

**NOVEMBER CHARRETTE – DAY 3, NOVEMBER 13**  
**THEME #5 – Economic Vitality**

- Center N. Allen lack of parking
  - Need to intensify
- How to improve? Physical
  - Streetscape
  - Marginal business
  - Façade improvements
  - Shallow lots
- Washington/Lincoln Center Corridor
- Locally owned
- Façade improvement
- Rehab
- Trees/landscaping
- Keep low scale
- Lots of areas – parking issue (N. lake)
- W. of Allen on Colorado
- Expand commercial uses
- Surrounding Multi-family
- Deeper lots
- Some infill occurring
  - Different uses-restaurants
  - Similar scale
  - 2/3 stories
- Dependent on PCC and Old Town and Playhouse District activity
- Hill/Colorado – Ford site – opportunity
- Potential for redevelopment
- Lake/Allen – where to put additional units
- Area is in core – near potential street car
- Housing would serve PCC and would enhance activity
- Near transit
- Add office
- Mixed use along Colorado
  - Surrounded by multi-family
- People in M.U [mixed use] and TOD [transit-oriented district] development use transit but also use their car
- TOD [transit-oriented development] residents – add office – reduce traffic commuter trips
- Add M.U. [mixed use] zoning – Lake/Allen, Walnut/Green
- Intensify- 3 stories now
- Need buffering
- Walnut – do not change
  - Auto use
  - Light industrial uses

- Skilled job
  - there are good jobs
- Add urban design improvements
- S. Fair Oaks – south of Huntington Hospital
  - Some H. income senior housing here: good opportunity for senior housing-workforce housing for hospital workers
- Senior residents – broad spectrum of needs – income – needs
- Need for walk-able area – services, independence
- Needs – medical offices, senior, workforce housing
- Surrounding industrial area – pockets
- Senior housing – south of hospital and workforce housing south of hospital
- On Fair Oaks keep light industrial
- Area for hotel? Is allowed now.
- Combo light industrial/flex and high school? – Opportunity? Does proximity make connections easier?
- Parking issues
  - Flexible parking
  - Parking district
- Hard for uses to intensify
- Where do bus/arts bus stop? – area for development
- Gentrify area – displace mom and pop business
- Prefer credit tenants
- Tax increment financing – a tool?
- Enterprise zones
- Washington – Diagonal Parking?
  - Flex parking a tool? – incentive
  - Shared parking – incentive
- Flex space – shared parking – options with other uses
- Washington Ave. and Lake Ave. – Parking overlay strategy – bike lane
- Sierra Madre Blvd./Rosemead Triangle
  - Office
  - Not a walk-able area
  - Near industry; office and commercial
- Office 3-4 stories with urban open space – facing the street – integrating public access
- Opportunity for office campus business center campus setting
- CAP DISCUSSION
  - Historical properties won't develop
  - Theoretical #s
  - % reduction?
  - Each Specific Plan has a cap
  - Central District – maintain cap
    - Fair oaks/Orange Grove E. Colorado > go too far?
    - Allen – maintain density
- East Colorado – add 10% of 1,000 (permitted cap) 100 additional units

- 2-3 stories- several blocks
- Create pleasant place to walk
- Hodgepodge development – not cohesive – spotty – infill development
- Keep the uses – commercial, residential, M.U [mixed use], light industrial
- Hastings Ranch area – south of foothill – retail – remove M.U [mixed use]?
- North of foothill – commercial?
- North Hastings – office
- South Foothill – M.U. [mixed use] on the east – No residential on the west
- Remove M.U [mixed use] on the north