City-wide Foundation Principles
Protect and preserve historic districts and historic resources (local, state, and national).
Protect and preserve existing open space and park areas.
Protect and preserve single-family neighborhoods.

Community Priorities on Land Use
Ranked 1 ("Strong Support"), 2 ("Some support"), or 3 (other comments)

General
- Follow the vision and requirements of all specific plans, the zoning code, guiding principles, and other documents. (3)
- Be open to using different techniques to implement general plan (e.g. form-based codes, rather than FAR/height standards). (3)

Open Space & Parks
- Develop more parks in residential neighborhoods. (1)
- Encourage community gardens. (3)
- Include creative solutions for new open space areas (rooftops, alleyways, etc.) (3)
- Partner with the school district and Edison for open space and park areas. (3)
- Balance new growth with parks and open space areas. (3)
- Incorporate open space areas with new developments. (3)
- Keep natural open space areas as natural open space. (3)
- Develop park areas over freeways. (3)
- Preserve vacant lots as open space or pocket parks. (3)
- Preserve undeveloped public and private open space areas. (3)

Economic Development & Employment
- Fill empty buildings. (3)
- Focus on long term economic vitality. (3)
- Provide jobs that allow people to live and work in Pasadena. (3)
- Balance commercial and residential development. (3)
- Focus on local economic vitality. (3)
- Promote scientific businesses (bio-tech). (3)
- Focus on corporations that bring jobs. (3)
- Promote small neighborhood serving businesses to encourage walkability. (2)
- Provide retail and business incubator space. (3)
- Preserve remaining industrial lands. (3)
- Preserve & protect arts & cultural institutions. (3)
- Think of Pasadena as a regional hub. (3)
- Think of the needs of low income residents, adult education, and job training. (3)

	Identify opportunities for adaptive re-use. (3)
	Allow uses that encourage social interaction. (3)
Design & Architecture	
	Require that new architecture have quality design, follow high standards, and be compatible/in context with the surroundings. (1)
	Require that new development support walking. (2)
	Limit building height in order to preserve view corridors (mountain views). (2)
	Create urban villages with mixed-use, multi-modal transportation and walkability. (2)
	Require increased setbacks to make buildings fit contextually. (3)
	Reduce building setbacks to encourage walking. (3)
	Include trees and landscaping in new development. (3)
	Incorporate shade as a design feature (trees and awnings). (3)
	Do not allow new tall buildings near Playhouse, Castle Green, and other landmarks. (3)
	Design safe streets and create safe neighborhoods. (3)
Housing	
	Allowing second units in single-family neighborhoods. (2)
	Protect existing, and develop new, affordable housing (e.g. no net loss of affordable housing). (2)
	Identify areas that can accommodate denser housing. (3)
	Maintain and continue to develop a diverse range housing types. (3)
	Require quality design for affordable housing projects. (3)
	Provide workforce housing (e.g. first responders, teachers, and public servants). (3)
	Maintain a balance between historic architecture and affordable housing. (3)
	Maintain current rules limiting size of single-family houses (e.g. mansionization rules, hillside rules). (3)
	Examine second units closely (e.g. there may create negative consequences, may require restrictions on aesthetics and parking). (3)
	Provide affordable housing for seniors. (3)
Education	
	Strengthen public education. (3)
Single-Family Zones	
	Look at edges of neighborhoods (i.e. the transition between zones). (3)
	Do not allow more commercial or multi-family residential in single-family neighborhoods. (3)
	Do not allow zone changes in single-family neighborhoods. (3)
	It may be appropriate to make changes to single-family zones if the changes provide additional affordable housing. (3)
Historic Preservation	
	Continue to create new historic districts. (2)
	Preserve historic character (i.e. it is not just buildings that are historic). (3)
	Protect historic buildings, not just districts. (3)
	Protect historic bungalow courts. (3)

	Require quality design to maintain historic character. (3)
	Respect and preserve historic institutions (not just the building, but the uses). (3)
	Allow changes appropriate with the Secretary of Interior Standards. (3)
	Respect design guidelines. (3)
	Maintain a balance between historic architecture and affordable housing. (3)
Environmental Sustainability	
	Require green buildings and green design (e.g. more permeable surfaces). (3)
	Eliminate coal energy. (3)
	Reduce water usage. (3)
	Reduce greenhouse gases. (3)

Community Priorities on Mobility
Ranked 1 ("Strong Support"), 2 ("Some support"), or 3 (other comments)

