

GENERAL PLAN UPDATE

# PASADENA

Guiding Our Community's Future

## MOVEABOUT DRIVING TOUR WEST



Please print your name here \_\_\_\_\_

Email \_\_\_\_\_

*(So we can enter you into the raffle for great prizes!)*

# WELCOME TO MOVEABOUTS!

**You just picked up a guide to six informative tours around Pasadena!** Get ready to see new sights, explore history, experience local flavors, and expand your imagination.

**But this won't involve expensive luggage and security checkpoints – it's all right here in your own backyard.**

As part of the City's 2009 General Plan Update, hundreds of Pasadenans are taking to the streets through September 2009 to examine and offer input on some of the City's most challenging issues. You're holding this guide because you're interested – take the next step! Your ideas can be a big part of tomorrow's Pasadena.

**Each of the six MoveAbout tours described inside is designed to highlight specific issues**, from residential density to the need for well-marked bike lanes, the walkability of the city, reuse of historic buildings, and architectural design, for example. The easy-to-follow directions and maps will guide you to specific, thought-provoking sites where you can write down your impressions and your ideas for a better Pasadena. What is your experience at each location? Can you comfortably walk or bike? Do you like what you see? How can we fine-tune Pasadena to become even a better city in the future?

**It's easy to participate:** simply choose any or all of the tours listed inside. You can walk, bike, drive, or ride an ARTS bus or the Gold Line to enjoy very different experiences. (Receive a free all-day Metro Gold Line pass Saturday, August 29 from 9A.M. to 11A.M. at the Del Mar Station.) Take a quick look, or amble through on a leisurely afternoon.

**As you complete the tours, please visit local businesses listed to have the "passport box" within your guide stamped.** The more stamps you receive, the more chances you have to win fabulous raffle prizes at the November 14 Community-Wide Open House. You can also check out local landmarks, learn little-known historic facts, and sample neighborhood eateries.

Submit your completed MoveAbouts Guidebook any time on or before **Monday, September 28, 2009, 5P.M.** to the information booth at Pasadena City Hall, the Pasadena Permit Center, or any Pasadena public library.

**JOIN THE TEAM AND MAKE A DIFFERENCE.  
LET'S GET OUT AND MOVE ABOUT, PASADENA!**

# MOVEABOUTS?

## What is this all about?

The **MoveAbouts Tours** are part of a community-wide effort to update the Land Use, Mobility, and Open Space and Conservation Elements of Pasadena's General Plan. A vital blueprint for our city's future, these elements will guide how Pasadena grows and changes, how we prioritize parks and open space, and how we move around the city well into the next decades. Last amended in 2004, the General Plan is updated regularly to reflect our community's evolving values, needs, and preferences.

With the goal of involving thousands of Pasadenans in the update, the General Plan Update Advisory Committee and City Staff have launched a major outreach campaign that will extend into next year. In addition to these fun, self-guided MoveAbouts, you and your family can get involved through upcoming community workshops, a fall speaker series, a youth task force, an interactive website, and much more.


For the latest details, including an events calendar, a community blog, planning documents, colorful videos, and a downloadable copy of this MoveAbout guide for friends and family, visit:

**[www.cityofpasadena.net/generalplan](http://www.cityofpasadena.net/generalplan)**

Feel free to tear off the back page of this guide that includes a list of upcoming outreach events.



## Here are a few important considerations for the tours:

- Wear comfortable shoes and clothing - some of the tours include a fair amount of walking around. Bring a water bottle and a couple of pens.
- Encourage a friend to join you on any or all of the tours, especially on either or both of the Driving Tours.
- Follow the DIRECTIONS carefully (look for the compass symbol, ) and always stop your vehicle/bicycle before responding to questions.
- Please try to do your tours during regular business hours (9A.M. - 5P.M.) so that you can get your “passport” stamped at our participating businesses by store employees. Keep in mind that some of the businesses may not be open on Sundays.
- See the map on pages 34 and 35 for each tour route.

## TOUR OVERVIEWS



### ARTS BUS AND WALKING TOUR (pages 4-8)

This tour combines a ride on the city ARTS bus through Pasadena’s biotechnology and healthcare district and a walking tour through one of the city’s oldest neighborhoods. Expect to spend about 20 minutes on the bus each way and 45 to 60 minutes on the nearly two-mile walking tour.



