NOVEMBER CHARRETTE – DAY 1, NOVEMBER 11 <u>THEME #5 – Economic Vitality</u>

Large Group Discussion, prior to break out groups.

- More office and industrial hubs or districts
- Need cultural institutions and destination retail
- Need parking
- Better access transit
- Affordability of rent and housing
- Clear zoning rules and laws less time, equity, clear costs.
- Process is too hard, unclear
- Parking rates that match employer needs
- Adhere to rules
- Public schools, improve
- Encourage adaptive reuse
- Make it easier for big box
- Why are places leaving?
- Synergism of use in places

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- Good transportation and parking
- Maximize development
 - o Doesn't have to be big
 - o Could be reuse, restore, refurbish, revitalize, etc.
- Possible regional economic view/approach
 - o Research triangle park in NC
- Availability of industrial space
- Vital neighborhood commercial districts
 - o Parking, walkability, mix of uses
 - Trolley link commercial areas and system, -impacts property taxes and economic development
 - o Jobs and commercial
- Link commercial via transit, trolley
- Washington corridor and Lincoln corridor commercial
 - Neighborhood scale services for local community
 - o Serves Pasadena at large
- Increase FAR [floor area ratio] in Old Pasadena
 - o one suggestion, not consensus
- Increase commercial draw in Old Pasadena
- Address conflict between FAR [floor area ratio] and TOD [transit oriented districts]
- Transition area between commercial on East Colorado and adjoining residential areas 2 stories
- Medium density/mixed use North Lake Ave., north of Orange Grove Blvd.
- Lincoln mixed use
- North Fair Oaks 2 story mixed use
- East Colorado mixed use/medium density/industrial lofts
- Additional parks, attractive commercial as amenity- buffer commercial and residential
- Parks don't have to be traditional (eg. Paseo)
- Little commercial pockets (eg. California/Lake)
- Park on top of freeway between Fair Oaks and Lake
- Jobs in East Pasadena
- Mixed use on Parsons property