.

Public Realm and Open Space

Arroyo/Del Mar's public right-of-way consists of narrow 10- to 11-foot sidewalks, but enjoys a consistent streetscape with landscaped medians that provide uniformity despite the eclectic building forms along the boulevard. There are some mature shade trees, though coverage is inconsistent on some blocks and existing palm trees do not contribute to shade for pedestrians.

The subarea includes one publicly accessible open space at the Del Mar Station Plaza. The Plaza is surrounded by station-adjacent housing and restaurants, accessible from Raymond on the west side of the Metro L Line (Gold) right-of-way. While located outside of the subarea boundaries, Pasadena's historic 10-acre Central Park is located directly west of the subarea across from Del Mar Station along Raymond Avenue.

Civic Center

The Civic Center is the governmental center of the City, distinguished by the landmark City Hall, Public Library and Civic Auditorium in accordance with the historic, award-winning Civic Center Plan, which provides for visual and pedestrian linkages among Pasadena's key civic buildings. The Civic Center subarea contains a majority of the Civic Center National Register Historic District, as well as Memorial Park station of the Metro L Line (Gold). The subarea is generally bounded by Arroyo Parkway and Raymond Avenue to the west, Los Robles Avenue to the East, Corson Street to the north, and Cordova Street to the south. Civic Center's primary activity centers include the Pasadena Central Library at Walnut Street and Garfield Avenue, Pasadena City Hall at Garfield Ave and Holly Street, Memorial Park and Levitt Pavilion, the historic YWCA building at Union Street and Marengo Avenue, and The Paseo retail district and apartments surrounding the intersection of Garfield Avenue and Colorado Boulevard. The Civic Center also contains numerous permanent public art pieces as part of the City's Public Art Collection situated within civic and cultural settings.

Land Uses

North of Colorado Boulevard, Civic Center's existing land uses are primarily institutional and commercial office, including Pasadena City Hall and several other City Department offices and facilities, as well as medical and religious institutions. This area also includes multi-family housing, a single-room occupancy permanent supportive housing development, retail uses, and several public open spaces surrounding the institutional uses. Between Colorado Boulevard and Green Street, a single mega-block is occupied by The Paseo, a primarily retail and entertainment-oriented outdoor shopping center that also includes apartments and a hotel. West of The Paseo, a large commercial office building and parking structure occupy another large block between Colorado Boulevard and Green Street. South of Green Street, the Pasadena Convention Center, Civic Auditorium, Pasadena Ice Skating center, a large conference hotel, an independent living retirement community, and multi-family housing all contribute to a mix of recreational, commercial, and residential uses. The blocks to the east and west of the Convention Center contain a mix of commercial office, medical, retail, and multi-family residential uses.

Building Forms, Frontages, and Character

Civic Center's built form is generally characterized by large blocks and monumental buildings, reflecting the 1925 "City Beautiful"-inspired Bennett Plan. The Bennett Plan, recognizable in the subarea's Beaux-Arts architecture, wide tree-lined pedestrian promenades, and axial street layout, served as the framework for siting the city's major civic buildings including City Hall, the Central Library, and the Civic Auditorium. In addition to the Bennett Plan's enduring features, the subarea's historic character is reflected in a variety of Spanish Colonial Revival, Italian Renaissance Revival, Mediterranean Revival, and Craftsman buildings.

Building heights typically range from 3 to 8 stories, with a few office buildings primarily along Colorado Boulevard reaching above 10 and 15 stories. However, the subarea's larger building forms rarely create a consistent street wall as they are interspersed between surface parking lots, wide streets and setbacks, and open spaces. While building frontages are typically attractive and well-maintained in the subarea, active frontages are primarily limited to Colorado Boulevard. Some areas with minimal setbacks, pedestrian entries, and ground floor windows, such as the west side of Los Robles Avenue between Walnut Street and Colorado Boulevard, have potential to be activated but the current land uses and design treatments do not currently provide an engaging pedestrian environment. Parking garages throughout the subarea create several permanently inactive frontage conditions along Arroyo Parkway, Union Street, Euclid Avenue, and Walnut Street.

Public Realm & Open Space

The subarea's public realm comprises a wide variety of generally pleasant conditions. Conditions around the civic buildings in the subarea are unique within the City, with a tree-lined pedestrian procession on Holly Street leading to City Hall, and extra-wide sidewalks with specialty paving along Garfield Avenue. The pedestrianized section of Garfield Avenue connecting Colorado Avenue and Green Street through "The Paseo" mall blends the continuation of Garfield Avenue's public realm with commercial open space. In commercial areas within the subarea, sidewalks reflect more typical but still well-maintained conditions. Along segments of Union Street between Garfield Avenue and Los Robles Avenue, wide sidewalks with landscaped parkways and setbacks comprise a comfortable and spacious public realm. Consistent with surrounding subareas, Colorado Boulevard has 12- to 15-foot sidewalks with ornamental palm trees. With the exception of the expanded sidewalk fronting the Civic Auditorium, Green Street and Euclid Street have narrow sidewalks, almost entirely shaded by the large Ficus tree canopy.

Relative to the Central District as a whole, Civic Center contains a high number of Open Spaces. Most notable is Memorial Park, an approximately 5-acre historic green space including the Levitt Pavilion amphitheater. Along Garfield Avenue, Holly Street, and Green Street, many civic buildings have publicly accessible grass lawns or courtyards. Other publicly accessible open spaces include plazas within The Paseo mall and a large corporate plaza surrounding the office building on the corner of Green Street and Marengo Avenue. Additionally, the subarea contains several privately maintained paseos, such as those between Union Street, Colorado Boulevard, and Euclid Avenue, which accommodate easier pedestrian connections between blocks.

Walnut Transit Village

Walnut Transit Village is a medium-density mixed-use neighborhood at the northern end of Central District, bounded by Los Robles Avenue to the west, Hudson and Lake Avenues to the east, Corson Street to the north, and Union Street to the south. The subarea is located just southwest of the Metro L Line (Gold) Lake Station. Activity in the subarea is primarily focused along the east/west Walnut Street corridor.

Land Uses

Existing uses are predominantly commercial offices, multi-family residential, and religious/educational institutions. There is very little existing retail or mixed-use. The subarea contains a high concentration of multi-family residential uses, including several significant developments along Corson Street, the south side of Walnut east of Madison Avenue, and between Walnut and Union Streets east of El Molino Avenue. Fuller Theological Seminary contributes to a significant institutional presence in the subarea, with the campus encompassing the southwest corner of the Walnut Transit Village and additional offices and administrative buildings interspersed throughout the western portion of the subarea.

Building Forms, Frontages, and Character

Walnut Transit Village consists of relatively long north/south block lengths, various parcel sizes, and low-intensity lot coverage compared to areas fronting major commercial corridors. More recent multi-family residential developments have added some intensity to the urban form.

Buildings in the subarea are primarily between 1 and 5 stories tall, with a few more recent residential developments reaching between 6 and 7 stories. These taller buildings are notably absent from the area between Union and Walnut Streets, which is designated to maintain unobstructed sightlines of the City Hall dome from the intersection of Union Street and Hudson Avenue.

Frontage conditions are typically inactive due to street-facing surface parking lots and lack of retail and restaurant land uses – most office and residential-only buildings are not designed to encourage interface between private property and the public realm. However, most buildings along north/south streets have wide landscaped setbacks, contributing to an attractive and comfortable public realm. Additionally, the few mixed-use residential/retail developments have active frontages with retail storefronts built to the property line and transparent facades.