### BICYCLE TOUR (pages 9-13)

Take this tour to experience a variety of streets either currently designated or soon to be designated for bicycle travel. Visit several Pasadena parks and see a recent solar power installation. Be prepared to bike between 7 to 9.2 miles.



### DRIVING TOUR - EAST (pages 14-18)

Tour takers will experience a neighborhood that is transitioning from residential to industrial uses, a suburban-oriented group of residential and commercial developments, and some of Pasadena’s rich, ethnic commercial business districts. The length of this tour depends on the amount of time you spend at each stop. Count on at least 1 to 1.5 hours.



### DRIVING TOUR – WEST (pages 19-22)

On this tour, you’ll experience the diversity of the Pasadena built landscape as you drive from the heart of the city’s healthcare and biotechnology district to a thriving, transit-oriented urban center, and finally through some historic northwest neighborhoods that are in transition. Count on spending at least 1 to 1.5 hours on this tour.



### GOLD LINE TOUR (pages 23-27)

If you haven’t ever ridden the Metro Gold Line, or if you ride it but never pay attention to the neighborhoods you are passing through, then this tour could be for you. Tour takers will visit four of Pasadena’s six stations and experience some of the mixed housing and commercial developments immediately adjacent to the rail stations. Plan on spending 1.5 to 2 hours, depending on how long you wait for the train and how much exploring you do at each stop.



### OPEN SPACE TOUR (pages 28-33)

The Open Space tour provides an opportunity for you to see the full range of Pasadena’s diverse open space environments, from natural open space to community gardens to dog parks. This tour will last 2 to 2.5 hours, depending on the time you spend visiting each park area. We encourage you to get out and hike a little at each stop.



# DRIVING TOUR (WEST SIDE)

**STARTING POINT:** Intersection of Glenarm Street and Fair Oaks Avenue  
**TIME:** Approximately 1 to 1.5 hours

The Driving Tour consists of two segments: one covering the west side of the City and one through the east. This makes the total time commitment more manageable.

**INTRODUCTION:** On this tour, you will experience the diversity of the Pasadena landscape as you drive from the heart of the city's healthcare and biotechnology district, to a thriving, transit-oriented urban center, and finally through some historic neighborhoods in the northwest.

Another objective of this tour is to increase awareness of different types of developments, constructed at a range of densities. Please take note of the mass, scale, and type of residential buildings you see. Future general plan discussions will most certainly include a focus on different densities for various neighborhoods. This tour will help illustrate what those densities look like when built. Please take note of the mass, scale, and type of residential buildings you see here.

Please read all directions and four questions before you start your drive.

As you drive this section, you will see several new and planned development sites near Fair Oaks Avenue and California. On the southwest corner is a new medical office complex. On the southeast corner, a new office building is planned where Monty's Steak House and the Grandview Palace restaurant once served many local residents. To the south is the Huntington MRI building (directly south of Burger King), which will be expanded. On Del Mar Boulevard you will see the Del Mar Station Transit Village, a 347 apartment unit and retail project that has been built surrounding the platform.



**Directions:** From Glenarm Street, drive north on Fair Oaks Avenue to Del Mar Boulevard. Turn right and drive one block to Raymond Avenue. Turn right again and drive south to Fillmore Street. Find a convenient location and pull over.

## STOP #1 – FILLMORE STREET/RAYMOND AVENUE

The area that you have just driven through has undergone a tremendous change in the last decade. It has transformed into a successful healthcare and biotechnology district, largely driven by the availability of property in this former warehouse and manufacturing district, as well as by proximity to Huntington Memorial Hospital.

Another major development in this neighborhood is the addition of the new south campus of the Art Center College of Design (950 South Raymond Avenue). Located in an adapted building formerly used to test aircraft, the south campus now houses all of the Art Center's extensive public, non-degree programs.

The Fillmore Street Gold Line station serves a critical function in this area by offering a car-free transit option to the workers and students coming here daily.

 **Directions:** Drive south on Raymond Avenue to Glenarm Street. Turn left and drive two blocks to Marengo Avenue. Turn left and head north.


