

GUIDING PRINCIPLES

Pasadena's General Plan Land Use Element is grounded by the following Guiding Principles that cumulatively represent the community's vision for the future. The Guiding Principles were developed through an extensive program of community outreach and input conducted over a four year period.

1. Growth will be targeted to serve community needs and enhance the quality of life. Higher density development will be directed away from residential neighborhoods and into the Central District, Transit Villages, and Neighborhood Villages. These areas will have a diverse housing stock, job opportunities, exciting districts with commercial and recreational uses, and transit opportunities. New development will build upon Pasadena's tradition of strong sense of place, great neighborhoods, gardens, plazas, parks, and trees.
2. Pasadena's historic resources will be preserved. Citywide, new development will be in harmony with and enhance Pasadena's unique character and sense of place. New construction that could affect the integrity of historic resources will be compatible with, and differentiated from, the existing resource.
3. Pasadena will be an economically vital city by providing jobs, services, revenues, and opportunities. A diverse economic base with jobs for Pasadena residents will be fostered; existing businesses will be encouraged to stay or expand; affordable housing will be provided for the labor pool; the continued fiscal health of the city will be ensured.
4. Pasadena will be a socially, economically, and environmentally sustainable community. Safe, well designed, accessible and human-scale residential and commercial areas will be provided where people of all ages can live, work and play. These areas will include neighborhood parks, urban open spaces and the equitable distribution of public and private recreational facilities; new public spaces will be acquired. Human services will be coordinated and made accessible to those who need them.
5. Pasadena will be a city where people can circulate without cars. Specific plans in targeted development areas will emphasize a mix of uses, pedestrian activity, and transit; public and private transit will be made more available; neighborhood villages and transit villages will reduce the need for auto use.
6. Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region. Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.
7. Community Participation will be a permanent part of achieving a greater city. Citizens will be provided with timely and understandable information on planning issues and projects; citizens will directly participate in shaping plans and policies for the city's future.
8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.

LAND USE DIAGRAM

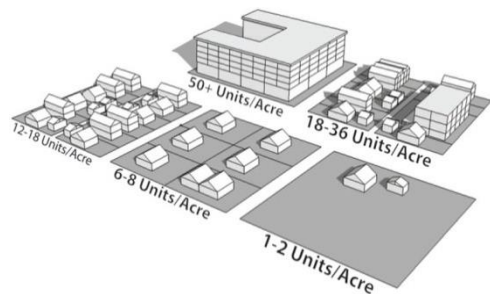
The Land Use Diagram (Figure X) functions as a guide to the general public, planners, and decision-makers as to the ultimate pattern of development for Pasadena in 2035, consistent with the requirements of State planning law (Government Code §65302(a)). It depicts the distribution of various uses and intensity of development that shall be permitted as the physical representation of this element's goals and policies. These are implemented through the Zoning Code, Zoning Map, and Specific Plan. These tools more precisely delineate permitted uses and which may be more restrictive in the range of permitted uses and densities. This section describes the Land Use Diagram, categories depicted on the Diagram, and their permitted densities/intensities.

Insert Figure X

Development Density/Intensity Standards

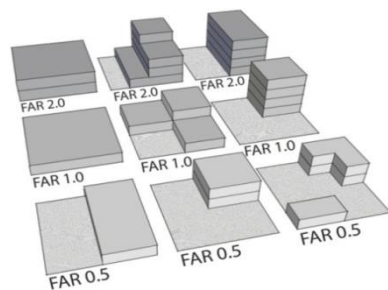
Standards for the density and intensity of development are defined for each use category depicted on the Land Use Diagram. These establish a range of minimum and maximum densities or intensities. The City of Pasadena Zoning Map and adopted Specific Plans designate uses for all parcels at a greater level of specificity with densities falling within the range shown on the Land Use Diagram. Densities defined for parcels by the Map and Specific Plans may be less than, but not exceed those shown on the Land Use Diagram without an amendment of the General Plan.

Residential Land Use Designations



This illustration shows different densities for residential development on a similarly sized lot. This graphic is intended only to show the relative differences between residential developments at various densities and does not represent a density standard for this General Plan. The diagrams are placeholders, to be replaced by those illustrating densities shown on the Land Use Diagram.

The standard for residential designations is expressed as the maximum number of dwelling units per net acre. Population density can be derived by multiplying the maximum number of dwelling units per net acre by the estimated average number of persons per unit, for the applicable residential designation, as specified below. The following illustrates various residential densities on a common-size parcel.



This illustration shows how various building configurations represent different FARs of 0.5, 1.0, and 2.0 on a similar sized parcel. This graphic is intended only to show the relative differences in FAR and does not represent an intensity standard for this General Plan.

Non-Residential Land Use Designations

Standards for building intensity for commercial uses and R&D flex space are expressed as floor-area ratios (FARs), defined as the ratio of building to land area. The square footage of a building permitted on a property is calculated by multiplying the site area by the FAR. For example, on a 20,000 square foot parcel, a FAR of 0.5

would permit a building of 10,000 square feet; a FAR of 1.0 would permit a building of 20,000 square feet, and so on. The following illustrates the building configuration for various FARs on a common-size parcel. While FAR prescribes the maximum allowable area for a new building relative to the size of its site, it does not determine the mass or form of the new building. Title 17 of the City's Municipal Code and design guidelines specify other regulations that will affect a building's form and style within the permitted FAR (e.g., building height limits, setbacks, and open space requirements).

Mixed-Use Designations

Properties designated as Mixed-Use (MU) by the Land Use Diagram may be developed for a singular use (i.e., commercial or housing) or a mix of uses on the same site. Where a single use is developed, the standard for a commercial use shall be FAR and the standard for a residential use shall be units per net acre, where the size of the dwelling units shall not be calculated as FAR, in conformance with the appropriate MU classification. Where both commercial and residential uses are developed, the standard shall be both FAR and units per net acre, where the cumulative building area (commercial and residential) shall not exceed the maximum FAR specified for the land use category.

Land Use Classifications

The following describes and characterizes the general range of land uses and densities/intensities envisioned for each category of use depicted on the Land Use Diagram. A detailed list of uses allowed in each zone is specifically defined by Title 17 of the City's Municipal Code.

Housing

The housing land use categories are intended to provide a diversity of living environments and choices, both ownership and rental, for Pasadena's residents. These categories are correlated with the goals and policies for affordability defined by the Housing Element. A minimum and maximum density is defined for each land use category. Affordable housing density bonuses defined by State law and the Housing Element may exceed the maximum densities.

Low Density Residential. 0-6 dwelling units per acre. Characterized by single-family residential development with lot sizes ranging from 40,000 square feet to 7,200 square feet and one to two story buildings. These lots are characterized by a variety of single-family dwellings, ample open space, extensive landscaping, and separations between single-family dwellings and/or accessory buildings. Single-family dwellings are typically some distance from the street, with large front, side, and rear yard setbacks.

Low-Medium Density Residential. 0-12 dwelling units per acre. Characterized by a mixture of duplexes and single-family residential developments in neighborhoods with lot sizes ranging from 40,000 square feet to 7,200 square feet and one to two story buildings. These lots are characterized by open space, extensive landscaping, and separations between dwellings and/or permitted accessory buildings. Dwellings are typically some distance to the street, with front, side and rear yard setbacks.

Medium Density Residential. 0-16 dwelling units per acre. Characterized by lower density multi-family complexes in neighborhoods with densities of up to 16 dwelling units per acre and one to three story buildings. Though not exclusively, many of these buildings are characterized as "City of Gardens" projects. Their main feature is a centrally located and usable courtyard or garden court. Units are encouraged to have an entrance toward the street. Parking is not visible from the street and driveways are minimized. There are minimal setbacks at the rear of the property.

Medium-High Density Residential. 0-32 dwelling units per acre. Characterized by medium-high density multi-family complexes in neighborhoods with densities of up to 32 dwelling units per acre and one to three story buildings. Though not exclusively, many of these buildings are characterized as "City of Gardens" projects. Their main feature is a centrally located courtyard or garden court that is visible from the street. They may have front

yards, and if so, they are landscaped and should be similar in size to the rest of properties in the area. Units are encouraged to have an entrance toward the street. Parking is not visible from the street and driveways are minimized. There are minimal setbacks at the rear of the property.

High Density Residential. 0-48 dwelling units per acre. Characterized by higher density multi-family complexes in neighborhoods with densities of up to 48 dwelling units per acre and two to three story buildings. Though not exclusively, many of these buildings are characterized as “City of Gardens” projects. Their main feature is a centrally located courtyard or garden court that is visible from the street. Units are encouraged to have an entrance toward the street. Parking is not visible from the street and driveways are minimized. There are minimal setbacks at the rear of the property.

Urban Housing. 0-87 dwelling units per acre. Characterized by a variety of development types including high-density multi-family complexes in neighborhoods with densities of up to 87 dwelling units per acre and four to seven story buildings. These lots are characterized by landscaped courtyards and minimal separations between buildings. Parking is not visible from the street and driveways are minimized. Units adjacent to the street have direct entries to the street. These buildings are typically closer to the street, with small sized or no front, side, and rear yard setbacks.

Mixed-Use

The mixed-use land use classifications are intended to afford the intermixing of housing with non-residential uses. This may consist of a mix of housing types horizontally distributed within a district, block, or parcel, or with housing built above non-residential uses. Mixed-use development is an important strategy enabling residents to live close to where they work, shop, and recreate. This can result in less vehicle trips, energy consumption, pollution, noise and greenhouse gas (GHG) emissions and increases in walking, bicycling, and transit use. It also expands the customer base supporting nearby businesses, enhancing their economic viability and vitality. Finally, a mix of housing and non-residential uses enhances social interactions and, through walking and bicycling, human health.

Low Mixed Use. 0.0-1.0 FAR, 0-32 dwelling units per acre. Intended to support the development of properties and/or buildings with a mix of compatible uses, including work/live units or ground floor retail and restaurant uses with office and/or residential uses above. Mixed use buildings may be horizontally or vertically oriented. Sites shall be primarily commercial, but may be residential in areas specified by Specific Plans.

Low-Medium Mixed Use. 0.0-1.75 FAR, 0-48 dwelling units per acre. Intended to support the development of properties and/or buildings with a mix of compatible uses, including work/live units, and ground floor retail and restaurant uses with office and/or residential uses above. Non-mixed use sites shall be primarily commercial, but may be residential in specific areas specified by Specific Plans. Mixed-use development projects containing housing shall incorporate amenities contributing to a quality living environment for residents including courtyards, recreation facilities, and similar elements. Where buildings face the street frontage, they shall be designed to enhance pedestrian activity with transparent facades for retail uses and distinctive entries for housing. Parking shall be located below or to the rear of the street.

