

- THEMES -
FOR THE GENERAL PLAN ALTERNATIVES
CHARRETTE DAY 2 – NOVEMBER 12 – EVENING SESSION

Working Themes:

- 1 **East Pasadena and East Colorado:** Reduce development capacity in the Central District and direct development to East Pasadena and along East Colorado Boulevard (east of Lake Avenue).
- 2 **Major Districts and Corridors:** Reduce development capacity in the Central District and direct development to multiple districts and corridors (e.g. East Pasadena, East Washington Boulevard, Lincoln Avenue, Northwest Pasadena) incorporating mixed-use and neighborhood serving commercial uses.
- 3 **Reduced Capacity:** Maintain the vision and intent of the existing General Plan (e.g. protect residential neighborhoods and create mixed-use urban environments) but reduce the amount of development capacity city-wide (these priorities now referenced in Theme 2).
- 4 **“Smart Growth” and Sustainability:** Distribute development and intensity with a focus on transit nodes in order to maximize conformance to “smart growth” and sustainability (environmental, economic, social) principles.
- 5 **Economic Vitality:** Maximize the economic vitality of Pasadena.
- 6 **Housing Opportunities:** Increase housing opportunities to serve the housing needs of all of Pasadena’s residents (these priorities now referenced in Theme 2 and the other themes).

Baseline Scenarios:

- Existing General Plan:** Focus higher density development into the Central District and along mobility corridors in order to protect residential neighborhood and to create mixed-use urban environments oriented to transit and pedestrian activity.
- No New Development:** Remove remaining development capacity in the existing General Plan (i.e. no growth).