Walnut Transit Village is also home to two historic districts that showcase a wide variety of architectural styles. The Ford Place Historic District consists of mostly Craftsman-style bungalows, but also includes Spanish Colonial Revival, Italian Renaissance Revival, Mediterranean Revival, Colonial Revival, Mission Revival, Tudor, and Prairie Style. Other less prevalent styles include International/Modern Style and Gothic Revival. The subarea also houses the northern portion of the Playhouse Historic District, which offers examples of Spanish Colonial Revival, Art Deco, and Craftsman architecture.

Public Realm & Open Space

The subarea's north/south streets as well as Locust Street, feature a high-quality public realm along with landscaped parkways, shade trees, landscaped setbacks, sufficient sidewalk widths for comfortable pedestrian travel. Corson Street, the northernmost east-west street abutting the 210 Freeway, generally has sufficient sidewalk widths, street trees, and landscaped parkways, though pedestrian comfort is impeded by proximity to the freeway.

Both Union and Walnut Streets, the primary east/west corridors in the subarea, have inconsistent and generally poor public realm conditions that don't adequately address pedestrian comfort and mobility. Union Street has narrow sidewalks of 10 feet or less and several blocks don't have street trees. In addition, the lack of street parking on some blocks and its one-way condition for vehicular travel creates an auto-oriented character. Walnut Street has narrow sidewalks of 8 feet on most blocks and is absent

of street trees, except in front of new development between El Molino Oak Knoll Avenues. Street parking is not permitted within the subarea which, combined with fast-moving traffic and a lack of shade, make the corridor inhospitable for pedestrians.

Walnut Transit Village contains two publicly accessible open spaces. The Fuller Theological Seminary Prayer Garden located on the north side of Union Street at Oak Knoll Avenue includes planted areas with mature shade trees, seating areas, and a water feature. The entrance plaza of the Hudson Apartments, near the southeast corner of El Molino Avenue and Walnut Street, creates another open space with fixed tables, stools, and seat-height planters situated under a public art installation that is suspended between the two apartment buildings.

Playhouse District

The Playhouse District is an arts-and-culture-oriented area named for the Pasadena Playhouse, a central architectural and cultural landmark in the City. The subarea is generally bounded by Los Robles Avenue to the west, Hudson Avenue to the east, Union Street to the north, and Cordova Street to the south, and contains a majority of the Pasadena Playhouse National Register Historic District. The subarea's commercial and cultural activity is primarily focused along Colorado Boulevard, Green Street, and El Molino Avenue.

Land Uses

The Playhouse District comprises a rich mix of existing land uses, from theaters, museums, bookstores, schools, and religious institutions, to gyms, retail stores, restaurants, medical and commercial offices, and mixed commercial and residential developments. Restaurants and retail are most concentrated along Colorado Boulevard, with mixed-use retail and office buildings concentrated between Colorado Boulevard and Green Street. Low- and medium-density multi-family residential uses are generally found south of Green Street between Madison Avenue and Hudson Avenue, while two large mixed-use residential developments are located fronting Colorado Boulevard between Madison Avenue and Oak Knoll Avenue. Several institutional uses including three churches, a medical school, a culinary school, and a Los Angeles County government office are all located between Los Robles Avenue and Madison Avenue. Arts and entertainment uses including the Pasadena Playhouse and Laemmle's Playhouse are located between Madison Avenue and Oak Knoll Avenue.

Building Forms, Frontages, and Character

Containing much of the Pasadena Playhouse National Register Historic District, the subarea visibly represents the early expansion of Pasadena's downtown area. Buildings within the subarea reflect a wide variety of historic architectural styles, most commonly Spanish Colonial Revival, with other notable styles including Art Deco, Craftsman, Gothic Revival, Colonial Revival, and Beaux Arts. While notable for its historic elements, the subarea contains an eclectic mix of building forms and frontage conditions that reflect the range of land uses and ongoing development of the area. Buildings vary widely in height, with 1- to 2-story buildings often standing adjacent to or opposite buildings of 5 or more stories. Four office buildings stand above 90 feet, one of which is greater than 150 feet. Blocks within the subarea are

generally small, contributing to a pedestrian-friendly environment. Several blocks between Colorado Boulevard and Green Street are further broken up by a network of mid-block alleys including Converse and Playhouse Alleys.

With the exception of a large surface parking lot and landscaped church setback between Oakland Avenue and Madison Avenue, Colorado Boulevard has a consistent streetwall that creates a comfortable pedestrian environment and encourages sidewalk activity. Building frontages along Colorado Boulevard are mostly traditional storefronts built to the property line with either current active uses or strong potential to be activated. Ground floor frontages on most other streets in the subarea are attractive and well-maintained with varying setbacks and landscaping. While not all are occupied by active uses, building frontages in the subarea are generally oriented to the street and provide clear access to pedestrians.

Public Realm & Open Space

Public realm conditions within the Playhouse District generally follow the corridor-specific characteristics that extend across the Central District's subareas. Colorado Boulevard's typical 12- to 15-foot sidewalks with alternating Palm trees and Maidenhair (Ginkgo) trees are contrasted by Green Street's narrower sidewalk widths and consistent Ficus tree shade canopy. Union Street has narrow sidewalks with occasional clusters of shade trees that increase in frequency moving east through the subarea, typically associated with more recent developments. Cordova Street, El Molino Avenue and Oak Knoll Avenue south of Green Street, and Oakland Avenue south of El Dorado Street all have medium to wider sidewalks with landscaped parkways, and consistent shade trees. On other streets with active retail storefronts, sidewalks are typically medium to wider with amenities such as seating and pedestrian-scale lighting. Street trees in these areas are typically smaller or entirely ornamental, planted in tree wells rather than parkways.

Playhouse District includes a few small publicly accessible open spaces. The plaza between Laemmle's Playhouse and Vroman's Bookstore is accessible by paseos from El Molino Avenue and Colorado Boulevard. The Target department store site includes one plaza on the northeast corner of Colorado Boulevard and Oak Knoll Avenue, and one mid-block courtyard plaza between Colorado Boulevard and Union Street on east side of Oak Knoll Avenue. Small plazas on either side of El Molino Avenue between Colorado Boulevard and Green Street include restaurant patio seating on the east side, and the Engemann Family Courtyard of the Pasadena Playhouse building on the west side. Both the First United Methodist Church (Colorado Boulevard and Oakland Avenue) and the Pasadena Presbyterian Church (Colorado Boulevard and Madison Avenue) have accessible grass front lawn areas, but neither include seating or other elements indicating that they are for public use.

In-Town Residential

The In-Town Residential subarea is a low- to medium-density residential area bounded by Waldo Avenue and Marengo Avenue to the west, Hudson Avenue to the east, Cordova Street to the north, and property lines north of California Boulevard to the south. The subarea is characterized by its diverse variety of multi-family residential uses and its high-quality public realm with well-shaded streets and landscaped front yard areas. The subarea contains a number of historically and architecturally significant

dwellings, with styles including bungalow courts and courtyard housing created through the City's form-based "City of Gardens" ordinance. Primary corridors include Cordova Street and Del Mar Boulevard, running east/west, and Los Robles Avenue, running north/south.

Land Uses

The In-Town Residential subarea consists primarily of multi-family residential buildings, with some single-family residential properties. Additionally, there are educational uses at the western and eastern edges of the subarea, including Pasadena Unified School District properties and private schools, with institutional and medical uses interspersed.