Medium Mixed Use. 0.0-2.25 FAR, 0-87 dwelling units per acre. Intended to support the development of multi-story buildings with a variety of compatible commercial (retail and office) and residential uses. Development is characterized by shared open spaces, extensive landscaping, small to medium separations between buildings, and shared driveways and parking. Sites may be exclusively commercial or exclusively residential, or with buildings vertically integrating housing with non-residential uses. Mixed-use development projects containing housing shall incorporate amenities contributing to a quality living environment for residents including courtyards, recreation facilities, and similar elements. Where buildings face the street frontage, they shall be designed to enhance pedestrian activity with transparent facades for retail uses and distinctive entries for housing. Parking shall be located below or to the rear of the street. Projects constructed at Medium Mixed Use densities may be required to develop pedestrian-oriented streetscape amenities along their primary street frontages, consistent with the improvement concepts and plans defined by the City.

High Mixed Use. 0.0-3.0 FAR, 0-87 dwelling units per acre. Intended to support the development of multi-story mixed use buildings with a variety of compatible commercial (retail and office) and residential uses. Development is characterized by shared open spaces, landscaping, and small to minimal separations between buildings, and shared driveways and parking. Sites may be exclusively commercial, but not exclusively residential. Mixed-use development projects containing housing shall incorporate amenities contributing to a quality living environment for residents including courtyards, recreation facilities, and similar elements. Where buildings face the street frontage, they shall be designed to enhance pedestrian activity with transparent facades for retail uses and distinctive entries for housing. Parking shall be located below or to the rear of the street. Projects constructed at High Mixed Use densities may be required to develop pedestrian-oriented streetscape amenities along their primary street frontages, consistent with the improvement concepts and plans defined by the City.

Commercial

Commercial land use classifications accommodate a diversity of uses offering opportunities including retail shopping, personal and financial services, offices, research and development industries, dining, entertainment, cultural enrichment, and similar uses. Generally, these are located along or close to Pasadena's arterial corridors and are accessible to and transition with adjoining residential neighborhoods.

Low Commercial. 0.0-1.0 FAR. Characterized by a limited range of retail and service uses. These uses are located and designed to foster pedestrian use, primarily serve the needs of adjacent neighborhoods and maintain compatibility with residential uses in the immediate area.

Medium Commercial. 0.0-2.0 FAR. Characterized by a wide range of neighborhood-serving commercial uses in Neighborhood Villages and along major corridors. These uses are designed to foster pedestrian activity and are compatible with residential uses in the immediate area.

High Commercial. 0.0-3.0 FAR. Characterized by a wide range of regional commercial uses fostering regional office and incidental retail uses primarily located along Lake Avenue south of the 210 freeway.

R&D Flex Space. 0.0-0.9 FAR. Characterized by a wide range of moderate to low intensity industrial uses such as light manufacturing, research and development, creative office and incubator industries, and limited ancillary commercial and office uses.

R&D Flex Space. 0.0-1.25 FAR. Characterized by a wide range of industrial uses such as light manufacturing, research and development, creative office and incubator industries, and limited ancillary commercial and office uses, at a slightly higher density than the preceding category.

Institutional. Characterized by facilities owned and operated by the City or by other public and/or private institutions such as corporate yards, schools, and libraries.

Open Space

The Open Space classification is intended to provide active and passive recreational opportunities for Pasadena's residents, as well as the preservation and maintenance of undeveloped lands and natural areas.

Open Space. Characterized by a variety of natural and developed open spaces including City-owned open space facilities, private golf courses, natural open spaces and areas which have been designated as environmentally and ecologically significant, and land which is publicly owned though in some instances public access may be restricted.

LAND USE GOALS AND POLICIES

The following text presents the goals and policies for land use in the City of Pasadena. They are divided into three sections including those applicable: (a) globally to all uses and locations in the City, (b) to each principal land use category depicted on the Land Use Diagram, and (c) to sub-areas of the City including adopted specific plan areas.

Goals are defined as general direction-setters, as an ideal future end related to expressions of community values and may be abstract in nature. *Policies* are specific statements guiding decision-making indicating commitments to a particular course of action that carry-out one or more goals.

Citywide Goals and Policies

Goals and policies in this section globally apply to all land uses and geographic locations in the City.

Growth

Goals and policies provide for community conservation and strategic growth, preserving existing neighborhoods and targeting new development to infill areas that are vacant or underutilized, and are scaled and designed to complement existing uses. Changes are grounded by the eight Guiding Principles and emphasize maintaining the quality of life of Pasadena’s residents with decreased automobile trips, increased walkability, improve connectivity, and create cohesive and vigorous districts and places.

GOAL 1. Sustainable Growth. Sustainable growth and change in orderly and well-planned developments within targeted areas that allow for higher density development in an urban core setting and in close proximity to transit that provides for the needs of existing and future residents and businesses, ensures the effective provision of public services, and makes efficient use of land, energy, and infrastructure.

Policies

- 1.1 **Basic Growth Policy.** Accommodate growth that is consistent with community values and that complements the scale and character of Pasadena’s unique residential neighborhoods, business districts, and open spaces.
- 1.2 **Targeted Growth.** Target growth and new construction in infill areas and away from Pasadena’s residential neighborhoods and open spaces by redeveloping underutilized commercial and industrial properties, especially within the Central District, Transit Villages, Neighborhood Villages, and along selected corridors.
- 1.3 **Development Capacities¹.** Regulate building intensity and population density consistently with the designations established by the Land Use Diagram. Within these, cumulative new development within the specific plan areas shall not exceed the number of housing units and commercial square feet specified in the following table²:

Area	Residential Units	Commercial Square Feet
Central District	4,885	3,379,000
South Fair Oaks	915	1,421,000
East Colorado	300	930,000
East Pasadena	1,050	1,095,000
North Lake	250	250,000
Fair Oaks and Orange Grove	325	300,000
Lincoln Avenue	180	300,000

¹ The City’s development caps do not apply to affordable housing units, except for Fair Oaks/Orange Grove.

² As of the date of adoption of the Land Use Element.

Area	Residential Units	Commercial Square Feet
West Gateway	340	200,000
Non-Specific Plan Area ³	1,710	150,000

- 1.4 **Transfer of Development Capacities.** Allow for the conversion of residential units and commercial square feet in the specific plan areas provided that: (a) such conversions are not precluded by the specific plans; (b) the cumulative trips generated do not exceed those resulting from the mix of uses defined by the table; (c) the modified land use mix maintains the desired vision and character for the area defined by the Land Use Elements' goals and policies (third sub-section) and the adopted specific plans; and (d) the transfer results in community benefits that may have not otherwise been achieved.
- 1.5 **Growth and Change Evaluation.** Review the General Plan's residential and commercial capacities every five years. Modify, as necessary, to reflect development that has occurred, its impacts, evolving market and economic conditions, and consistency with community values.
- 1.6 **General Plan Amendments.** Limit amendments to the General Plan that would increase development capacities to the five-year review of the General Plan Land Use Element.
- 1.7 **Coordination of Capital Facilities, Land Use, and Economic Development.** Development of capital facilities shall be closely coordinated with land use management strategy to support existing and new development. Targeted growth areas shall have highest priority for capital improvements that induce and support development.
- 1.8 **Unimproved Streets.** No developments on unimproved streets will be approved until adequate infrastructure improvements are in place or will be made.
- 1.9 **Development Costs.** Require new development to provide public services and facilities through equitable fees and exactions.

Land Use Mix

The following goals and policies provide for the maintenance of existing and development of new land uses that cumulatively provide for the needs of Pasadena's residents, contribute to the quality of life, are economically prosperous and sustainable, respect the City's environmental setting, and are consistent with the City's history, cultural, and community aspirations.

GOAL 2. Land Use Diversity. A mix of land uses meeting the diverse needs of Pasadena's residents and businesses, fostering improved housing conditions, offering a variety of employment and recreation opportunities, and supporting a healthy population while protecting the environment.

Policies

- 2.1 **Housing Choices.** Provide opportunities for a full range of housing types, densities, and locations to address the community's fair share of regional housing needs and provide a strong customer base sustaining the economic vitality of Pasadena's commercial land uses. The types, densities, and location of housing shall be determined by the Land Use Diagram and reflect the projected needs specified in the Housing Element.
- 2.2 **Senior Housing.** Encourage the development of senior housing that has access to commercial services, health care facilities, community facilities, and public transit.

³ The General Plan does not establish a cap for areas outside of specific plan areas. These estimates provide a benchmark for environmental review in accordance with the California Environmental Quality Act (CEQA).

- 2.3 **Commercial Businesses.** Designate sufficient land to enable a broad range of viable commercial uses in Pasadena’s Central District, Transit and Neighborhood Villages and commercial corridors. These uses will serve both local and regional needs, reducing the need for residents to travel to adjoining communities, capturing a greater share of local spending, and offering a diversity of employment opportunities.
- 2.4 **Job Choices.** Provide opportunities for the development of a broad range of land uses that offer job opportunities for Pasadena’s residents, including professional and creative office, institutional and research and development (R&D) flex space.
- 2.5 **Mixed Use.** Create opportunities for development projects that mix housing with commercial uses to enable Pasadena’s residents to live close to businesses and employment, increasing non-auto travel, and interact socially.
- 2.6 **Transit-Related Land Uses.** Promote the development of uses that support and capture the economic value induced by the presence of transit corridors and stations.
- 2.7 **Civic and Community Services.** Provide diverse uses and services supporting Pasadena’s residents such as facilities for civic governance and administration, public safety (police and fire), seniors and youth, community gatherings, and comparable activities.
- 2.8 **Equitable Distribution of Community Devices and Amenities.** Ensure that parks and recreation facilities, community services, and amenities are equitably distributed and accessible throughout the City.
- 2.9 **Institutional Uses.** Accommodate the development of educational, religious, cultural, and similar facilities that enrich the lives of Pasadena’s residents.
- 2.10 **Healthy Foods.** Promote the development of uses providing healthy and locally-grown food choices for Pasadena’s residents (i.e., brick and mortar facilities, community gardens and farmers markets).
- 2.11 **Health Facilities.** Accommodate a wide range of healthcare and mental health facilities that are transit-accessible and pedestrian-friendly.
- 2.12 **Health and Wellness.** Adopt a framework of policies that characterize and encourage the connections between access to locally grown foods, nutritional education, the encouragement of physical activity, and an overall commitment to health and wellness of Pasadena’s youth, adults and seniors.
- 2.13 **Parks.** Maintain existing and new parks and recreational facilities within walking distance of residents and supporting healthy lifestyles.
- 2.14 **Natural Areas.** Maintain existing and acquire additional natural areas to protect watersheds, natural resources, and afford recreational opportunities for Pasadena’s residents.

Compatible Land Uses

All communities contain uses and functions necessary for the support and welfare of the population that have characteristics that could negatively impact their setting. The following goals and policies are intended to manage the distribution and operations of such uses to assure compatibility with Pasadena’s neighborhoods and districts.

GOAL 3. Compatible Land Uses. A mix and distribution of land uses characterized by their compatibility.

Policies

- 3.1 **High-Impact Uses.** Avoid the concentration of uses and facilities in any neighborhood or district where their intensities, operations, and/or traffic could adversely impact the character, safety, health, and quality of life.