Bicycling	
	New development should have bike facilities (showers/lockers/parking). (3)
	Promote cycling to create a healthy community. (3)
	Provide more bike lanes and bike racks. (3)
	Connect bike lanes with parking and open space areas. (3)
Walkability	
	Encourage local services/walkable services. (3)
	Preserve walkable neighborhoods. (3)
	Create an environment that is safe/ comfortable/ aesthetic for cyclists and pedestrians. (3)
Parking	
	Provide more public parking. (2)
	Provide/require adequate off-street parking. (3)
	Encourage "park once". (3)
	Address existing parking regulations, as they create problems for shoppers and visitors. (3)
	Address increased parking problems in more dense areas. (3)
Traffic	
	Preserve de-emphasized streets. (2)
	Limit car traffic along certain streets during certain periods (e.g. Colorado or Lake one day a month). (3)
	Do not approve projects that negatively impact traffic. (3)
	Ensure streets are safe to cross (e.g. Washington). (3)
	Protect neighborhoods from cut-through traffic. (3)
	Cars will still be needed to get around town. (3)
	Reduce the speed of cars along certain streets (e.g. Marengo). (3)
	Use incentives to decrease traffic and increase transit use. (3)

		Address concerns that traffic is terrible at morning and evening rush hours. (3)
		Address concerns that numerous intersections are at Level of Service (LOS) "F" or worse. (3)
Growth / Preserve		
		Allow higher densities around transit nodes. (1)
		Allow mixed-use developments, which will help people circulate without a car. (1)
		Reduce number of, or amount of , new development, as they are creating too much congestion. (1)
Public Transit		
	General Transit	
		Public transit needs to be more accessible and frequent throughout the city. (3)
		Ensure safety for cyclists, vehicles, and pedestrians. (3)
		Create an environment that promotes alternative transit modes (shared/rented bikes). (3)
		Increase convenience and efficiency of transit. (3)
	Gold Line	
		Allow new development at stations with adequate parking. (3)
		Provide shuttles to/from neighborhoods and key city points. (3)
		Need Gold Line station at Hill. (3)
	ARTS Bus	
		Expand ARTS bus routes. (3)
		More ARTS buses in northwest. (3)
	Trolley	
		Use trolley to spur development as transportation alternative. (3)
		Extend trolley line to East Pasadena. (3)
Gold Line Stations		
		Be respectful of surrounding neighborhoods. (3)
		Transit Oriented Development (TOD) standards may need to be different for each station. (3)
		Provide safe parking at stations – for cars and bicycles. (3)
		Provide adequate parking at stations (3)
		Areas around stations should be walkable. (3)
	Fillmore	
		Increase parking in area. (3)
	Del Mar	
		Make safer for pedestrians. (3)
	Memorial Park	
		Provide underground parking. (3)
	Lake	
		Reduce traffic. (3)

		Increase parking in area. (3)
	Allen	
		Increase parking in area. (3) (3)
		Provide a drop-off/pick-up area.
	Sierra Madre Villa	
		Make more walkable. (3)
		Increase light and openness. (3)
Commercial Districts		
	Playhouse	
		Make more walkable. (3)
		Increase parking in area. (3)
		Reduce width of Union Street and widen sidewalks. (3)
	East Colorado	
	East Pasadena	
		Increase parking in area. (3)
		Increase number of ARTS buses. (3)
		Relax parking restrictions in Transit Oriented Development (TOD) area to increase rider-ship. (3)
	North Lake	
		Provide street medians with trees. (3)
		Address concerns about high traffic. (3)
	Lincoln Corridor	
		Make more walkable. (3)
	Washington Boulevard	
		Provide pedestrian streetscapes. (3)
	Central District	
		Improve connectivity along Colorado Boulevard west across the 710 freeway. (3)
		Provide better way-finding signs. (3)
		Preserve pedestrian friendly shopping. (3)
Other		
	Reduce impacts of 710-extension to adjacent single-family neighborhoods. (3)	
	Develop a contingency plan for the 710-extension. (3)	
	Reduce impacts of 710-extension to adjacent single-family neighborhoods. (3)	
	Provide services for senior mobility. (3)	

Comments From September Workshops Organized by Geographic Areas: Corridors and Districts			
Ranked 1 ("Strong Support"), 2 ("Some support"), or 3 (Other comments)			

Playhouse District

Growth	Preserve	Design	Housing
Locate growth in northern portion of district as it is within walking distance of Gold Line. (3)	Maintain existing scale of development. (2)	Improve existing development in harmony with district character. (3)	
Improve storefronts. (3)	Reduce the allowable amount of new development. (3)		
Create more green spaces (e.g. Madison & Union parking lot) . (3)	Do not permit new development; there is very little potential for growth here. (3)		
	Lower height limit. (3)		
	Allow a maximum of four stories. (3)		
	Preserve the area around the Pasadena Playhouse. (3)		