Building Forms, Frontages, and Character

The architectural character of residential buildings in this subarea varies widely. Most buildings in the subarea are 1 to 4 stories, with no buildings above 6 stories. Building entrances are typically built to face north/south streets rather than the major east/west corridors. North/south street frontages are generally set back 10 to 20 feet from the sidewalk with landscaping, while setback conditions on east/west streets are more varied. A majority of the subarea is subject to Pasadena's City of Garden ordinance, which regulates the size and configuration of yards and gardens to support courtyard-style multifamily housing.

While north/south blocks south of Del Mar Boulevard are significantly longer than blocks in other Central District subareas, planted yards and mature street trees contribute to comfortable pedestrian conditions throughout the In-Town Residential subarea. East/west block lengths are shorter and consistent with the rest of the Central District street grid.

Public Realm & Open Space

This subarea has a consistently high-quality public realm for residential conditions. Mature street trees, planted parkways, landscaped setbacks, and wide sidewalk widths provide a comfortable pedestrian setting and access to uses in surrounding areas. However, there are no publicly accessible open spaces in the subarea, as the Mayfield Junior School Field and McKinley Park are only intended for use by their respective educational institutions.

North Lake

The North Lake subarea is an important entry to Pasadena's primary north/south commercial spine from the 210 Freeway and Metro L Line (Gold) Lake station, distinguished by a variety of mid- to high-rise office buildings and single-story commercial retail and services. The subarea is generally bounded by Corson Street to the north, Mentor Avenue to the east, Green Street to the south, and mid-block between Lake Avenue and Hudson Street to the west.

Land Uses

The subarea comprises almost entirely commercial uses and serves as the City's business and financial core with numerous financial offices, banking services, and corporate offices. Other commercial offices, retail and dining storefronts, mini-malls, and various combinations of the above can be found throughout the subarea. The subarea also includes a small number of private educational and vocational

institutions, and one residential development with ground floor commercial and medical services located on the northeast corner of Walnut Street and Lake Avenue.

Building Forms, Frontages, and Character

North Lake contains predominantly contemporary buildings constructed after 1970. Older buildings throughout the subarea are less visually prominent but add occasional pedestrian-oriented character to the streetscape. Buildings in North Lake are some of the tallest in the City, with all blocks in the subarea containing buildings with 6 or more stories and a view corridor along Lake Avenue framed by a staggered 6- to 12-story streetwall. However, the tallest buildings are generally broken up by lower-intensity strip malls and commercial storefronts.

Building frontage conditions in the North Lake subarea are generally inconsistent and inactive compared to other major commercial corridors in the CDSP area. Larger commercial office buildings typically have inactive ground floor frontages with non-transparent windows and unwelcoming entrances. Between Union Street and Walnut Street, a single-story commercial building with three active retail storefronts on the east side of Lake is abutted by a large surface parking lot and gas station. Most buildings with potentially active ground floor design lack the amenities and frontage treatments to create an inviting pedestrian environment.

Public Realm & Open Space

Despite the lack of high-quality building frontage conditions, the North Lake subarea contains relatively wide and well-maintained sidewalks. Commercial office buildings do not offer a pedestrian-oriented streetscape in terms of ground floor frontages but typically have wide sidewalks with enhanced paving and consistent street trees. Sidewalks fronting retail businesses are typically between 12 to 15 feet wide but with few amenities, limited landscaping, and a relatively healthy yet inconsistent tree canopy. The subarea contains one publicly accessible open space, an interior plaza in the Pasadena Towers complex, which is accessible from Lake Avenue and Colorado Boulevard via pedestrian paseos.

Mid Lake

The Mid Lake subarea is a predominantly commercial area of low- to medium-intensity uses at the eastern edge of the CDSP area, abutting the East Colorado Specific Plan area at the subarea's eastern boundary of Wilson Avenue. Mid Lake's other boundaries are staggered across street blocks, with western boundaries including Mentor Avenue and Hudson Avenue, northern boundaries including Union Street and Rhodes Alley, and southern boundaries including Cordova Street and mid-block property lines between Cordova Street and Green Street. Activity is focused around three primary street segments: the block of Lake Avenue between Green Street and Cordova Street; Green Street from Hudson Avenue to Wilson Avenue, and Colorado Boulevard from Mentor Avenue to Wilson Avenue.

Land Uses

The Mid Lake subarea consists primarily of commercial office, retail, and restaurant uses. With a popular comedy nightclub (Ice House) and cinema (Regency Academy), the subarea also serves as a smaller entertainment hub for the City. Other uses include medical office, government office, multi-family residential, and mixed-use retail/residential. The stretch of retail uses along Lake Avenue marks the

transition from the higher-intensity corporate office commercial character of North Lake to the lower-intensity South Lake retail corridor. A significant amount of retail-serving surface parking is located in the southeast portion of the subarea.

Building Forms, Frontages, and Character

Architectural and design character within the subarea varies widely. A mix of modern and contemporary commercial offices and mixed-use structures front Lake Avenue, most of which are built after 1970. Colorado Boulevard and Green Street consist of small parcels with a mix of 1- to 2-story buildings from the early 20th century, and larger 2- to 6-story buildings built between 1970 and 2000. Buildings along Colorado Boulevard, Green Street, and Lake Avenue typically have active or potentially active frontages through either traditional ground floor retail storefronts or non-retail spaces with sufficient transparency and pedestrian-friendly entrance treatments. Ground floor frontage conditions are less consistent on north/south blocks of Catalina Avenue and Wilson Avenue, with more active conditions surrounding intersections with Colorado Boulevard and Green Street.

Public Realm & Open Space

Overall, Mid Lake consists of a pedestrian-friendly public realm characterized by medium to wider sidewalks, consistent shade trees and amenities, and an engaging interface between the public and private realms through outdoor seating/dining, shade structures, enhanced setbacks and frontages. The public realm is further enhanced along Lake Avenue by a landscaped median with additional shade trees. While usable sidewalk space is narrow along Green Street, the mature Ficus tree canopy contributes to a comfortable pedestrian environment.

The subarea includes two publicly accessible open spaces. The development at 1055 Colorado Boulevard wraps around a sidewalk-facing plaza, and an interior plaza in “The Commons” outdoor mall is accessible from Lake Avenue via pedestrian paseos.

South Lake

The South Lake subarea is a primarily retail-focused low-intensity commercial area generally bounded by Hudson Avenue to the west, Mentor Avenue to the east, Cordova Street to the north, and San Pasqual Street to the south. Activity is focused along Lake Avenue, with retail nodes on either side of the Del Mar Boulevard intersection.

Land Uses

The subarea comprises solely commercial uses, including office, retail, restaurant, and mixed-commercial. Larger parcels on the west side of Lake Avenue accommodate major retail uses such as department stores and shopping complexes, while the east side of Lake Avenue primarily comprises individual storefronts for small businesses. Retail-serving surface parking extends the entire length of the subarea between Shoppers Lane and Mentor Avenue.

Of particular significance is the Bullock’s Department Store building, a Late Moderne structure on the National Register of Historic Places, which is located on the west side of Lake Avenue south of Del Mar Boulevard. The building’s construction in 1947 catalyzed the commercial redevelopment of the once-

residential stretch of Lake Avenue into the retail shopping destination that it is today. In 2002, much of the Bullock's site was redeveloped into "The Shops on Lake Avenue," featuring a Macy's department store in the original Bullock's structure, and a variety of restaurants in the surrounding complex.