- 3.2 **Care Facilities.** Allow for the development of senior daycare facilities, assisted living facilities, hospice, child care, and other care facilities where they can be located, designed, and managed to ensure compatibility with and the safety of adjoining uses, consistent with adopted specific plans, Community Places policies and in accordance with state legislation.
- 3.3 **Assembly Facilities.** Require that assembly facilities for social, cultural, educational, and religious organizations be located, designed, and managed to ensure compatibility and avoid traffic, noise, and other negative impacts with adjoining uses.
- 3.4 **Filming Locations.** Facilitate the use of sites for motion picture and television filming activities while protecting residential neighborhoods.
- 3.5 **Hazardous Uses.** Prohibit or control land uses which pose potential health and environmental hazards to Pasadena's neighborhoods and districts.
- 3.6 **Non-Conforming Uses.** Encourage the redevelopment of non-conforming uses to achieve groupings of compatible uses that conform to the current zoning standards.
- 3.7 **Alcohol and Drug Abuse.** Reduce the impact of alcohol and other drug related problems through the regulation and monitoring of establishments that sell alcohol and drugs. Develop of regulations for the location and management of alcohol and drug related care facilities. Ensure compatibility with and the safety of adjoining uses, in accordance with state legislation.

Urban Form and Placemaking

"Urban form" is often defined as (a) the "general pattern of building height and development intensity" and (b) the "structural elements" that define the City physically, such as natural features, transportation corridors, open space, public facilities, as well as activity centers and focal elements. It envisions the community in three dimensions; 1) how buildings are located on parcels, 2) how buildings relate to one another and 3) how buildings relate to the street - including sidewalks and open spaces. The following goals and policies guide these elements contributing to distinct and quality places for living, working, shopping, entertainment, and recreation that contribute to Pasadena's quality of life, economic vitality, and character.

GOAL 4. Elements Contributing to Urban Form. A safe, well-designed, accessible City of distinct, walkable districts, corridors, and transit and neighborhood villages, surrounded by diverse and complete residential neighborhoods and open spaces where people of all ages can live, work, shop and recreate.

Policies

- 4.1 **Sustainable Urban Form.** Provide an overall pattern of land uses and densities that encourages efficient development; offers convenient options to auto travel; ensures compatibility among uses; enhances livability and public health; sustains economic vitality; reduces air pollution, greenhouse gas emissions, and energy consumption.
- 4.2 **A Diversity of Places.** Maintain and enhance the City's urban form with distinct, compact, and walkable areas with a diversity of uses, densities, and characters. Offer choices for living, working, shopping, and recreation consistent with community values, needs, and demographics.
- 4.3 **An Active Central District.** Continue and reinforce the Central District as a vital, pedestrian-oriented place, linked to local and regional transit designed for all ages and serving as the focal point of community identity, business activity, employment, living, governance, and culture.
- 4.4 **Transit Villages.** Accommodate and intensify a mix of local and regional commercial, residential, and public uses close to the Metro Gold Line stations. Design these areas to accommodate safe and convenient walking, bicycling, and transit use. Include gathering places and amenities to enhance their quality and livability.

- 4.5 **Transit Villages in Context.** Differentiate the mix and development intensities of the Transit Villages to reflect their setting, with the highest intensities at Fillmore, Del Mar, Memorial Park and Lake Metro Gold Line stations, moderate intensities at Sierra Madre Village and lowest intensities at the Allen Avenue station.
- 4.6 **Neighborhood Villages.** Support neighborhoods through the intensification of development at major intersections to serve as centers of neighborhood identity and activity. Encourage the clustering of community-oriented commercial services, housing, and community gathering places with pedestrian-oriented amenities that are accessible and walkable.
- 4.7 **Strengthen Major Corridors.** Encourage the economic improvement of underused parcels along Pasadena’s corridors by clustering more intense uses at major intersections and lower intensity mixed-use or commercial development between major intersections.
- 4.8 **Complete and Livable Neighborhoods.** Maintain the pattern of distinct residential neighborhoods oriented around parks, schools, and community meeting facilities that are connected to and walkable from neighborhood-serving businesses and public transit.
- 4.9 **Gateways.** Provide public improvements (e.g., signage, landscaping, and art) and consider the appropriate type, scale, and design of development desired for parcels located at prominent entry points into the city (such as the corner of Orange Grove Boulevard and Colorado Boulevard, its freeway entrances, and overpasses and off ramps).
- 4.10 **Architecture that Enhances.** Locate and design buildings to relate to and frame major public streets, open spaces, and cityscape.
- 4.11 **Development that is Compatible.** Require that development is located and designed to achieve compatibility with neighboring structures and sites addressing such elements as building orientation, setbacks, buffering, the arrangement of shared and private open spaces, visibility, privacy, automobile and truck access, impacts of noise and lighting, landscape quality, and aesthetics.
- 4.12 **Transitions in Scale.** Require that the scale and massing of new development in higher-density centers and corridors provide appropriate transitions in building height and bulk and are sensitive to the physical and visual character of adjoining lower-density neighborhoods.

GOAL 5. Pedestrian-Oriented Places. Development contributing to pedestrian vitality in the Central District, Transit Villages, Neighborhood Villages, and community corridors.

Policies

- 5.1 **Walkable City.** Maintain and improve sidewalks and pedestrian paths in Pasadena’s neighborhoods and business districts by incorporating street trees, landscaping, and pedestrian-oriented amenities.
- 5.2 **Pedestrian-Oriented Development.** Require buildings in the Central District, Transit Villages, Neighborhood Villages, and along corridors specified by the adopted specific plans to be located along the street/sidewalk and designed to promote pedestrian activity. This can be accomplished by incorporating transparent facades, small plazas, and dining areas; while locating parking to the rear or underground and placing primary entries on the street,
- 5.3 **Community Greenways.** Improve Pasadena’s public sidewalks as “greenway” corridors with extensive tree canopies, connecting its neighborhoods, Transit Villages, Neighborhood Villages, neighborhoods, parks, schools, and open spaces.
- 5.4 **Community Connectivity.** Improve corridors crossing the 210 Freeway to accommodate safe and convenient walking and bicycling with landscape, trees, street furniture, and other amenities. This will improve the

visual and physical connectivity of neighborhoods to the north and south. Consider the feasibility for constructing a landscaped deck over the freeway as an open space amenity.

- 5.5 **Civic Open Space.** Continue to protect the character of the Civic Center as defined by its landscaped open spaces and tree canopy. Locate and design new civic structures to respect this urban form, character, design and functionality.

Sense of Place

A diversity of land use strategies contribute to a community's sense of place and character including the form, scale, and design of development; its respect for history and culture; the presence of active public places enabling residents to engage and socialize with one another; and the ease of access without using the automobile. The quality and character of design of buildings, places, and infrastructure have distinguished Pasadena's identity and character throughout its history. The following goals and policies are intended to preserve these assets and ensure that new development is designed to respect these contextual elements, while allowing for creative innovation in appropriate settings.

GOAL 6. Character and Scale of Pasadena. Maintenance of the form, scale, and massing of development consistent with Pasadena's built character, while allowing for sensitively integrated new development.

Policies

- 6.1 **Sense of Place and History.** Require new and upgraded existing development to be located and designed to respect the defining elements of Pasadena's character and history such as its grid street pattern, block scale, public realm, neighborhoods and districts, building massing and heights, significant architecture, and relationship to the mountains and Arroyo Seco.
- 6.2 **Established Neighborhoods.** Preserve, protect, and enhance established residential neighborhoods by providing sensitive transitions between these and adjoining areas. Require new development to respect and respond to the existing physical characteristics that contribute to the overall character and livability of the neighborhood.
- 6.3 **Development Regulation.** Establish standards regulating the form and scale of development to assure that new construction is sensitive to the massing, scale, architectural character, landscape design, and relationships to street frontages of existing uses.
- 6.4 **View sheds.** Recognize and protect significant views of the San Gabriel Mountains, the Arroyo Seco, and other open spaces, along with views of significant structures such as the City Hall, Central Library and the Civic Auditorium.
- 6.5 **Way-finding.** Maintain and expand the City's system of well-designed way-finding signage providing information and directions for motorists, bicyclists and pedestrians to key destinations in Pasadena such as the Civic Center, Rose Bowl, districts (such as Old Pasadena, Playhouse District, South Lake Avenue), museums, educational institutions, medical facilities, transit stations, and the Arroyo Seco.
- 6.6 **Public Art.** Integrate public art in private projects and in public spaces, including streetscapes, parks and civic spaces.
- 6.7 **Property Access.** Discourage vehicle driveways on streets with higher pedestrian volumes.
- 6.8 **Community Maintenance.** Eliminate and prevent deteriorating conditions in areas of the City with buildings that are not properly maintained through private and public conservation and rehabilitation programs.

- 6.9 **Public Safety and Community Design.** Require that neighborhoods, centers, streets, and public spaces be designed to enhance public safety and discourage crime by providing street-fronting uses (“eyes on the street”), adequate lighting and sight lines, and features that cultivate a sense of community ownership.

GOAL 7. Architectural Design and Quality. A community characterized by its distinguished architecture that respects traditions of community character, form, and scale with tolerance for innovation and creativity including iconic architecture.

Policies

- 7.1 **Quality Neighborhoods and Districts.** Require that new and adaptively re-used buildings are designed to respect and complement the defining built form, massing, scale, modulation, and architectural detailing of their contextual setting.
- 7.2 **Architectural Diversity.** Allow for a variety of building designs and architectural details within the framework of the built form, massing, scale, and design of their contextual setting.
- 7.4 **Architectural Quality.** Encourage architectural styles, forms, and materials that provide a sense of beauty, durability and functionality.
- 7.5 **Architectural Creativity.** Allow for the development of buildings with contemporary architectural design styles that are located, scaled, and incorporate elements complementing the contextual character of their location.
- 7.6 **Design Review.** Require design review for new and redeveloped projects to assure compatibility with community character, while promoting creativity, innovation, and design quality.

Historic Preservation

Pasadena’s identity and character are significantly influenced by historic buildings, properties, districts, landscapes and civic places. The following goals and policies provide for their continued protection and maintenance.

GOAL 8. Historic Preservation. Preservation and enhancement of Pasadena’s cultural and historic buildings, landscapes, streets and districts as reminders of its past and a source of community identity, and social, ecological and economic vitality.

Policies

- 8.1 **Identify and Protect Resources.** Identify and protect historic and cultural resources that represent significant examples of the City’s cultural and architectural history.
- 8.2 **Historic Designation Support.** Provide assistance and support for applicants applying for designation of a historic resource through a clear, thorough, and equitable process that identifies if monuments, individual or landmark districts, historic signs or landmark trees are eligible for designation based on adopted evaluation criteria.
- 8.3 **Preservation Efforts.** Support preservation and restoration efforts through education, facilitation and incentive programs.
- 8.4 **Adaptive Reuse.** Encourage adaptive re-use of historically and architecturally significant buildings as a means for their restoration and/or preservation.
- 8.5 **Scale and Character of New Construction in a Designated Landmark and Historic Districts.** Promote a culturally and historically sensitive approach to new construction in existing Landmark and Historic districts. Analyze proposed projects with respect to land uses and patterns, spatial organization, visual relationships, cultural and historic values; and relationships in height, massing, modulation, and materials.