This section of Marengo Avenue is zoned to allow residential development at a density of up to 32 units per acre. You can see a range of sizes and architectural styles in the next couple of blocks. Representative projects include:

- 1020 South Marengo (12 units) just above Glenarm Street
- 777 South Marengo (9 units) at Fillmore Street
- 591 South Marengo (10 units) at California Boulevard
- 457 South Marengo (22 units) at Bellevue Street



 **Directions:** Turn right at Del Mar Avenue and drive east to Madison Street. Turn left and drive one block north to Cordova Street.


At 216 South Madison Street you can see a 19-unit residential development. Zoning for this area limits development to 48 units per acre.

 **Directions:** Turn right on Cordova Street, drive two blocks east to Oak Knoll Avenue and turn left. Drive north on Oak Knoll Avenue to Colorado Boulevard.


At 25 South Oak Knoll Avenue (on left side of the street south of Colorado Boulevard) is the Archstone Pasadena project, which consists of 120 condominiums built at a density of 109 units per acre. Zoning permits a maximum of 87 units per acre, with density bonuses allowed when affordable house is included.

 **Directions:** Turn left on Colorado Boulevard and drive west to Madison Street.

At 44 North Madison Street is the Trio Apartment project, which has 304 units built at a density of 105 units per acre. This development made use of a density bonus given by State law to provide units affordable to low-income residents. Zoning allows 60 to 87 units per acre, with density bonuses allowed when affordable housing is included.

 **Directions:** Turn right on Madison Street and drive north to Corson Street, which parallels the freeway. Turn right and drive east two blocks to Hudson Avenue. Turn right and drive one block to Locust Street.

On your left at 290 N. Hudson Avenue is a 140-unit development with a density of 87 units per acre. Just in front of you on the left-hand side is a development at 801 E. Walnut Street that is 214 units built at 87 units per acre. Zoning for this area allows up to 87 units per acre.

 **Directions:** Turn right on Locust Street and drive one block to El Molino Avenue. Turn right and drive north across the freeway to Villa Street. Turn left and drive west to Raymond Avenue. Turn right and drive two blocks to Peoria Street. Turn left and park near the intersection of Peoria Street and Fair Oaks Avenue.

**QUESTION A:** Given the varied types and intensities of residential development that you have seen, please circle your level of support for the following statement: “Pasadena should continue to encourage urban-scale residential development in areas that are well served by transit, shops, and services.”

Strongly Support

1

Somewhat Support

2

Neutral

3

Do Not Support

4

Strongly Oppose

5

Please use the space below to explain your answer (please print).

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**STOP #2 – FAIR OAKS AVENUE/PEORIA STREET**

At the corner of Fair Oaks Avenue and Peoria Street (on the southeast corner) is a recently completed housing project consisting of 31 new condominiums and nine historic homes that have been completely restored. Most of the units in the development, which was built by the nonprofit Heritage Housing Partners (in partnership with the City of Pasadena Housing Department), have been purchased by first-time, lower-income homebuyers. The rest have been sold in a price range affordable to moderate-income families. Two of the renovated historic homes can be seen on the south side of Peoria Street.

**QUESTION B:** Please circle below your **level of support for the design** (architectural style, height, setback, etc.) of the Peoria Street development.

- |                  |                  |         |                |                 |
|------------------|------------------|---------|----------------|-----------------|
| Strongly Support | Somewhat Support | Neutral | Do Not Support | Strongly Oppose |
| 1                | 2                | 3       | 4              | 5               |

Please use the space below to explain your answer (please print).

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**QUESTION C:** Given what you have seen, please circle below your level of support for the following statement: **“The City of Pasadena should continue to partner with developers to produce new housing that provides home-buying opportunities for lower- and moderate-income families and individuals.”**

- |                  |                  |         |                |                 |
|------------------|------------------|---------|----------------|-----------------|
| Strongly Support | Somewhat Support | Neutral | Do Not Support | Strongly Oppose |
| 1                | 2                | 3       | 4              | 5               |

Please use the space below to explain your answer (please print).