Building Forms, Frontages, and Character

Building forms on the west and east sides of Lake Avenue in the subarea are notably distinct. The east side of Lake Avenue consists of a uniform traditional storefront character, with smaller parcels typically built to the property lines for the entire length of the subarea. The west side of Lake Avenue is more architecturally varied with consolidated larger scale developments reflecting the large 1- to 5-acre parcel sizes. Buildings on the west side of Lake Avenue generally maintain a 1- to 2-story character fronting the sidewalk, with the exception of the Bullock's building, featuring a terraced landscaped setback, and Corporate Center Pasadena, a complex of 9- to 14-story office buildings on the northwest block of subarea. Building frontages along both sides of Lake Avenue benefit from the large, shared rear-oriented parking lots accessible from Hudson Avenue and Shoppers Lane.

Public Realm & Open Space

The subarea consists of a high-quality public realm with wider sidewalks, consistent street trees, and various pedestrian amenities including trash receptacles and bicycle parking. However, sidewalks within the subarea lack seating and pedestrian-scale lighting. South Lake Avenue's landscaped center median provides consistent shade trees and ornamental palm trees, creating an attractive and comfortable environment. Mid-block crosswalks with pedestrian refuge islands within the center median are located along the corridor, contributing to safer pedestrian crossing opportunities.

The subarea contains three publicly accessible open spaces. Corporate Center Pasadena's buildings surround a large plaza on the west side of Lake Avenue, which is also connected to a smaller courtyard on the southeast corner of Cordova Street and Hudson Avenue. "The Shops on Lake Avenue" provides a sidewalk-oriented plaza on the west side of Lake Avenue just south of Del Mar Boulevard, primarily serving as seating for the mall's outdoor food court.

South Lake Village

South Lake Village is a low- to medium-density mixed-use neighborhood generally bounded by Hudson Avenue to the west, Mentor Avenue to the east, San Pasqual Street to the north, and property lines south of California Boulevard to the south. Its primary activity node is located at the intersection of Lake Avenue and California Boulevard.

Land Uses

South Lake Village's existing land uses are predominantly community-serving commercial, with retail and dining fronting Lake Avenue, a few office buildings, and a mini-mall. Non-commercial uses include Granite Park Place: a large multi-family housing development east of Lake Avenue and south of San Pasqual Street; Mentor Court and Haskett Court: two multi-family residential properties on the National Register of Historic Places; a small private school; and the Pasadena Assistance League. Additionally, the subarea abuts residential neighborhoods to the south, west, and east.

Building Forms, Frontages, and Character

South Lake Village consists of small-to-medium parcel sizes, many containing one to two-story buildings with consolidated surface parking at the rear side of the properties. Active sidewalk-oriented storefronts are prevalent along Lake Avenue north of California Boulevard, with exceptions on the southeast corner of Lake Avenue and San Pasqual Street, and the northeast corner of Lake Avenue and California Boulevard.

Ground floor frontage conditions at the intersection of Lake Avenue and California Boulevard are inconsistent. An active, sidewalk-oriented storefront is situated on the northwest corner, across from a market and sidewalk-oriented surface parking lot on the intersection's northeast corner. An active retail plaza is located on the intersection's southwest corner, while an office building with an inactive ground floor is located on the southeast corner.

The Granite Park Place residential complex consists of 4- to 5-story buildings with landscaped setbacks and entrance courtyards from San Pasqual Street and Granite Drive. The complex has limited visibility from Lake Avenue. Frontages along California Boulevard are currently inactive with sidewalk-oriented surface parking or ground floors with blank walls or tinted windows.

Public Realm & Open Space

A high-quality public realm is maintained throughout South Lake Village. Wider sidewalks, consistent street trees, and planted center medians along Lake Avenue create generally pleasant conditions. There are consistent pedestrian amenities, including trash receptacles and bicycle parking. However, there are opportunities to add sidewalk seating and pedestrian-scale lighting elements to create a more comfortable public realm. South Lake Village's primary open space is within The Marketplace on South Lake Avenue, which provides a shared commercial plaza with seating, landscaping, and shade on the southwest corner of Lake Avenue and California Boulevard.

Draft Central District Specific Plan

Chapter 3: Vision, Goals & Policies

CHAPTER OVERVIEW

The CDSP Vision, Goals, and Policies establish the desired outcomes of the plan and provide general direction for achieving these outcomes.

VISION

The vision characterizes the intended future of the CDSP area, as shaped by both the General Plan and extensive community input during the plan update process. This CDSP Vision contains an overarching vision statement and six supporting vision objectives.

GOALS

A goal is a statement that describes a desired future condition or “end” state. Goals are change and outcome oriented, achievable over time, though not driven by funding.

POLICIES

A policy is a clear statement that guides a specific course of action for decision-makers to achieve the associated goal.

The vision, goals, and policies in this chapter are presented in the following sections:

3.1 Vision

3.1.1 Vision Statement

3.1.2 Vision Objectives

3.2 Goals & Policies

3.2.1 Plan Area Goals & Policies

3.2.2 Subarea Goals & Policies

3.1 Vision

3.1.1 Vision Statement

The Central District will build upon its existing strengths as Pasadena's vibrant downtown, providing a diversity of economic, civic, cultural, entertainment, and residential opportunities. The district will be a place to work, shop, live, play, raise a family, and age with dignity, with convenient access by foot, bicycle, and transit, as well as by car. Physical and economic growth will support this role and respect the numerous resources of historical and cultural significance that contribute to the district's unique identity.

3.1.2 Vision Objectives

Sustainable Growth

A district that supports a mix of housing and commercial development near transit and existing services to encourage walkability and transit usage.

High-Quality Housing

Well-designed multi-family housing that creates varied and affordable options for the community and supports nearby businesses.

Economic Vitality

Businesses and institutions that contribute to the economic vitality and diversity of the district and city as a whole, providing the community with services, amenities, and job opportunities while supporting the City's fiscal health.

Identity and Design

Infill development guided by contextual design standards that respect and enhance historic and cultural resources, encourage adaptive reuse, and strengthen the district's identity while allowing creative architectural design.

Connected Open Spaces

An extensive network of public, semi-public, and private open spaces including streets, alleys, paseos, parks, and urban plazas that reinforce a pedestrian-scaled urban fabric and contribute to a unique sense of place in each district.

Vibrant Public Realm

Attractive streetscapes and engaging ground floor design that invites residents, employees, and visitors to walk the district and participate in public life.

3.2 Goals & Policies

The Goals and Policies in this section provide policy direction for implementing the Plan’s vision and achieving the desired outcomes based on community input and General Plan guidance. Goals and policies also provide guidance to decision makers such as City staff, City Commissions, or City Council when reviewing development projects, and they can also help support grant funding efforts to supplement the City budget for public improvement projects.

The CDSP includes goals and policies that are applicable to the entire plan area and the six subareas, as shown in Map 3.2-1. Goals and policies for the plan area are organized by topic:

- Public Realm & Historic Identity
- Development & Design
- Economic Development
- Subareas

3.2.1 Plan Area Goals & Policies

PUBLIC REALM & HISTORIC IDENTITY

Goal 1:

A public realm, including sidewalks, paseos, plazas, and pocket parks, that are safe and accessible to the general public and contribute to the CDSP area’s overall identity and sense of place.