- 8.6 **Infrastructure and Street Design Compatibility.** Encourage street design, public improvements, and utility infrastructure to be compatible with historic and cultural resources.
- 8.7 **Preservation of Historic Landscapes.** Identify, protect, and maintain geological features, heritage trees, and landscapes that are identified as a neighborhood feature, an individual historic resource or part of a landmark or designated historic district.
- 8.8 **Evolving Preservation Practices.** Continue to implement practices for historic preservation consistent with community values and conformance with the Secretary of the Interior’s Standards for the Treatment of Historic Properties, California Historical Building Code, State laws and best practices.
- 8.9 **Maintenance.** Support maintenance and upkeep of historic resources to avoid the need for major rehabilitation and to reduce the risk of demolition, loss through fire, deterioration by neglect, or impacts from natural disasters.
- 8.10 **Enforcement.** Ensure that City enforcement procedures and activities comply with local, State, and Federal historic and cultural preservation requirements.

Arts and Culture

The integration of public art into the built environment contributes to the identity of Pasadena and the cultural life of its residents. The following goals and policies build upon existing programs to enhance these opportunities.

GOAL 9. Public Art. Pasadena’s public art is an integral part of the City, reinforcing its visual character, reflecting the strength of its cultural and educational institutions, responding to its urban design initiatives and promoting dialogue across ethnic and generational lines. Public art in Pasadena reinforces neighborhood character and contributes to a beautiful, sustainable and livable Pasadena.

Policies

- 9.1 **Art as Identity.** Use public art to reinforce Pasadena’s identity, blending culture, people, neighborhoods and ideas to create a memorable urban landscape that respects the past and creates a legacy for the future.
- 9.2 **Urban Beautification.** Embrace public arts as a citywide urban beautification effort. Build a collection of art in public places. Facilitate public art and public art partnerships with City Departments, private developers, and art and cultural organizations.
- 9.3 **Gateway Improvements.** Incorporate works of artists as components of public improvements at the City’s unique gateways.
- 9.4 **Arts Contributions to a More Walkable City.** Implement artist-designed crosswalks, murals, free-standing artworks and environments in pedestrian-oriented retail and entertainment districts.
- 9.5 **Public Art Reflecting Parks and Neighborhoods.** Commission public art that reinforces the identity of parks and neighborhoods, highlights neighborhood amenities through pedestrian-oriented artworks and connects people with the natural environment through environmental-based artworks.
- 9.6 **Public Art in Private Development Program.** Refine the Public Art in Private Development Program to more actively contribute to Pasadena’s cultural identity and reinforce the City’s Urban Design principles.
- 9.7 **Support Cultural Activities.** Encourage individuals, organizations, and other entities to provide and support cultural activities, directly and cooperatively with the City, which are of interest and benefit to the public.
- 9.8 **Arts Resources.** Promote greater use by the public of all available arts resources.

A Sustainable Environment

Pasadena maintains a robust program of actions designed to meet the underlying objectives for conserving and reducing the consumption of and impacts on natural resources such as water, air, energy, and other non-renewable resources. The following goals and policies describe contributing land use and development strategies.

GOAL 10. City Sustained and Renewed. Development practices that sustain natural environmental resources for the use of future generations and, at the same time, contribute to the reduction of greenhouse gas emissions and impacts on climate change.

General Policies

10.1 Environmental Quality and Conservation. Establish Pasadena as a leader on environmental stewardship efforts, including air quality protection, energy and water efficiency, renewable energy standards, natural resource conservation, and greenhouse gas emission standards in the areas of energy, water, air and land.

Land Use Development Policies

10.2 Land Uses Supporting Sustainability. Encourage land uses and improvements that reduce energy and water consumption, waste and noise generation, and support other comparable resource strategies for a sustainable Pasadena; including alternative energy generation, electric vehicle parking and charging, recycling, and similar facilities.

10.3 Best Practices for Sustainability. Monitor evolving sustainable development practices and adopt and administer those deemed appropriate and feasible for implementation in Pasadena.

10.4 Sustainable Building Practices. Foster sustainable building practices specified by the City's Green Building Code by incorporating energy and water savings, toxic reductions and solid waste into the building of new structures and remodeling of existing structures.

10.5 Greenhouse Gas Reduction Plans. Require major development projects⁴ to prepare greenhouse gas reduction plans.

10.6 Adaptive Reuse. Encourage adaptive reuse of structures, including non-historic structures, as a means of supporting environmental sustainability.

Natural Environment Policies

10.8 Natural Open Space. Protect natural open spaces, hillsides, watersheds, and critical habitats to safeguard the health, safety, and beauty of the City for the benefit of present and future generations.

10.9 Expanded Natural Areas. Expand the City's inventory of natural open spaces through reclamation, restoration, and in partnership with local and regional agencies and private institutions.

10.10 Eaton Canyon Corridor and the Arroyo Seco. Preserve and maintain the natural character of the Eaton Canyon Corridor and the Arroyo Seco as self-sustaining healthy ecosystems of plants and animals, in balance with the integration of recreational facilities and flood control improvements.

10.11 Urban Open Spaces. Preserve and develop urban open spaces such as landscaped parklets, paseos, courtyards, and community gardens. Ensure adequate public access to these open spaces.

⁴ Includes commercial projects 75,000 square feet or greater, multi-family projects with 100 units or more, and mixed use project 50 units or more as required by the Trip Reduction Ordinance

- 10.12 **Urban Forest.** Maintain and plant additional trees along the City’s sidewalks, civic places, parks, and in private developments to support the health and diversity of wildlife, sequester GHG emissions, and contribute to the reduction of the heat-island.
- 10.13 **Native Plants.** Maintain and, where appropriate, restore, areas of the city containing low-water use and environmentally-sensitive native plants.
- 10.14 **Open Space Connectivity.** Maintain and, where necessary, restore wildlife corridors and habitat linkages.

Sustainable Infrastructure Policies

- 10.15 **Greenstreets.** Transform impervious street surfaces into landscaped green spaces, in appropriate and reasonable locations, to capture stormwater runoff and let water soak into the ground as plants and soil filter pollutants. This will contribute to the protection of water quality in the Arroyo Seco watershed and reduction of pollution/trash entering Los Angeles and San Gabriel Rivers and the ocean.
- 10.16 **Water Quality.** Encourage the use of natural processes to capture, treat, and infiltrate urban runoff throughout the watershed. In appropriate and feasible locations, construct stormwater curb extensions and street planters to transform impervious street surfaces into landscaped green spaces that capture stormwater runoff and let water soak into the ground as plants and soil filter pollutants.
- 10.17 **Sustainable Transportation Network.** Implement an integrated network of transit, bike facilities, and pedestrian improvements as specified by the Mobility Element to reduce automobile trips and commute lengths, with corresponding reductions in energy consumption, pollution, and GHG emissions.
- 10.18 **Alternative Fuel.** Provide locations for alternative fuel facilities, such as charging stations for electric vehicles.

A Sustainable Economy

A vital and healthy economy is considered an essential element of a sustainable community. Without economic prosperity, the resources needed for conserving the natural environment and achieving the health and well-being of Pasadena’s residents would be compromised. The following goals and polices provide the foundation for and are directly correlated with the types, densities, and capacities of land use specified in earlier sections of this Element.

GOAL 11. Job Opportunities. A diversity of job opportunities for Pasadena’s residents.

Policies

- 11.1 **Business Expansion and Growth.** Support the growth and success of businesses that create new job opportunities and productive and satisfying employment for Pasadena residents.
- 11.2 **Workforce Development.** Align workforce development strategies with job skills needed to support Pasadena’s key business clusters. Keep the local workforce trained and employed by allowing for a broad range of job training opportunities.
- 11.3 **New and Complementary Businesses.** Identify opportunity sites for expansion of successful Pasadena companies and attraction of new establishments that are complementary with Pasadena’s Central District, neighborhood and transit villages and commercial corridors.
- 11.4 **Barriers.** Reduce barriers to gainful employment such as lack of public transportation, training, job information and child care.

GOAL 12. Shopping and Dining. Diversity of shopping opportunities enabling Pasadena’s residents to acquire desired goods and services in the City, as well as attracting customers from surrounding communities.

Policies

- 12.1 **Vital Commercial Districts.** Enhance commercial districts to create quality shopping and dining experiences.
- 12.2 **Business Attraction.** Actively market Pasadena to increase demand for storefront space.
- 12.3 **Adequate Parking.** Coordinate public/private parking improvements and policies to support local business.
- 12.4 **Revitalization of Commercial Areas.** Encourage the revitalization of commercial and industrial areas by attracting private investment.
- 12.5 **Small Businesses.** Encourage the retention and expansion of small businesses through incentives, by providing adequate infrastructure and street beautification. Promote the locating of small businesses as integral to the identity of the neighborhood villages.
- 12.6 **Local Businesses.** Support the development of Pasadena-grown and based retail businesses as an alternative to national chain brands.

GOAL 13. Innovation. An environment fostering innovation and creativity enabling Pasadena to be on the “cutting-edge” of business development and jobs generation.

Policies

- 13.1 **Environment.** Cultivate an entrepreneurial and academic environment that fosters innovation.
- 13.2 **Business Sectors.** Strengthen Pasadena’s technology and innovation sectors.
- 13.3 **Adaptation to Evolving Market Demands.** Advance policies and practices that encourage the creation and preservation of flexible commercial and light industrial space.
- 13.4 **New Businesses.** Create incentives for the development of laboratory and research and development businesses. Promote the spinoff of new businesses from existing institutions, such as The California Institute of Technology, Jet Propulsion Laboratory, Huntington Memorial Hospital, and others.
- 13.5 **Creative/Innovation Employment Centers.** Provide for the clustering of creative, research, and incubator/“start-up” industries. Leverage the intellectual capital of Pasadena’s educational institutions creating distinct and cohesive centers offering new employment opportunities for its residents.

GOAL 14. Visitors. Pasadena is a major destination for tourists from throughout the world to celebrate its events, culture, history, and setting.

Policies

- 14.1 **Tourism and Hospitality.** Encourage the growth of cultural assets and entertainment activities that attract visitors and conventioners.
- 14.2 **Conventions and Lodging.** Grow a variety of lodging options and attract more lucrative conventions.
- 14.3 **Community Events.** Promote positive exposure of local assets and events.

GOAL 15. Sound Local Economy. A sound local economy which attracts investment, increases the tax base, creates employment for Pasadena residents and generates public revenues.

Policies

- 15.1 **Local Investment.** Advance local investment to support a robust and consistent resource for municipal revenues and opportunities that support community services and improvements.

Community Services

In the broadest sense, the City of Pasadena is committed to implementing policies supporting human development and the quality of life for infants, children, youth, families and senior citizens, and recognizes that the well-being of its residents is linked to the City's own health and well-being. The City of Pasadena has a Policy on Children, Youth and Family developed in 1989 that ensures a family focus on quality of life, a Childcare Master Plan adopted in 1994 that emphasizes access to quality early education, a 2013-16 School/City/Community Work Plan that ensures the Human Development and Educational needs are met of students so they graduate college and career ready, and a Senior Strategic Plan approved in 1995 that ensures successful aging around key areas such as transportation and housing. One aspect of these efforts is the Healthy Cities project, implemented by multiple departments within the City. The following goals and policies maintain and build on these programs.