East Colorado

Growth	Preserve	Design	Housing
Allow growth/new development along the corridor (Lake to city-boundary). (1)	Preserve 'Mom& Pop' stores, old motels, Route 66 inspiration. (3)	Require contextual architecture. (3)	Construct multi-family housing at former auto dealership at northwest corner of Colorado Boulevard and Hill Avenue. (3)
Focus new development east of Allen Avenue. (1)			
Allow mixed-use development. (2)			
Focus new development in area between Allen Avenue and Altadena Drive. (3)			
Allow higher density mixed-use development. (3)			
Balance new development with adjacent residential. (3)			
Provide more multi-family uses			

near Colorado Boulevard and Allen Avenue. (3)			
Protect view corridors. (3)			
Develop work/live east of Lake. (3)			
Eliminate auto-related uses. (3)			

East Pasadena

Growth	Preserve	Design	Housing
Allow growth/new development. (1)	Do not allow "big box" retail. (3)	Require contextual architecture. (3)	
Accommodate new growth because new development is buffered from single-family residential. (3)	Protect views through height limits. (3)		
Encourage expansion of industrial uses. (3)	Utilize vacant lots as parks. (3)		
Develop theater/entertainment, office, mixed retail, mixed use, and affordable residential. (3)			Develop theater/entertainment, office, mixed retail, mixed use, and affordable residential. (3)

North Lake

Growth	Preserve	Design	Housing
Allow growth/new development. (1)	Need/preserve neighborhood-serving commercial, small businesses. (3)	Keep existing height limits. (3)	
Create new jobs through development along this corridor. (3)	Be aware of constraints from the historic districts on both sides. (3)		
Encourage the development of more entertainment businesses. (3)	Protect the view corridors to the mountains. (3)		
Construct multi-story development. (3)			
Develop more commercial businesses. (3)			
Construct a parking structure at Lake/Washington wrapped with active uses. (3)			

Growth	Preserve	Design	Housing
Plant more trees. (3)			
Increase density but within existing height limits. (3)			
Blend with adjacent residential neighborhoods. (3)			
Construct low intensity mixed-use/residential: 2-3 stories. (3)			
Be more pedestrian friendly. (3)			
Provide economic development & parking, store front improvements. (3)			

Northwest Pasadena

Growth	Preserve	Design	Housing
Allow new development. (2)	Protect the Lincoln Triangle (Fair Oaks/Orange Grove/Lincoln) . (3)	Maintain the existing scale. (3)	Encourage the development of more single-family residences. (3)
Develop higher density residential and retail. (3)	Protect existing affordable housing. (3)		Encourage the development of affordable housing. (3)
Improve neighborhoods. (3)			
Create new jobs through development. (3)			
Make North Fair Oaks Avenue south of Montana Street safer. (3)			
Develop more entertainment uses. (3)			
Construct neighborhood-serving commercial (e.g. small retail and coffee shops) . (3)			

Lincoln Avenue

Growth	Preserve	Design	Housing
Allow new development			Encourage the development of affordable housing. (3)
Improve neighborhoods. (3)			
Provide for growth, but maintain existing scale. (3)		Provide for growth, but maintain existing scale. (3)	

Construct mixed-use as long as it is at an appropriate scale with neighborhood. (3)		Construct mixed-use as long as it is at an appropriate scale with neighborhood. (3)	
Improve this area. (3)			
Create new jobs through development. (3)			
Encourage intense redevelopment. (3)			
Develop higher density residential/retail. (3)			

Washington Boulevard

Growth	Preserve	Design	Housing
Allow new development. (1)			
Allow for more development but preserve 'mom & pop' character. (3)	Allow for more development but preserve 'mom & pop' character. (3)		
Develop more commercial businesses. (3)			
Construct development for seniors. (3)			
Construct neighborhood-serving commercial. (3)			
Redevelop the northwest corner of Washington Blvd. and Fair Oaks Ave. (3)			

Central District

Growth	Preserve	Design	Housing
Allow continued growth, but with limits (as noted below). (2)	Do not permit new development. (2)	Require that growth is appropriate and in context with look, design, size, land use and in concert with surrounding neighborhoods. (3)	Develop additional housing. (3)
Focus new development east of Lake Avenue. (3)	Do not increase development caps. (3)	Recent construction in the Central District is not in context with surroundings. (3)	
Limit the height of new buildings. (3)	Protect Castle Green. (3)	Require that new construction is compatible in look. (3)	

Develop businesses that provide for economic vitality. (3)	Do not permit new growth in CD-1 (Old Pasadena), CD-2 (Civic Center/Midtown), CD-3 (Walnut Housing), or CD-4 (Pasadena Playhouse). (3)	Consider architectural character. (3)	
Continue to complete plans that already exist. (3)	The Central District is overbuilt which has resulted in a loss of character. (3)	Do not allow buildings to be higher than Paseo Colorado in order to protect views. (3)	
Locate new development at the Parsons site. (3)			
Create better linkage between the Playhouse District and Old Pasadena. (3)			
Support business districts. (3)			
Avoid inconsistent, incompatible land uses. (3)			
Re-use mini-malls as denser mixed-use developments. (3)			
Develop new park areas in the Central District. (3)			
Maintain economic vitality of this area to avoid vacancies. (3)			