Policies:

- 1.a. **Walkability.** Provide an unobstructed path of travel for users of all abilities that can reasonably accommodate pedestrian volumes along corridors.
- 1.b. **Public Amenities.** Provide a designated portion of the sidewalk as the Amenity Zone for public amenities such as seating, bicycle parking, trash receptacles, bus shelters, parkways, tree wells, or other stormwater management features.
- 1.c. **Enhanced Storefronts.** Promote enhanced storefronts that engage the public with street-oriented entrances, modulated facades, and pedestrian amenities in the public realm.
- 1.d. **Open Space Network.** Preserve and expand network of paseos and plazas to connect key destinations and encourage pedestrian activity, architectural quality, and sense of discovery, building off the historic legacy of the Central District’s network of publicly accessible open space.

Goal 2:

A comfortable and well-connected CDSP area that encourages sustainable modes of travel such as walking, biking, rolling, public transit.

Policies:

- 2.a. **Multi-Modal Environment.** Encourage non-driving modes of travel and multi-modal connections within the district by providing sufficient space for installations such as bus shelters and bicycle racks.
- 2.b. **Bicycle Connections.** Support proposed bicycle facilities in the Specific Plan area per the City's Bicycle Transportation Action Plan, such as the various identified proposed bicycle lanes, Greenways, and Roseways, as well as associated traffic calming improvements.
- 2.c. **Pedestrian Environment.** Improve pedestrian conditions throughout the Specific Plan area through expanded sidewalks, more streetscape amenities and shade, paseos, and pedestrian-oriented design to enhance walkability.
- 2.d. **Pedestrian Mobility.** Support the addition of signalized crossings, bulb-outs, crosswalk treatments, pedestrian lighting, and other improvements that promote safe, comfortable pedestrian connections aligned with the City's Pedestrian Plan.
- 2.e. **Parking Management.** Continue to support a "park once" approach in the district's retail and entertainment destinations that allows visitors to park once and visit many destinations, while supporting shared parking and other creative approaches to parking supply throughout the district.
- 2.f. **Parking reductions.** Reduce parking requirements to incentivize historic preservation, the provision of public open space, transit usage, and to lower the cost of development.
- 2.g. **Parking Impacts.** Employ design standards and parking reductions to reduce the visual impact of parking lots and structures.

Goal 3:

A green district with sufficient landscaping and shade coverage to encourage pedestrian mobility and support sustainability objectives such as carbon sequestration, mitigating the urban heat island effect, and enhanced stormwater capture.

Policies:

- 3.a. **Parkways.** Incorporate parkways into the public sidewalk in key areas, providing opportunities for street tree planting, improving permeability for rain and stormwater capture, and cooling of the sidewalk environment.

- 3.b. **Shade.** Increase pedestrian comfort through shade through awnings, arcades, recessed ground floors, and street trees.
- 3.c. **Street Trees.** Encourage street tree planting that provides shade while supporting the aesthetic objectives of local businesses within a walkable retail- and services-oriented environment and are consistent with Rose Parade operations where relevant.
- 3.d. **Street Tree Distribution.** Increase the frequency and consistency of canopy trees to improve air quality and allow pedestrians to walk the Specific Plan area in a shaded environment.
- 3.e. **Tree Health.** Promote the use of structural soil and related techniques to improve tree health, especially street trees, to increase tree canopy in the district.
- 3.f. **Landscaped Setbacks.** Incorporate thoughtful landscaping with sustainable and native plant materials in areas where wider, buffered setbacks are appropriate.
- 3.g. **Tree Protection.** Require the protection and maintenance of mature and healthy trees which bring aesthetic, environmental, and economic benefits to the Specific Plan area through the Citywide Tree Protection Ordinance.

Goal 4:

A culturally and socially connected CDSP area with a strong sense of place supported by public art, community events, and the positive presence of the various civic and local institutions.

Policies:

- 4.a. **Historic Identity.** Strengthen the district's historic identity formed in part by the city's architecturally and culturally significant buildings, landscapes, and subarea character.
- 4.b. **Activated Open Space.** Collaborate with city and local institutions and organizations to activate public and open spaces for community events and placemaking opportunities.
- 4.c. **Public Art.** Encourage collaboration between City departments, the Arts & Cultural Affairs Division and local businesses to identify locations for public art installations and other aesthetic improvements that reflect and build upon the community identity.
- 4.d. **Wayfinding and Signage.** Incorporate signage that helps to build a sense of place, identity, and community while providing direction to nearby places of interest.
- 4.e. **Enhanced Gateways.** Enhance visual and physical conditions surrounding District's gateways, including freeway entrances and off ramps.
- 4.f. **Civic Pride.** Encourage local stakeholders to play an active role in the life of downtown, emphasizing local neighborhood ownership and inclusive community programming.

DEVELOPMENT & DESIGN

Goal 5:

Complementary building forms that fit the scale of the neighborhood, reserve historic resources, and support a vibrant, walkable district.

Policies:

- 5.a. **Transit-Oriented Development.** Promote higher density, transit-oriented development surrounding the three Metro L Line stations in the district supported by multimodal linkages, and pedestrian and open space amenities.
- 5.b. **Architectural Diversity.** Allow for a range of architectural styles and forms that provide visual interest and quality design through massing and façade standards.
- 5.c. **Historic Legacy.** Require new development within and adjacent to the district's four designated historic districts and various designated properties to be compatible with the scale and design features.
- 5.d. **Scaled Transitions.** Provide upper floor setbacks where new development is adjacent to lower density residential districts, and where development fronts Green Street to accommodate mature tree canopies.
- 5.e. **Transparency.** Require facade transparency, particularly on the ground floor, that improves architectural design.
- 5.f. **Blank Walls.** Reduce the prevalence of blank walls and facades within the CDSP area.
- 5.g. **View Corridors.** Protect and preserve the landmark view corridors, including of City Hall, the Civic Auditorium, and the Public Library
- 5.h. **Pedestrian Place.** Require site planning, architecture, and landscaping to support pedestrian-oriented places that focus activity on the street.

Goal 6:

Ample access to open space for both passive and active enjoyment that expands upon existing open space network.

Policies:

- 6.a. **Residential Open Space.** Incorporate private and common open space areas that correlate to a building's size and number of residents.

- 6.b. **Commercial Open Space.** Require large nonresidential or mixed-use projects to provide open space for residents, employees, and visitors.
- 6.c. **Public Open Space.** Build upon previous work in the Central District aimed at identifying open space locations and concepts, including paseos, for implementation throughout the district.
- 6.d. **Quality Design.** Introduce open space design standards meant to create usable and functional open space for residents, employees, and visitors alike.
- 6.e. **Urban Greening.** Use all open space areas to further environmental goals – such as carbon sequestration and reducing the urban heat island effect – through tree planting, stormwater capture, and native landscaping.
- 6.f. **Quality Planned Developments.** Require Planned Developments to design the public realm, including publicly-accessible open space, with an equal or higher level of quality amenities as those required by the CDSP.

ECONOMIC DEVELOPMENT

Goal 7:

A supportive environment for new development and businesses that is compatible with residential uses and complements civic, cultural, and tourism assets.