GOAL 16. Adequate Services. A superior level of services meeting the needs of Pasadena's diverse residents including schools, hospitals, parks, child and senior facilities and programs, libraries, shelters, public auditoriums, health facilities, social clubs and recreation centers.

- 16.1 **Commitment.** Provide human and community services to all sectors of the City's population in an equitable manner.
- 16.2 **Service Adequacy.** Periodically review the impacts of major physical, environmental, economic and social changes identifying their implications in meeting the service needs of Pasadena's residents.
- 16.3 **Anticipated Needs.** Ensure that the land use planning process anticipates the future human services needs of the community by utilizing the data compiled by the new evaluation methods identifying the type(s) and ideal location(s) for these services.
- 16.4 **Support Organizations.** Provide support to public, private, and voluntary organizations and associations that provide services for Pasadena's diverse communities.
- 16.4 **Child Care.** Provide adequate child care facilities, encouraging locating facilities at or near work sites and public transportation.
- 16.5 **Accessible Services.** Locate human services close to those who need them and encourage broad community participation in the planning, resource allocation, and evaluation of all programs.
- 16.6 **Shared Facilities.** Encourage the sharing of facilities between various public service providers, as well as those offered by private entities, such as the joint use of school play areas for recreation, school facilities for child and after school day care, and libraries for civic and cultural events.
- 16.7 **Coordination of Human Services.** Prioritize coordination of facilities and programs between public and private agencies and between various levels of government involved in the human service field. Aim to eliminate overlapping efforts in the human service field.

Education

Pasadena's commitment to a public education and diverse educational system responsive to the needs of the community is a fundamental principle framing the General Plan and Land Use Element. The following goals and policies express a variety of strategies supporting a quality education for all residents and life-long learning opportunities.

GOAL 17. Educational System. A strong and diverse educational system responsive to the life-long needs of the community

Policies

- 17.1 **Joint-Use.** Partner with public schools, and when appropriate, private schools by sharing facilities, information and resources including parks and playgrounds, libraries, community centers, and day care facilities.
- 17.2 **Career Exposure.** Support vocational training and school-to-career programs that help students gain early exposure to careers and mentors.
- 17.3 **Long-Range Planning for Public Schools.** Encourage the Pasadena Unified School District to continue to participate in the City’s planning process and collaborate with the City on site selection, site design, traffic control, circulation and site acquisition to ensure compatibility with the neighborhoods or districts in which they are located.
- 17.4 **Long-Range Planning for Private Schools.** Require private schools to collaborate with the City on site selection, site design, traffic control, circulation and site acquisition to ensure compatibility with the neighborhoods or districts in which they are located.
- 17.5 **Funding.** Collaborate with the Pasadena Unified School District and other public and private institutions to pursue funding, such as grants, to improve both school and community facilities, to gather information and to leverage existing resources.
- 17.6 **Supporting Uses.** Encourage uses that support educational institutions, such as afterschool day care, tutoring centers, bookstores, dance schools, art classes, and karate studios, to cluster around schools located in commercial areas.

Correlation of Land Use with Mobility

By statute, the types and intensities of development permitted by the Land Use Plan must be correlated with the ability to provide adequate mobility to residents and visitors consistent with community values for acceptable levels of congestion. A primary principle defined by General Plan and Land Use Element is that Pasadena will be a city where people can circulate with a car. Implementation of the mix and densities of uses depicted on the Land Use Diagram and urban form policies will promote walking, bicycling, and transit use achieving this objective. The following goals and policies express the relationship between land use development and mobility.

GOAL 18. Land Use/Transportation Relationship. Pasadena will be a City where there are effective and convenient alternatives to using cars and the relationship of land use and transportation is acknowledged through transit-oriented development, multi-modal design features and pedestrian and bicycle amenities facilities in coordination with and accordance with the Mobility Element.

Policies

- 18.1 **Development Patterns and Densities.** Accommodate the mix and density of land uses and urban form that induce walking, bicycling, and transit use as an alternative to the automobile, as specified by the Land Use Diagram.
- 18.2 **Mobility.** Correlate land use development intensities with adequate infrastructure improvements and transportation strategies to ensure mobility in all areas of Pasadena.
- 18.3 **Modal Choices.** Promote the development of infrastructure supporting walking, bicycling, and transit use and complete streets as specified by the Mobility Element.
- 18.4 **Transit-Pedestrian Coordination.** Implement physical improvements facilitating pedestrian access from development projects to the street, bus stops, and/or transit stations.
- 18.5 **Land Use-Mobility Compatibility.** Manage vehicle traffic volumes and speeds to improve their compatibility with the character of the adjacent land uses, the function of the street(s), and bicycle and pedestrian traffic.

18.6 **Relationship of Buildings to Transit Portals.** Require that building entrances or accessways be oriented toward transit stations or bus stops when located adjacent to these facilities.

Parking

Parking standards for Pasadena’s residential neighborhoods and commercial districts and corridors vary according to land use type, density, and proximity to transit stations. Areas with higher density, mixed-use development projects in proximity to transit stations require fewer parking spaces than other areas in recognition of the increased potential for transit ridership and local walkability. These standards are established and periodically reviewed and adjusted through the City’s Zoning Ordinance. The following goals and policies define a strategy to provide sufficient parking consistent with the vision, land use mix, densities, and access to alternative transportation modes.

GOAL 19. Adequate Parking. Adequate parking in all areas of Pasadena commensurate with the type, mix, and density of land uses, availability of shared facilities, and proximity to transit.

Policies

- 19.1 **Parking Standards.** Establish, periodically review, and adjust as necessary standards to ensure an adequate supply of parking commensurate with the vision, uses, densities, availability of alternative modes, and proximity to transit stations in the area.
- 19.2 **Parking Limits.** Establish limits on the amount of parking that may be developed for projects in the Central District and Transit Villages to promote walking, bicycling, and use of transit as an alternative to the automobile.
- 19.3 **Parking Management.** Manage parking to reduce the amount of land devoted to frequently vacant parking lots through parking management tools.
- 19.3 **Park Once.** Provide the opportunity for residents, patrons and visitors to park once and visit many destinations in the Central District, Transit Villages, and Neighborhood Villages through centrally located shared parking while providing additional flexibility for businesses to provide parking off-site or participate in other alternative parking funding mechanisms.
- 19.4 **Bicycle Parking.** Accommodate the development of bicycle parking centers in the Central District, Transit Villages, and Neighborhood Villages and require larger development projects to incorporate secured and convenient bicycle parking facilities.

Public Involvement and Participation

Pasadena’s residents are actively engaged in the discussion and deliberations for community policies and land use decision-making. The following goals and policies build on this history and provide for continued opportunities as projects and improvements are considered implementing the goals and policies of this element.

GOAL 20. Information and Participation. Pasadena residents are aware and participate in land use planning, entitlement processes, and decision-making processes through the communication of clear and understandable information and engagement opportunities.

Policies

- 20.1 **Neighborhood Meetings.** Encourage broad representation and community participation at all steps of the planning process.
- 20.2 **Brochures and Notices.** Provide notices and information regarding the review and entitlement process for proposed development projects enabling the public to provide input in decision-making. Ensure supporting

documents, such as staff reports dealing with land use matters, are easily accessible on the City website and are provided in a timely manner.

- 20.3 **Public Involvement and Proposed Projects.** Improve neighborhood participation in current planning and land use decisions by affording adequate opportunity to review and comment on plans, programs, activities and reports covering the City's land use projects.
- 20.4 **Neighborhood Connections.** Utilize the Neighborhood Connections office to send notices of neighborhood meetings and public hearings to Neighborhood Associations within a reasonable radius of a proposed project and to the Pasadena Neighborhood Coalition.
- 20.5 **Public Discussion.** Increase public discussion through the use of new technology, providing multiple locations, times, communication avenues for public involvement and discussion of long range planning initiatives.

Land Use Categories

The following presents the goals and policies for each principal category of permitted land uses depicted on the Land Use Diagram and described earlier in this element.

Residential Neighborhoods

Pasadena's residential neighborhoods are principal contributors to the City's history, identity, character, and quality of life. The goals and policies in this section provide for their conservation and maintenance regardless of density and assurance that changes and new development complement their distinguishing qualities.

GOAL 21. Desirable Neighborhoods. A City composed of neighborhoods with a variety of housing types that are desirable places to live, contribute to the quality of life, and are well maintained.

Policies

- 21.1 **Adequate Housing.** Provide a variety of housing types, styles and densities that are accessible to and meet preferences for different neighborhood types (e.g., mixed use pedestrian environments and traditional suburban neighborhoods), physical abilities and income levels, pursuant to the Housing Element.
- 21.2 **Neighborhood Character.** Maintain elements of residential streets that unify and enhance the character of the neighborhood, including parkways, street trees, and compatible setbacks.
- 21.3 **New Residential Development.** Attract new residential development that is well-conceived, constructed, and maintained in a variety of types, densities, locations and costs.
- 21.4 **Housing Character and Design.** Encourage the renovation of existing housing stock in single- and multi-family neighborhoods. When additions or replacement housing is proposed, these should reflect the unique neighborhood character and qualities, including lot sizes; building form, scale, massing, and relationship to street frontages; architectural design and landscaped setbacks.
- 21.5 **Affordable Housing.** Providing for the equitable distribution of affordable housing throughout the City, as defined by Housing Element goals and policies, capitalizing on opportunities for new development allowed by the densities permitted in the Central District and Transit Villages.
- 21.6 **Walkable Neighborhoods.** Manage vehicle speeds and maintain sidewalks, parkways, street tree canopies, and landscaping throughout residential neighborhoods. Encourage walking as an enjoyable and healthy activity and alternative to automobile use.
- 21.7 **Safety.** Require residential developments to facilitate and enhance neighborhood safety by including design features such as front porches or large front windows.
- 21.8 **Housing Maintenance.** Encourage the maintenance and improvement of existing residential units through community cleanups and other organized events, to assure high quality and healthy living environment for residents.
- 21.9 **Hillside Housing.** Maintain appropriate scale, massing and access to residential structures located in hillside areas.
- 21.10 **Neighborhood Parks and Open Space Amenities.** Ensure that existing neighborhoods contain a diverse mix of parks and open spaces that are connected by trails, pathways, and bikeways and are within easy walking distance of residents.

GOAL 22.0. Single-Family Neighborhoods. Distinct and quality single-family residential neighborhoods distinguished by their identity, scale, and character.

Policies

- 22.1 **Appropriate Scale and Massing.** Require building scale and massing that is compatible with existing development.
- 22.2 **Garages and Accessory Structures.** Locate and design garages and accessory structures so that they do not dominate the appearance of the dwelling from the street.
- 22.3 **Second Units.** Allow development of second units in single-family residential districts as required by state legislation.

GOAL 23. Multi-Family Neighborhoods. Multi-family residential neighborhoods that provide ownership and rental opportunities, exhibit a high quality of architectural design, and incorporate amenities for their residents.