Single-Family

Growth	Preserve	Design	Housing
	Preserve/protect single-family neighborhoods as noted below. (1)	Do not destroy single-family residential character. (3)	
Allow second units. (3)	Do not allow additional dwelling units in single-family neighborhoods. (3)		
	Protect Single-family neighborhoods but provide for second units with limitations addressing aesthetics & parking. (3)		
	Maintain the low-density. (3)		
	Protect single-family residences		

	in multi-family areas. (3)		
	Do not allow more commercial or multi-family residences in single-family neighborhoods. (3)		
	Do not permit change in single-family neighborhoods. (3)		
	Protect bungalow courts next to high-density apartments. (3)		
	Stop overdevelopment adjacent to single-family neighborhoods. (3)		

Historic Districts

Growth	Preserve	Design	Housing
Allow changes appropriate with the Secretary of Interior Standards. (3)	Protect/preserve historic (national, local) districts and structures. (1)	Require that new infill be in context with historic districts. (3)	
	Protect the Civic Center district around City Hall. (3)		
	Protect historic mansions. (3)		

Open Space

Growth	Preserve	Design	Housing
Create pocket parks. (3)	Protect/preserve existing open space. (1)		
	Preserve parks. (3)		
	Protect Arroyo Seco; leave natural. (3)		
	Protect Eaton Canyon. (3)		
	Protect Edison right-of-way corridor for open space. (3)		

Other

Growth	Preserve	Design	Housing
St. Luke's should be a Institutional use. (3)	Rehabilitate unused buildings instead of allow new construction. (3)		
Build taller and increase density along South Raymond. (3)	Preserve houses on St. John Avenue. (3)		
Perform in-depth studies in	Do not demolish single-family		

smaller areas. (3)	residences to create parking lots. (3)		
Re-use parking lots as multifamily residences, retail, commercial, mixed-use. (3)	Construction negatively impacts traffic. (3)		
Encourage small/medium mixed-use (e.g. Brigden/Allen) . (3)	Large buildings negatively impact traffic. (3)		
Allowing adaptive re-use is okay for South Marengo; not single-family residential. (3)	Decline state funds that require mindless growth. (3)		
	Question SCAG assumptions. (3)		

Comments From September Workshops Organized by Geographic Areas: Gold Line Stations
Ranked 1 ("Strong Support"), 2 ("Some support"), or 3 (Other comments)

Fillmore Station

Growth	Preserve	Design	Housing
Develop mixed-use. (1)	Do not permit new development. (2)		Allow housing on the west side of Marengo. (3)
Develop medical-related and bio-tech-related uses. (1)	Do not permit high density housing. (3)		Do not permit high density housing. (3)
Locate new development west of station. (3)	Do not increase the height limit. (3)		

Del Mar Station

Growth	Preserve	Design	Housing
Allow complimentary development. (1)	Do not permit new development; area is built-out. (2)		
Develop more commercial uses; specifically a grocery store. (3)	Reduce the amount of new development. (3)		
Encourage more infill development (on vacant underutilized lots). (3)			

Memorial Park Station

Growth	Preserve	Design	Housing
Develop north and west of	Do not permit new		Good area for senior housing.

station (e.g. Parsons). (3)	development; area is built-out. (2)		(3)

Lake Station

	Growth	Preserve	Design	Housing
	Develop mixed-use and commercial near station. (2)	Do not permit new development. (2)		Allow adaptive re-use: office to housing. (3)
	Develop north of Maple Avenue but not north of East Orange Grove Boulevard. (3)	Traffic at Lake Avenue and 210 freeway is bad and new development would make it worse. (3)		
	Develop over 210 freeway. (3)	Do not develop south of 210 freeway; area is already built out. (3)		

Allen Station

	Growth	Preserve	Design	Housing
	Allow development around station. (1)	Protect residential neighborhoods north of freeway. (2)	Permit up three to four stories in proximity to 210 freeway. (3)	
	Increase the allowable density north of the station, as well as construct retail, neighborhood services, mixed-use. (2)			
	Limit new development to south of the station only. (2)			
	Encourage mixed-use development. (3)			
	Redevelop existing buildings rather than construct new ones. (3)			
	Develop small scale, neighborhood-serving uses from Colorado to Walnut. (3)			

Sierra Madre Villa Station

	Growth	Preserve	Design	Housing
	Allow new development around station (1)			
	Allow commercial and office			

uses. (2)			
Allow mixed-use developments. (2)			
Locate new development south of the station. (3)			
Develop vacant properties. (3)			
Develop more restaurants, entertainment, and commercial. (3)			
Create new jobs through development. (3)			
Produce a community benefit from growth. (3)			