Policies:

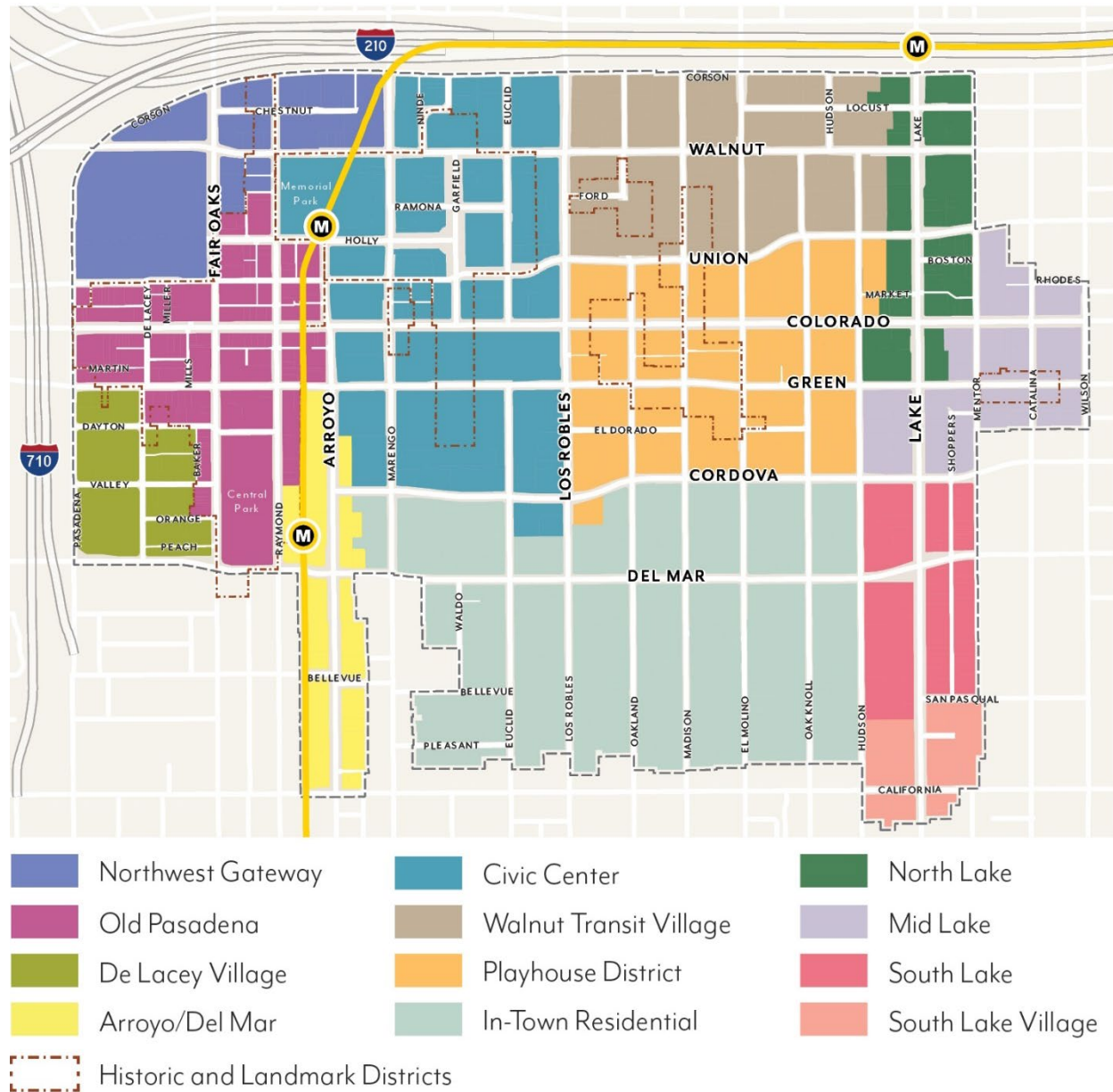
- 7.a. **Balanced Requirements.** Elevate quality of design while maintaining a reasonable level of flexibility to increase market feasibility for new developments.
- 7.b. **Lower Barriers to Entry.** Simplify parking standards and exempt small businesses from costly parking requirements to enable greater flexibility for changing uses and economic factors.
- 7.c. **Adaptive Reuse.** Encourage adaptive reuse in the district to support new businesses and character of existing buildings in the district.
- 7.d. **Economic Vitality.** Support commerce, culture, entertainment, tourism, and innovation in the district to strengthen economic vitality and encourage complementary growth.
- 7.e. **Unbundled Parking.** Separate the cost of parking from the costs of housing to ensure that non-car owners do not pay for parking they do not need.

- 7.f. **Housing Options.** Support a range of housing types, including co-living and micro-units, that allow for variety in affordability and configurations, provide shared amenities, and are suitable for people across all phases of life.
- 7.g. **Healthy Mix of Uses.** Convenient access to transit, institutions, services, and amenities that will attract and retain businesses/private investment in the community.
- 7.h. **Redevelopment Potential.** Focusing growth on vacant/under-utilized parcels to protect historic resources while creating new employment opportunities
- 7.i. **Leveraging institutions.** Capitalize on Pasadena’s position as a leader in cultural, scientific, and other intellectual pursuits by strengthening connections to and between institutions

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3.2.2. Subarea Goals & Policies

Map 3.2-1: Central District Specific Plan Subareas



NORTHWEST GATEWAY SUBAREA

Goal 8:

An active, mixed-use and employment focused district that takes advantage of the proximity of Memorial Park Station and serves as a gateway to the district from the northwest.

Policies:

- 8.a. **Employment Center.** Continue to support the district as a major employment center and prominent entrance to downtown Pasadena.
- 8.b. **Mixed Use Gateway.** Enhance the existing mixed-use character with wide variety of retail, office, services, and multi-family housing near transit, Old Pasadena and Civic Center.
- 8.c. **Ground Floor.** Flexible ground floor uses supported by active streetscapes and design treatments that engage pedestrians and encourage business activity.
- 8.d. **Parsons Infill.** Build upon the mixed-use redevelopment of the Parsons Corporation site by supporting additional street-oriented, activity-generating infill development that reinforces the Central District's traditional urban character.
- 8.e. **Connections to Transit.** Improve first-last mile pedestrian and cycling connections to and from the Memorial Park Station with nearby offices, churches, schools, and housing.
- 8.f. **Pedestrian Improvements.** Support implementation of the City's Pedestrian Plan along high priority corridors, which include Corson Street, Walnut Street, Union Street, and Fair Oaks Avenue within the Northwest Gateway subarea.

OLD PASADENA SUBAREA

Goal 9:

Historic core of the City with a vibrant mix of regional retail, entertainment, commercial, and residential uses supported by a network of successful public open spaces and high-quality transit service.

Policies:

- 9.a. **Activity Center.** Strengthen as a mixed-use activity center that encourages a range of retail, entertainment, services, employment, and residential uses within a walkable setting.
- 9.b. **Commercial Character.** Maintain commercial uses on the ground floor to support existing historic, commercial character and services.

- 9.c. **Old Pasadena Historic District.** Integrate the National Register Historic District boundary within the subarea to align development and design standards with the historic context and protect culturally and historically significant resources.
- 9.d. **Historic Form.** Maintain historic character and setbacks aligned with the Old Pasadena Historic District and require future development to be compatible with character and scale.
- 9.e. **Alley activation.** Activate Old Pasadena alleys and paseos through design and programming interventions, such as lighting, amenities, public art, and special events, appropriate to the function each alley or paseo serves with respect to vehicular and pedestrian circulation.
- 9.f. **Central Park.** Enhance Central Park’s prominence and historic role within the City through new development with high-quality frontages and facades, a consistent street wall, preservation of historic structures, and improved pedestrian access to the park.
- 9.g. **Pedestrian Improvements.** Support implementation of the City’s Pedestrian Plan along high priority corridors, which include Union Street, Colorado Boulevard, Arroyo Parkway, Raymond Avenue, and Fair Oaks Avenue within the Old Pasadena subarea.