Policies

- 23.1 **Character and Design.** Design and modulate buildings to avoid the sense of “blocky” and undifferentiated building mass, incorporate well-defined entries, use building materials, colors, and architectural details complementing the neighborhood, while allowing flexibility for distinguished design solutions.
- 23.2 **Parking Areas and Garages.** Minimize the visibility of parking areas and garages.
- 23.3 **Landscaped Setbacks and Walkways.** Provide appropriate setbacks, consistent with the surrounding neighborhood, along the street frontage and, where there are setbacks, ensure adequate landscaping is provided.
- 23.4 **Development Transitions.** Ensure sensitive transitions in building scale between buildings in multi-family residential areas and lower-scale buildings in adjoining residential areas.
- 23.5 **Streetscapes.** Provide ample public spaces and tree-lined sidewalks furnished with pedestrian amenities that contribute to comfortable and attractive settings for pedestrian activity.
- 23.6 **Open Space Amenities.** Require that open space is provided on-site, is accessible, and of sufficient size to be usable by residents, in common areas and/or with individual units pursuant to the Zoning Code.

GOAL 24. Supporting Uses in Residential Neighborhoods. Uses that support the needs of residents are located and designed to be subordinate to, and compatible with, the function and quality of the residential environment.

Policies

- 24.1 **Home Occupations.** Allow home-based businesses in residential districts, subject to rules that reduce potential negative impacts.
- 24.2 **Child and Adult Day Care.** Allow for the continuation of existing and the development of new child and adult day-care facilities in any land use zone where they are compatible with adjacent uses.
- 24.3 **Religious Facilities.** Allow for the continuation of existing and development of new religious facilities in any land use zone where they are compatible with adjacent uses.
- 24.4 **Access to Amenities.** Encourage residential developments to be designed to provide safe and convenient pedestrian and bicycle access to nearby commercial centers, community facilities, parks, open space, transit facilities, bikeways, trails and other amenities, as applicable.

Commercial Corridors and Districts

Pasadena contains a diversity of commercial corridors and districts providing opportunities for shopping, working, dining, entertainment, services, and similar activities. These constitute places for commerce and gathering where residents and visitors come together in their daily lives. Many of the corridors and centers at arterial intersections

exhibit characteristics supportive of automobile access and parking, with buildings setback from the street and unrelated to their neighbors. In contrast, development in the Central District concentrates buildings along the street frontages with parking located to the rear or in shared facilities, fostering active pedestrian use of the street front. The goals and policies in this section accommodate additional development implementing goals and policies defined for a sustainable economy (Goals 11 through 15).

GOAL 25. Vital Districts and Corridors. Diverse, active, prosperous, and well-designed commercial corridors and districts that provide a diversity of goods, services, and entertainment and contribute to a positive experience for residents and visitors.

- 25.1 **Diversity of Uses.** Encourage the development of a broad range of commercial uses that reduce the need to travel to adjoining communities, while capturing a greater share of local spending.
- 25.2 **Compact Infill Development.** Encourage commercial uses along major corridors, in Neighborhood Villages, and as infill development adjacent to existing commercial uses and on surface parking lots to improve commercial services, maximize revenue generation, and leverage concentrating commercial uses.
- 25.3 **Cohesive Development.** Encourage the cohesive development and/or master planning of large commercial sites and corridors.
- 25.4 **Architecture and Site Design.** Require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality, and by respecting the architectural character and scale of adjacent buildings.
- 25.5 **Connectivity to Neighborhoods.** Link commercial areas to adjoining residential neighborhoods and other districts by well-designed and attractive streetscapes with pedestrian sidewalks and street amenities.
- 25.6 **Multi-Use of Public Alleys.** Consider alleys as multi-use public spaces that buffer commercial uses from residential areas and serve circulation, parking, utilities, loading areas and trash receptacles. They may also provide access to paseos, rear commercial entries, multiple storefronts and public use areas.
- 25.7 **Buffering Adjoining Residential Areas.** Ensure commercial uses adjoining residential neighborhoods or mixed residential and commercial uses are designed to be compatible with each other.
- 25.8 **Pedestrian, Bicycle and Transit Access.** Require commercial projects to be designed to promote convenient pedestrian and bicycle access to and from nearby neighborhoods, transit facilities, bikeways, and other amenities.
- 25.9 **Maintenance.** Require proper maintenance of commercial areas to ensure they reflect community expectations for a quality environment and remain competitive with commercial facilities located outside of the City.
- 25.10 **Retail.** Designate land and develop guidelines for the development of pedestrian friendly commercial areas, each with their own unique identity.
- 25.11 **Retail Streetscapes.** Maintain and, where deficient, increase street trees, plantings, furniture, signage, public art and other amenities that encourage pedestrian activity in retail districts and corridors.
- 25.12 **Retail Way-finding.** Support local businesses through the creation of additional way-finding that identifies key commercial destinations and nearby parking.
- 25.13 **Retail Parking.** Develop alternative parking management strategies for businesses in areas with limited parking (such as East Washington Boulevard) while protecting nearby residential neighborhoods implementing such techniques as park once and shared lots and structures.

GOAL 26. Offices. A diversity of professional, creative, medical, research, and other offices offering attractive job opportunities for residents, and serving as a centerpiece of Pasadena’s economy.

Policies

- 26.1 **Office.** Encourage the orderly development and expansion of office uses based upon current conditions and future projects to improve the relationship of jobs and housing in certain areas of the City.
- 26.2 **Creative Office.** Allow additional flexibility for creative office spaces to locate and grow in non-traditional areas and areas with desirable amenities for employees.

GOAL 27. R&D Flex Space. A wide range of moderate to low-intensity industrial uses such as light manufacturing, research and development, creative office and incubator industries encouraging the development of new industries induced by the presence of Pasadena’s educational institutions and medical facilities.

Policies

- 27.1 **Diversity of Uses.** Provide for a variety of industrial and commercial-industrial uses that offer job opportunities for Pasadena’s residents and revenues to the City without compromising environmental quality.
- 27.2 **Business Attraction.** Allow sufficient densities that enable development of technology, digital, research and development, and creative industries offering new job opportunities for residence.
- 27.3 **Supporting Uses.** Maintain a predominant industrial character, while allowing the integration of compatible uses in industrial areas that serve the needs of employees and reduce the need to travel off-site during the workday, including such uses as financial services, business services, restaurants, and health and recreational facilities.
- 27.4 **Buffering from Adjacent Properties.** Ensure that industrial developments incorporate adequate landscape buffers to minimize any negative impacts to surrounding neighborhoods and development, and controlling on-site lighting, noise, odors, vibrations, toxic materials, truck access, and other elements that may impact adjoining uses.
- 27.5 **Impact Mitigation.** Cooperate with those agencies concerned with monitoring and controlling the emissions of smoke, particulate matter, noise, and odor associated with industrial uses.

Mixed-Use Corridors and Villages

Mixed-use corridors and villages provide for the intermixing of housing with commercial uses, enabling residents to live close to where they shop, work, recreate, enjoy entertainment and culture, and participate in civic events. Research indicates that Pasadena’s Central District enjoys a lower per capita trip generation and increased pedestrian activity due to the mix and density of these uses, as well as proximity to Metro Gold Line stations. The Land Use Diagram provides opportunities for new mixed-use development in the Central District, adjoining transit stations in a series of “Transit Villages,” as central gathering places for surrounding residential neighborhoods in “Neighborhood Villages,” and in designated areas along the City’s arterial streets. These may occur in the form of buildings with housing above lower level retail or office uses, or horizontally distributed on a property or larger area. The goals and policies in this section implement these opportunities.

GOAL 28. Places to Live, Work, Shop, and Recreate. A diversity of well-designed corridors and villages containing an integrated mix of commercial uses and/or housing that enable Pasadena’s residents to live close to businesses, services, and employment, reduce automobile use, and actively engage and enhance pedestrian activity.

Policies

- 28.1 **Land Use Mix.** Allow for the development of properties and buildings in areas designated as “Mixed Use” for a mix of compatible commercial and residential uses.

- 28.2 **Development Scale.** Establish standards to assure that an adequate scale and footprint of any single use is achieved in mixed-use areas to establish a cohesive environment that minimizes impacts attributable to the adjacency of different uses. This may define minimum parcel and building size, number of housing units, and/or nonresidential square footage, as well as relationships and setbacks.
- 28.3 **On-site Amenities.** Require that residential/nonresidential mixed-use projects provide on-site amenities that contribute to the living environment of residents such as courtyards, outdoor barbecues, and recreation facilities.
- 28.4 **Design Integration.** Require residential and nonresidential portions of mixed-use buildings and sites to be integrated through architectural design, development of pedestrian walkways and landscaping.

GOAL 29. Transit Villages. Moderate to high density mixed-use clusters of residential and commercial uses developed in an integrated “village-like” environment with buildings clustered on common plazas and open spaces in proximity to Metro Gold Line stations capitalizing on their induced market demands and land values, facilitating ridership, and reducing automobile use while increasing walkability.

Policies

- 29.1 **Mix of Uses.** Accommodate mixed-use development permitted by the applicable land use classification on the Land Use Diagram, whether it is horizontally or vertically integrated, as an essential component to the creation and implementation of the Transit Village vision.
- 29.2 **Neighborhood Identity.** Design Transit Villages to be distinct, cohesive, and pedestrian-oriented places that are linked with and walkable from adjoining neighborhoods.
- 29.3 **Pedestrian Orientation.** Require the inclusion of improvements and amenities to create a safe and comfortable environment for sitting, meeting neighbors and friends, walking and providing easy access to Metro Gold Line station areas and a mix of uses in close proximity to the station.
- 29.4 **Bicycle Facilities.** Provide adequate bicycle facilities within one mile of Metro Gold Line station areas and throughout Transit Villages.

GOAL 30. Neighborhood Villages. Lower density mixed-use clusters of residential and commercial uses developed in an integrated “village-like” environment with buildings clustered on common plazas and open spaces designed as communal places that are walkable from surrounding neighborhoods.

Policies

- 30.1 **Mix of Uses.** Accommodate mixed-use development permitted by the applicable land use classification shown on the Land Use Diagram, whether it is horizontally or vertically integrated, as an essential component to the creation and implementation of the Neighborhood Village vision.
- 30.2 **Development at Key Nodes.** Encourage development at key intersections and on surface parking lots within neighborhood villages that result in additional neighborhood-serving amenities and intensified economic vitality.
- 30.3 **Neighborhood Identity.** Design neighborhood villages to be distinct, cohesive, and pedestrian-oriented places that are linked with and walkable from nearby residential neighborhoods.
- 30.4 **Community Activity.** Foster neighborhood villages to be the center of community activity by assisting uses and services desired by the community to locate in these areas (restaurants; coffee shops; community theaters; yoga, dance, or karate studios; etc.)
- 30.5 **Connectivity to Neighborhoods.** Link neighborhood villages to adjoining residential neighborhoods through safe, convenient, well-designed pedestrian sidewalks and bicycle facilities.