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**Direction:** Turn right on Fair Oaks Avenue, drive one block to Orange Grove Boulevard. Turn left and drive approximately three blocks to Lincoln Avenue. Turn left and head south on Lincoln Avenue two blocks to Villa Street. Turn right and then right again after one block onto Cypress Avenue. Drive one block north back to Orange Grove Boulevard. Turn right at Orange Grove Boulevard and then left at Lincoln Avenue. Stop at Lincoln Avenue Nursery to get your passport stamped

At 527 and 537 Cypress Avenue you will see two examples of recent residential projects built at about 16 units per acre.



 **Directions:** Drive north on Lincoln Avenue. Just after you go under the 210 Freeway, for the second time, stop at the Offramp Gallery to get your passport stamped. Continue north to the corner of Lincoln Avenue and Montana Street. Turn left on Montana Street and park here.



## did you know?

The intersection of Lincoln Avenue and Montana Street marked the end of the 2.3-mile Lincoln Avenue Pacific Electric streetcar line, which was built in 1913 and abandoned in 1941. This line connected with the North Fair Oaks line at Chestnut Street just north of today's Old Pasadena. (Information courtesy of Electric Railway Historical Association of Southern California –

<http://www.erha.org/pelines/penll.htm>)

## STOP #3 – LINCOLN AVENUE/MONTANA STREET

On the northwest corner of Lincoln Avenue and Montana Street is the Palm Plaza commercial development, which was completed in 2003. In an area that has historically suffered from lack of private investment, this project represents one of the first steps of a revitalization effort. The City, in conjunction with a team of economic, urban design, and planning consultants, is currently conducting a study of the Lincoln corridor that will result in a plan for new uses and redevelopment to better serve the neighborhoods on either side of Lincoln and to improve the physical appearance of the corridor. Please take a few minutes and walk around the Palm Plaza development.

**QUESTION D:** Three types of land uses are under consideration for the Lincoln corridor under the new plan. **Please circle which option you think would be most appropriate for the area.**

Neighborhood  
retail

1

Multi-family  
residential

2

Mix of both  
residential and retail

3

Please use the space below to explain your answer (please print).

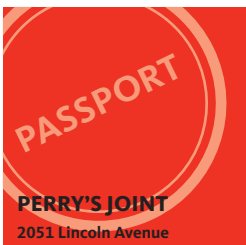
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 **Directions:** Get your passport stamped at Perry's Joint in the Palm Plaza development.

**THIS COMPLETES THE ARTS BUS AND WALKING TOUR**

**ADDITIONAL COMMENTS/NOTES:**





# Upcoming General Plan Update Community Outreach Opportunities

Mark your calendar for the following events:

## MOVEABOUT TOURS

August 22 - September 28, 2009

## SPEAKERS SERIES

September 16 and 30

October 14 and 28

November 4

6:30 P.M. Locations to be announced

## COMMUNITY WORKSHOPS

Tuesday, September 15, 6:30 P.M.

Jackie Robinson Center

1020 N. Fair Oaks Avenue

Tuesday, September 22, 6:30 P.M.

La Casita Del Arroyo

177 South Arroyo Boulevard

Wednesday, September 23, 6:30 P.M.

First Church of the Nazarene of Pasadena

3700 East Sierra Madre Boulevard

Saturday, September 26, 3 P.M.

Pasadena Conference Center

300 East Green Street

Tuesday, September 29, 6:30 P.M.

Pasadena Boys & Girls Club

3230 East Del Mar Boulevard

## COUNCIL DISTRICT WORKSHOPS

### Council District 1

Councilwoman Jacque Robinson

Tuesday, October 6

### Council District 2

Councilwoman Margaret McAustin

Wednesday, October 21

### Council District 3

Councilman Chris Holden

Thursday, October 15

### Council District 4

Councilman Steve Haderlein

Wednesday, October 7

### Council District 5

Vice Mayor Victor Gordo

Tuesday, October 20

### Council District 6

Councilman Steve Madison

Tuesday, October 13

### Council District 7

Councilman Terry Tornek

Thursday, October 1

## COMMUNITY-WIDE OPEN HOUSE

November 14, 2009

1 - 5 P.M.

Location to be announced

For all updates and information, check out [www.cityofpasadena.net/generalplan](http://www.cityofpasadena.net/generalplan)