DE LACEY VILLAGE SUBAREA

Goal 10:

A mixed-use neighborhood with walkable access to a variety of commercial and service uses and open space.

Policies:

- 10.a. **Mix of Uses.** Support high-quality residential and mixed-use development near Del Mar Station and Central Park.
- 10.b. **Ground Floor.** Allow flexible ground floor uses supported by design treatments that engage pedestrian activity.
- 10.c. **Connectivity.** Build upon network of paseos between Westgate and Old Pasadena by requiring new paseos that reduce block size and improve access to Central Park and other amenities in the subarea.
- 10.d. **Pedestrian Improvements.** Support implementation of the City’s Pedestrian Plan along high priority corridors, which include Del Mar Boulevard and Fair Oaks Avenue within the De Lacey Village subarea.

ARROYO DEL MAR SUBAREA

Goal 11:

A mixed-use corridor with a variety of housing and commercial uses in close proximity to Del Mar Station.

Policies:

- 11.a. **Mixed Use Corridor.** Enable quality higher-density residential and mixed-use infill to focus housing, jobs, shops, and services in close proximity to Del Mar Station.
- 11.b. **Arroyo Gateway.** Activate the Arroyo Parkway corridor as a Gateway to the Central District from Del Mar Station and the South Fair Oaks Specific Plan area, using distinctive design treatments to transition toward the more pedestrian-oriented character of Central District.
- 11.c. **Pedestrian Improvements.** Support implementation of the City's Pedestrian Plan along high priority corridors, which include Del Mar Boulevard, Raymond Avenue, and Arroyo Parkway within the Arroyo/Del Mar subarea.

CIVIC CENTER SUBAREA

Goal 12:

The governmental, cultural and historic center of the City, distinguished by the landmark buildings of City Hall, the Public Library and the Civic Auditorium, with visual and pedestrian linkages among Pasadena's key civic buildings, and supported by commercial, institutional, and residential uses that bring vitality to the area.

Policies:

- 12.a. **Civic identity.** Land uses that support the district as a center of civic life with a predominance of civic, cultural, religious, and public service institutions and activities, as well as complementary commercial, residential, and open space uses.
- 12.b. **Mixed use infill.** Support mixed-use, commercial, residential, and institutional infill to complement the existing subarea character and improve pedestrian connections to Old Pasadena, Memorial Park, Memorial Park Station, and the Playhouse District.
- 12.c. **Civic-minded architecture.** New buildings should exhibit permanence and quality, as well as respect the dominance and monumentality of major civic buildings, and the scale and form of existing historic structures.
- 12.d. **Historic form.** Maintain historic character and setbacks aligned with the Civic Center Financial and Pasadena Civic Center National Register Historic Districts and require future development to be compatible with character and scale.

- 12.e. **Bennett Plan.** Improve the visual and physical connections between City Hall, Public Library, Civic Auditorium, and Old Pasadena, supporting the historic 1925 Bennett Plan.
- 12.f. **City Hall views and streetscapes.** Preserve views of City Hall through height limits in surrounding blocks and enhance streetscapes on Garfield Avenue and Holly Street as important civic promenades.
- 12.g. **High-quality public spaces.** Support the development of new public spaces and investment in existing public spaces that further establishes the area as people-oriented environment and center of public life which can host ceremonies, events, and activities.
- 12.h. **Colorado Boulevard.** Focus active commercial and mixed-use buildings along Colorado Boulevard, Pasadena’s “main street”, which help to connect commercial and pedestrian activity in the Old Pasadena and Playhouse subareas.
- 12.i. **Union Street.** Encourage active ground floor uses and design along Union Street near City Hall to better integrate City Hall area with commercial activity on Colorado Boulevard.
- 12.j. **Public Art.** Preserve and enhance existing art in the subarea and explore opportunities to create new public art which focuses on Pasadena’s identity and history.
- 12.k. **Paseo connection.** Expand east-west paseo network to connect Plotkin Alley and Paseo Colorado, thereby improving pedestrian connections and reducing large block sizes in the subarea.
- 12.l. **Pedestrian Improvements.** Support implementation of the City’s Pedestrian Plan along high priority corridors, which include Corson Street, Walnut Street, Union Street, Colorado Boulevard, Los Robles Avenue, Marengo Avenue, and Arroyo Parkway within the Civic Center subarea.
- 12.m. **Bicycle Improvements.** Support implementation of the City’s Bikeway Transportation Action Plan with amenities to complement the planned two-way cycle track along Union Street and enhance active transportation infrastructure for users of all levels of experience.
- 12.n. **Shade and Greening.** Increase tree canopy and shade to encourage pedestrian mobility throughout the district and create a sense of place worthy of the subarea’s “City Beautiful” vision.

WALNUT TRANSIT VILLAGE SUBAREA

Goal 13:

A mixed use residential focused district that supports existing neighborhoods and provides context-sensitive commercial and residential infill development near transit and services.

Policies:

- 13.a. **Residential Uses.** Enable high-quality multi-family residential infill at an urban scale in proximity to transit and services.
- 13.b. **Mixed Use Infill.** Allow mixed-use housing and commercial uses to enable residents to live close to businesses and jobs and support a vibrant neighborhood.
- 13.c. **Institutional Uses.** Maintain current mix and character of institutional uses, including educational, religious, cultural, and similar facilities.
- 13.d. **Ground Floor.** Require commercial uses on the ground floor at key nodes along Walnut Street to activate the public realm and provide neighborhood services.
- 13.e. **Community Character.** Enhance the public realm, community character, and walkability through updates to sidewalk widths, setbacks, street trees, and building frontage standards.
- 13.f. **Ford Place Historic District.** Integrate the Ford Place National Register Historic District boundaries within the subarea to align development and design standards with the historic context and protect culturally and historically significant resources.
- 13.g. **Playhouse Park.** Capitalize on the creation of a new public park for recreational uses and community programming for nearby residents, employees, and visitors.
- 13.h. **Transit Orientation.** Promote higher-density housing near Lake Station incorporating a limited amount of neighborhood serving retail uses to reduce the number of vehicle trips.
- 13.i. **Pedestrian Improvements.** Support implementation of the City's Pedestrian Plan along high priority corridors, which include Corson Street, Walnut Street, Union Street, El Molino Avenue, and Los Robles Avenue within the Walnut Transit Village subarea.
- 13.j. **Bicycle Improvements.** Support implementation of the City's Bikeway Transportation Action Plan with amenities to complement the planned two-way cycle track along Union Street and greenway along El Molino Avenue, enhancing active transportation infrastructure for users of all levels of experience.

PLAYHOUSE SUBAREA

Goal 14:

An arts- and culture-oriented area, with a mix of residential, commercial, and entertainment uses supported by a vibrant streetscape.