30.6 **Pedestrian Orientation.** Encourage neighborhood serving land uses to provide access to services and goods by walking or bicycle.

Community Places

A total of ten community places are highlighted in this section. These include the Central District, East Colorado, East Pasadena, Fair Oaks & Orange Grove, Lincoln Avenue, North Lake, South Fair Oaks, Washington & Allen, West Gateway and Northwest (as shown on Figure X1). The goals and policies supplement those described in the preceding section of this element and are unique to each sub-area addressing specific objectives for use, character, design, and functionality. Note that the boundaries for the East Colorado and East Pasadena planning areas have been modified, moving the industrial area of Lamanda Park into the East Colorado area, and the easternmost section of East Colorado Boulevard into the East Pasadena area.

Insert Figure X1

Central District

The Central District is the urban core of Pasadena and is the primary business, financial, retail and government center of the City (Figure X2). The vision for the Central District is to build upon the existing strengths as a vibrant downtown with a mix of uses, walkable areas with shopping, entertainment, restaurants, offices and housing connected by multiple modes of transit. Within the Central District there are a number of distinct neighborhoods (or sub-districts) with unique identities including Old Pasadena, the Civic Center, Pasadena Playhouse, and South Lake. Old Pasadena is the historic core of the City that has developed into a vibrant retail and entertainment destination. The Civic Center is the governmental center of the City, distinguished by the landmark City Hall, Public Library and Civic Auditorium in accordance with the historic, award-winning, Civic Center Plan, which provides for visual and pedestrian linkages among Pasadena's key civic buildings. The Playhouse District is an arts- and culture-oriented area, with theaters, universities, museums, book stores, restaurants, and mixed commercial and housing projects. South Lake is the city's primary office corridor and is a popular shopping and dining destination. Within the Central District there are four designated historic districts; Old Pasadena, Pasadena Civic Center, Civic Center Financial, and Pasadena Playhouse. Preservation of the historic core is valued by the City and is closely tied to Pasadena's identity. The Central District is served by three Metro Gold Line stations (Del Mar, Memorial Park and Lake) creating a myriad of opportunities for higher-density, transit-oriented development, served by multi-modal linkages, and pedestrian and open space amenities.

Insert Figure X2

GOAL 31. Central District. The primary civic, business, financial, retail, entertainment, and cultural center of Pasadena with supporting housing enabling residents to live close and walk to these uses and access regional transit.

Policies

- 31.1 **Focus Growth.** Focus growth in the Central District into key sub-areas including the Pasadena Playhouse, Civic Center/Midtown, Lake, Northwest Gateway, and Walnut Districts, and in proximity to the three Metro Gold Line stations, to support economic vitality while preserving and complementing the historic core.
- 31.2 **Sub-District Identity.** Enhance the distinctive, yet complementary nature of the Central District's sub-areas by recognizing and building on their unique attributes and features through signage, streetscape designs, design guidelines and encouraging new uses and infill development that fits with the vision of each sub-area.
- 31.3 **Del Mar, Memorial Park and Lake Transit Villages.** Concentrate higher intensity development with a mix of retail, office, and multi-family housing uses that are compatible with one another expanding the customer base for local retail uses and supporting Metro Gold Line ridership.

- 31.4 **Contextual Development in Historic Districts.** Require new development within the historic districts to be compatible with the scale, density, and urban design features of existing historic buildings and districts.
- 31.5 **Transit Options.** Increase the network of transit, walking, and bicycling opportunities between sub-areas within the Central District through expanded services, additional rights of way/pathways with corresponding signage.
- 31.6 **Connections to Other Community Places.** Establish and maintain pedestrian walkways that provide access to the other Community Places and encourage people to move freely between each sub-area within the Central District through a unifying/connected network of public areas.
- 31.7 **Expanded Economic Opportunities.** Strengthen the Central District’s economic vitality by supporting existing businesses and providing opportunities for new commercial development in underutilized areas with higher development capacity.
- 31.8 **Street Vitality During Evenings and On Weekends.** Sustain a vibrant pedestrian atmosphere in traditionally civic and office dominant sub-areas on evenings and weekends by encouraging additional residential and mixed-use development.
- 31.9 **Housing Choice.** Provide a wide variety of housing options in the Central District in terms of the type, location, size and price.
- 31.10 **Building Orientation.** Require businesses to be oriented primarily to pedestrian streets and urban spaces and secondarily to parking lots and to provide visibility and accessibility to customers arriving on foot, by bicycle, and by automobile.
- 31.11 **Public Art Overlay Zone.** Create a Public Art Overlay Zone to preserve and enhance existing art in the Civic Center area.

East Colorado

The East Colorado sub-area extends easterly from the Central District (Catalina Avenue to Kinneloa Avenue). It is an irregularly shaped area incorporating properties fronting Colorado Boulevard and Allen Avenue between Colorado and the Metro Gold Line station, and larger districts extending south to Green Street in the west and northeast towards the 210 freeway (Lamanda Park, formerly part of the East Pasadena Specific Plan area) (Figure X3). The vision for this area is its transformation from largely auto-oriented strip uses into a series of pedestrian-oriented villages and districts with unique identities, bolstered by their vibrant mix of uses, amenities and streetscapes improving their walkability and appearance.

The overall objective for the planning area is to break up long stretches of strip commercial with residential uses and cluster commercial uses in nodes. Potential residential development may be converted to non-residential floor area, but nonresidential area may not be converted to allow additional residential units. Neighborhood Villages would be established along Colorado Boulevard in the vicinity of Hill Street and Sierra Madre Boulevard containing a mix of commercial and residential uses with pedestrian-oriented amenities and plazas. Their mix of uses and design would serve as a gathering place and be walkable from adjoining neighborhoods. The Village near Pasadena City College would offer unique opportunities to serve and provide new housing opportunities for students and faculty. The Allen Transit Village capitalizes on its proximity to the Metro Gold Line station by accommodating medium-density commercial and residential development, served by multi-modal linkages, and pedestrian and open space amenities. Mechanisms would be employed to protect the single-family residential area north of the freeway on Allen from the impacts of the light rail station. The Lamanda Park sub-area offers the opportunity to serve as an incubator for creative technology, and medical start-up industries, capitalizing on their proximity to Pasadena’s esteemed academic institutions. Directly connected to the Colorado Boulevard commercial corridor, this district will provide new jobs for Pasadena’s residents and customers to invigorate existing retail businesses.

Insert Figure X3

GOAL 32. East Colorado. A series of pedestrian-oriented villages and districts with unique identities, bolstered by their vibrant mix of uses, amenities and streetscapes improving their walkability and appearance.

Policies

- 32.1 **Places and Urban Form.** Provide for the evolution of strip corridor uses along Colorado Boulevard by clustering development into distinct pedestrian-oriented, mixed-use centers serving as places for people to live, shop, dine, and congregate with their friends, while maintaining intervening areas for less intensive commercial uses.
- 32.2 **Activity Centers.** Cluster the highest intensities of use in the Allen Transit Village (Figure X3), and at Neighborhood Villages located adjacent to Pasadena City College and at South Sierra Madre Avenue with a mix of commercial and residential development designed and scaled to transition with adjoining neighborhoods
- 32.3 **Allen Transit Village.** Support a mix of retail, office, and multi-family housing uses adjoining the Allen Metro Gold Line station providing opportunities for people to live or work close to and use transit, contributing to reductions in vehicle trips, energy consumption, and GHG emissions.
- 32.4 **Educational Neighborhood Village.** Provide opportunities for the clustering of development on Colorado Boulevard and Green Street adjoining Pasadena City College as a pedestrian-oriented village center offering places for faculty and students and faculty to shop, dine, enjoy entertainment, and live.
- 32.5 **Lamanda Park.** Provide for the evolution of the Lamanda Park area (Figure X3), as an incubator of light industrial, research and development, and creative industries creating new job opportunities and supporting a vibrant economy.
- 32.6 **Innovative Businesses.** Allow for the development of building types with flexible space, access and innovative designs and technology to foster the attraction of emerging and creative new businesses.
- 32.7 **Neighborhood Protection.** Protect the single-family residential area north of the 210 Freeway near Allen Avenue from impacts of new buildings near the Metro Gold Line station by encouraging compatible uses, scale, heights with appropriate transitions and buffering, while maintaining access to the station for residents.
- 32.8 **Infrastructure Improvements.** Prioritize infrastructure improvements along the Boulevard to support redevelopment and more efficient use of underutilized properties.

East Pasadena

East Pasadena is the second most intensive center for employment (Figure X4) and a regional retail area of the City, providing jobs, goods and services to the City. The vision for this area is to provide additional employment opportunities by facilitating expansion of existing businesses and development of new businesses, while adding new housing opportunities to enable residents to live close to jobs and transit. Most of the area could be infilled by a mix of commercial, offices, and housing, excepting parcels north of Electric Avenue and Halstead, which would be limited to commercial uses. Large parcels would be encouraged to be redeveloped as a cohesive and walkable district with development concentrated in proximity to the Sierra Madre Villa Metro Gold Line station, and establishment of a more traditional street grid. The Sierra Madre Villa Transit Village is transitioning from a suburban to a semi-urban environment with higher-density mixed-use developments incorporating retail, office and housing uses to provide increased opportunities to walk and use transit.

Insert Figure X4

GOAL 33. East Pasadena. A semi-urban environment with higher-density mixed-use developments incorporating retail, office and housing uses to provide increase opportunities encourage transit use and walking.

Policies

- 33.1 **Places and Urban Form.** Concentrate development adjoining the Sierra Madre Villa Metro Gold Line station, reducing densities outward as transitions for the protection of adjoining residential neighborhoods.
- 33.2 **Sierra Madre Villa Transit Village.** Provide for the clustering of pedestrian-oriented retail, office, and multi-family housing uses adjoining the transit station. Provide places where nearby residents can eat, shop, and meet friends. Improve access to local and regional transit by providing convenient options to reduce driving, contributing to reductions in vehicle trips, energy consumption, and GHG emissions.
- 33.3 **R&D Flex Space Jobs Center.** Encourage the development of research and development and office uses to expand job opportunities for Pasadena’s residents with appropriate supporting uses in mixed-use and commercial areas, especially adjacent to Foothill Blvd., Rosemead Blvd. and Sierra Madre Villa.
- 33.4 **Retail Centers.** Promote the more efficient use and economic vitality of existing retail centers by the development of new uses on surface parking lots, sharing parking facilities, creating public spaces, increasing landscaping and providing pedestrian amenities thereby creating an enjoyable environment for people to shop at multiple businesses, meet friends, and linger.
- 33.5 **Street Grid and Blocks.** Promote the redevelopment of the large commercially-developed parcels with a network of internal pedestrian ways and sidewalks along which buildings will be clustered, establishing a smaller, walkable block grid comparable to the Central District.
- 33.6 **Major Corridors.** Redevelop Foothill Boulevard and East Colorado Boulevard as multi-modal corridors that enhance opportunities for walking, bicycling, and transit use.
- 33.7 **Public Streetscapes and Places.** Redevelop street frontages with streetscape amenities (such as trees, plantings, furniture, and wayfinding signs) that enhance connectivity and walkability. Develop new public places providing opportunities for residents to gather, such as parklets and plazas.
- 33.8 **Open Space and Urban Form.** Use public open spaces and sidewalks as the organizing elements around which buildings are located and clustered.