Policies:

- 14.a. **Cultural Hub.** Support the subarea as a hub of arts, entertainment, and culture-oriented institutions and retail uses, with complementary open spaces for community gathering and related programming.
- 14.b. **Historic Form.** Maintain historic character aligned with the Pasadena Playhouse National Register Historic District and require future development to be compatible with character and scale.
- 14.c. **Expanded Mix of Uses.** Enhance the Playhouse District's existing mixed-use character with a broad range of uses that increase centrally located multi-family housing options, support cultural tourism, and serve growing neighborhoods to the north and south.
- 14.d. **Active Linkages.** Improve tree canopy, sidewalk width, and other public realm conditions in alignment with the Playhouse Village Streetscape vision, to encourage and enhance pedestrian and other active modes of travel to, from, and within the Playhouse District.
- 14.e. **Colorado Boulevard.** Improve retail continuity along Colorado Boulevard at the street level and introduce complementary upper-story residential and office uses in support of retail activity.
- 14.f. **Green Street.** Reinforce Green Street's pedestrian-oriented scale through rehabilitation, adaptive reuse, and context-sensitive infill development and encouragement of walk-in commercial uses such as retail storefronts and restaurants.
- 14.g. **Union Street.** Support a visually compelling urban environment to serve as a gateway to the Civic Center through context-sensitive infill development and consistent street tree plantings.
- 14.h. **Pedestrian Improvements.** Support implementation of the City's Pedestrian Plan along high priority corridors, which include Colorado Boulevard, Union Street and El Molino Avenue within the Playhouse District subarea.
- 14.i. **Bicycle Improvements.** Support implementation of the City's Bikeway Transportation Action Plan with amenities to complement the planned two-way cycle track along Union Street and greenway along El Molino Avenue, enhancing active transportation infrastructure for users of all levels of experience.

IN-TOWN RESIDENTIAL SUBAREA

Goal 15:

A residential-only cluster whose purpose is to support existing neighborhoods and context-sensitive residential infill development.

Policies:

- 15.a. **Continuity of Character and Use.** Maintain the current mix of residential and institutional uses and reinforce the subarea's existing scale and visual character using City of Gardens standards.
- 15.b. **Sensitive Infill.** Support the gradual introduction of new housing stock based on City of Gardens standards.
- 15.c. **Pedestrian Improvements.** Support implementation of the City's Pedestrian Plan along high priority corridors, which include Del Mar Boulevard and Marengo Avenue within the In-Town Residential subarea.
- 15.d. **Bicycle Improvements.** Support implementation of the City's Bikeway Transportation Action Plan with amenities to complement the planned greenway along El Molino Avenue, enhancing active transportation infrastructure for users of all levels of experience.
- 15.e. **School Property.** Maximize use of the Pasadena Unified School District property for public benefit, including limited availability of active recreational facilities and additional opportunities for local and continuing education.

NORTH LAKE SUBAREA

Goal 16:

A major mixed-use business district and a primary northern gateway to the Lake Avenue commercial corridor with safe and comfortable multi-modal access to and from Lake Station.

Policies:

- 16.a. **Station Gateway.** Encourage transit use among employees and draw additional retail activity through improved public realm design surrounding Lake Station.
- 16.b. **Business Core.** Maintain an emphasis on office and complementary commercial uses that create an active and economically vital employment hub.
- 16.c. **Housing Opportunities.** Introduce a mix of transit-accessible housing options adjacent to jobs, retail, and services along the Lake Avenue corridor.
- 16.d. **Healthy Food Options.** Expand healthy food options for surrounding neighborhoods by supporting grocery stores and supermarkets.

- 16.e. **Sensitive Transitions.** Create transitions in building heights from high-intensity uses along Lake Avenue to lower-density residential neighborhoods on Hudson and Mentor Avenues.
- 16.f. **Colorado/Lake Node.** Support high-quality building design and activity-generating uses that identify Colorado/Lake as one of the City’s prominent intersections, connecting the City’s “Main Street” of Colorado Boulevard with the two distinct commercial environments of Lake Avenue.
- 16.g. **Connectivity.** Improve access to the Lake Avenue corridor from Hudson and Mentor Avenues through the implementation of pedestrian paseos.
- 16.h. **Pedestrian Improvements.** Support implementation of the City’s Pedestrian Plan along high priority corridors, which include Lake Avenue, Walnut Street, Union Street, and Colorado Boulevard within the North Lake subarea.
- 16.i. **Bicycle Improvements.** Support implementation of the City’s Bikeway Transportation Action Plan with amenities to complement the planned two-way cycle track along Union Street, enhancing active transportation infrastructure for users of all levels of experience.

MID LAKE SUBAREA

Goal 17:

A mixed-use commercial employment and entertainment node serving as a point of transition between Lake Avenue’s distinct commercial environments and as an eastern gateway to the Central District from Colorado Boulevard and Green Street.

Policies:

- 17.a. **Employment Node.** Strengthen the existing mix of commercial and medical office, retail, restaurant, and entertainment uses that provide a variety of jobs.
- 17.b. **Entertainment Node.** Build upon popular entertainment uses in the subarea to attract local and regional visitors and generate activity for other local businesses.
- 17.c. **Walkability.** Promote the development of a pedestrian-friendly environment to connect office employees, residents, and visitors with retail, services, and entertainment uses through an activated and cohesive public realm, and implementation of the City’s Pedestrian Plan along high priority corridors, which include Colorado Boulevard within the Mid Lake subarea.
- 17.d. **Thoughtful Transitions.** Support infill development that establishes context-sensitive transitions between the Playhouse District, Lake Avenue’s distinct high rise commercial,

regional retail, and neighborhood village environments, the Green Street Village Landmark District, and the East Colorado Specific Plan area.

- 17.e. **Connected Open Space.** Build upon the existing paseo and plaza network at “The Commons” and improve access to the Lake Avenue corridor from Hudson Avenue through the implementation of a pedestrian paseo between Green Street and Cordova Street.
- 17.f. **Green Street Village.** Reinforce the unique pedestrian-oriented retail and dining characteristics of the Green Street Village Landmark District as a destination for both local visitors and tourists.

SOUTH LAKE SUBAREA

Goal 18:

A vibrant, pedestrian-friendly “main street” corridor with thriving retail and dining storefronts among a variety of commercial uses.

Policies:

- 18.a. **Main Street Atmosphere.** Reinforce the existing pedestrian-friendly shopping environment with compatible commercial uses and public realm improvements along the Lake Avenue spine.
- 18.b. **Mixed Use Opportunities.** Support context-appropriate infill development of residential and commercial uses that contribute to a vibrant and economically vital neighborhood.
- 18.c. **Dining Destinations.** Strengthen focus on restaurant and dining activities to support existing office and retail and draw additional visitors.
- 18.d. **Architectural Style.** Respect the predominant mid-century architectural style of the existing commercial buildings.
- 18.e. **Pedestrian Improvements.** Support implementation of the City’s Pedestrian Plan along high priority corridors, which include Del Mar Boulevard within the South Lake subarea.
- 18.f. **Connectivity.** Extend the existing east/west pedestrian connections in the South Lake shopping corridor through the implementation of two pedestrian paseos from Lake Avenue to Hudson Avenue.

SOUTH LAKE VILLAGE SUBAREA

Goal 19:

A pedestrian-friendly mixed-use neighborhood node serving as a gateway between the Lake Avenue retail corridor and residential neighborhoods to the south.

Policies:

- 19.a. **Neighborhood Infill.** Support context-appropriate neighborhood services and residential uses on underutilized parcels.
- 19.b. **Healthy Food Options.** Expand healthy food options for surrounding neighborhoods by supporting grocery stores and supermarkets.
- 19.c. **Walkability.** Promote a pedestrian-friendly public realm through improvements to sidewalk conditions and inviting ground floor design treatments.
- 19.d. **Scaled Transitions.** Reduce building heights and intensities south of the intersection of Lake and California to step down new development next to the adjacent low-density residential neighborhoods.

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