Fair Oaks and Orange Grove

Fair Oaks Avenue is a major north-south corridor traversing Pasadena, extending from the Central District to the northern City boundary (Figure X5). The vision for the North Fair Oaks corridor is to encourage actions to visually and physically unify the area, remove planning and zoning barriers to thinly capitalized and other start-up businesses, and encourage household/family-based entrepreneurial endeavors. “Livable community” concepts are encouraged by clustering uses into distinct activity centers containing a mix of commercial uses and housing in lieu of its existing undifferentiated strip character, with the primary center located at the Orange Grove intersection. These would exhibit unique identities, bolstered by a vibrant mix of uses, pedestrian amenities and signage with a unified streetscape that improves the appearance of the corridor. The existing cluster of commercial uses in the North Fair Oaks and Orange Grove area would accommodate additional local serving shops with housing and pedestrian-oriented amenities to serve nearby residential and institutional uses. Its character would evolve into an active pedestrian-oriented village environment where people could shop, dine, live, and meet friends and serve as a destination walkable from adjoining neighborhoods. Neighborhoods would be stabilized with affordable housing opportunities and the adaptive reuse of existing residential and commercial buildings would be promoted to emphasize the historic uniqueness of Fair Oaks/Orange Grove and foster a greater sense of community.

Insert Figure X5

GOAL 34. Fair Oaks and Orange Grove. Distinct pedestrian-oriented villages containing a mix of commercial and housing.

Policies

- 34.1 **Economic Vitality.** Transform North Fair Oaks Avenue from a low-density strip commercial corridor to a series of distinctive low- to medium-density, pedestrian oriented, mixed use villages where residents and visitors can live, shop, work and be entertained.
- 34.2 **Pedestrian-Orientation.** Promote the inclusion of pedestrian-oriented plazas and amenities establishing a “village-like” environment where people shop, dine, meet friends, and actively use public places.
- 34.3 **Development Scale and Transitions.** Require that the types of uses, densities, building massing and heights, and design development along Fair Oaks Avenue and Orange Grove Boulevard assure compatibility and accessibility with adjoining residential neighborhoods.
- 34.4 **Business Expansion and Growth.** Preserve existing and create new job opportunities through catalytic projects that create interest, identity and a focal point and neighborhood serving businesses located within larger Neighborhood Villages.
- 34.5 **Special Study Area.** Conduct a planning process involving local residents for the reuse of the Matthew “Mack” Robinson postal facility should the facility be vacated to consider potential uses, amenities, and design standards that assure compatibility with adjoining residential neighborhoods.

Lincoln Avenue

Lincoln Avenue is a commercial corridor near the 210 Freeway in Northwest Pasadena (Figure X6). For decades, it has been the location of small-scale industrial businesses, many with outdoor operations. While Pasadena certainly supports a vibrant local industrial sector, districts in the City other than the Lincoln Avenue corridor are better suited and have been designated for such purposes. Lincoln Avenue is a western gateway that serves many distinctive residential neighborhoods and brings visitors to the Rose Bowl and Brookside Park. The corridor merits a new life based on the important local and citywide functions it is well-positioned to serve. The vision for Lincoln Avenue is to repurpose the Lincoln Avenue corridor from an industrial and limited commercial area into a vibrant neighborhood-oriented district, with new housing options and a complement of local-serving retail and service businesses, office spaces, and community uses, all tied together with public improvements that create a vibrant and enjoyable pedestrian environment.

Insert Figure X6

GOAL 35. Lincoln Avenue. A vibrant neighborhood-oriented district, with new housing options and a complement of local-serving retail and service businesses, office spaces, and community uses, all tied together with public improvements that create a vibrant and enjoyable pedestrian environment

Policies

- 35.1 **Neighborhood Core.** Create a neighborhood “main street” that will serve as the focal point for the neighborhoods surrounding Lincoln Avenue.
- 35.2 **Residential Neighborhoods.** Preserve and enhance existing residential areas.
- 35.3 **New Housing.** Provide new opportunities for all types of housing along the corridor including multi-family housing and mixed-use residential-commercial developments in its core that are located, scaled, and designed to assure compatibility with and preserve neighboring single-family residential uses.
- 35.4 **Catalytic Projects.** Facilitate opportunities for catalytic developments that provide desired neighborhood-oriented retail and service businesses, local employment opportunities, and a link to the community.

- 35.5 **Re-Use of Industrial Properties.** Provide for the gradual phasing out of industrial uses that create conflicts with surrounding neighborhoods.
- 35.6 **Quality Design.** Support design that contributes to the enhanced character of the City and Northwest Pasadena in particular.
- 35.7 **Pedestrian Environment.** Enrich the pedestrian environment along Lincoln Avenue through well designed and appropriately scaled projects and pleasing streetscapes with wide sidewalks, street trees and signage that helps to establish the Lincoln Avenue identity.
- 35.8 **Investment.** Encourage investment, maintenance, and pride in the Lincoln Avenue Specific Plan area.
- 35.9 **A Safe Neighborhood.** Enhance public safety.
- 35.10 **Mobility Choices.** Redesign Lincoln Avenue to accommodate a mix of mobility choices including walking, bicycling, and transit in addition to the automobile.

North Lake

North Lake Avenue is a major north-south commercial corridor traversing Pasadena extending from the Central District to Elizabeth Street (Figure X7). The vision for North Lake is to transform its automobile-oriented character with pockets of commercial and residential uses into a well-designed and attractive corridor supporting multiple travel modes including transit, bicycling, and walking with clusters of distinctive places for shopping, dining, and living. These will serve and be accessible to residents of adjoining neighborhoods, with the types of uses limited and buildings located and designed to transition to and assure compatibility. Areas around the Lake Metro Gold Line station will accommodate a mix of higher density office, commercial, and residential uses fostering transit ridership and access to and from the region. Existing commercial properties at the intersection with Washington Boulevard would accommodate additional commercial and residential uses with public open spaces and amenities in a “village-like” environment as a destination for neighborhood shopping, dining, and gathering for local residents.

Insert Figure X7

GOAL 36. North Lake. A well-designed and attractive corridor supporting multiple travel modes including transit, bicycling, and walking with clusters of distinctive places for shopping, dining, and living.

Policies

- 36.1. **Economic Vitality of the Avenue.** Transform North Lake Avenue from a low-density strip commercial corridor to series of distinctive low- to medium-density, pedestrian oriented, mixed use villages designed and scaled to transition with adjoining residential neighborhoods where residents and visitors can live, shop, work and be entertained.
- 36.2. **Lake Transit Village.** Provide for the development of higher intensity mix of retail, office, and multi-family housing uses in proximity to the Metro Gold Line station that expand the customer base for local businesses and support Metro Gold Line ridership contributing to the reduction of vehicle trips, energy consumption, and GHG emissions.
- 36.3. **Lake-Washington Neighborhood Village.** Promote the development of additional commercial uses with housing and pedestrian-oriented plazas and amenities to establish a “village-like” environment where people shop, dine, meet friends, linger, and actively use public places.
- 36.4. **Neighborhood Compatibility.** Require that the types of use and location, scale, and design of development buffer commercial and mixed-use development on Lake Avenue from adjoining lower density residential neighborhoods

- 36.5 **Accessibility.** Design Lake Avenue and Washington Boulevard as complete streets that accommodate transit, bicycle, and pedestrian use. Include wider sidewalks, public plazas, parks and parklets, bike lanes, bicycle parking and wayfinding signage for pedestrians and bicyclists.

South Fair Oaks

South Fair Oaks is the entrance to the City from the south at the termination of the Historic Arroyo Parkway, 110 Freeway extending north to the Central District (Figure X8). It is home to Huntington Memorial Hospital, Art Center College of Design (south campus), and the Fillmore Metro Gold Line station and is one of the major employment opportunity areas in the City. The vision for South Fair Oaks capitalizes on the presence of these uses, focusing development adjoining the Fillmore Metro Gold Line station; introducing housing for seniors, students, or employees of the major institutions; and converting underutilized industrial areas for new businesses and job-generating uses leveraged by the medical and creative office uses. Areas adjoining the transit station will accommodate higher-density mixed-use developments incorporating retail, office and housing uses to encourage transit use and walkability. Properties north of California Avenue would be redeveloped to accommodate new industrial, research and development, and incubator uses as a secondary jobs center offering flex spaces for emerging, innovative, and creative industries. New development should be located and designed to address the presence of non-conforming uses, which may discontinue over time requiring appropriate site remediation and clean up. Amenities would be added to improve safety and the quality of life as a desirable neighborhood. Throughout the area, streets will be extensively landscaped to improve pedestrian activity and connectivity and new urban parks developed to provide recreational opportunities for local businesses.

Insert Figure X8

GOAL 37. South Fair Oaks Avenue. Concentration of mixed-use development adjoining the Fillmore Metro Gold Line station; expanded housing opportunities for seniors, students, or employees of the major institutions; and redevelopment of underutilized industrial areas for new businesses and job-generating uses leveraged by the medical and creative office uses.

Policies

- 37.1 **Fillmore Transit Village.** Provide for the development of higher density, transit-oriented uses with a mix of retail, office, and multi-family housing uses that expand the customer base for local retail uses and support Metro Gold Line ridership; while contributing to reductions in vehicle trips, energy consumption, and GHG emissions.
- 37.2 **Medical Supporting Uses.** Capitalize on the Huntington Memorial Hospital through opportunities for new and expanded medical facilities, medically-oriented businesses and increased housing so that hospital employees are able to live close to jobs.
- 37.3 **Creative Culture.** Foster a creative culture by providing space for start-up businesses and creative office and flex space.
- 37.4 **Visual Variety.** Allow for a diversity of architectural design styles and building types contributing to the distinctive characteristics of the area's intended artistic, cultural, and creative businesses.
- 37.5 **Economic Vitality.** Foster a thriving businesses district by supporting the retention and enhancement of local businesses and, emerging technology, and medical uses by encouraging the development of creative office, research and development, and institutional uses with a mix of supporting retail and residential uses.
- 37.6 **Sustainable Streetscape.** Improve sidewalks to enhance connectivity and pedestrian activity through streetscape amenities, distinctive signage, lighting and paving.

Washington and Allen

The Washington and Allen area is located near the northeast border of the City, where East Washington Boulevard intersects with North Allen Avenue (Figure X9). The vision for this area is to revitalize its limited commercial automobile-oriented uses into a distinctive pedestrian “village-like” environment that fosters neighborhood identity and activity, is a place for gathering with walkable streets connected to adjacent single-family neighborhoods, and improves the area’s appearance. Existing local-serving retail and service businesses, office, and community uses will be supplemented with new business to enhance the area’s economic vitality; all tied together with public streetscape improvements. A parking management plan will assure that adaptively re-used older buildings would not impact the adjoining neighborhoods.

Insert Figure X9

GOAL 38. Washington and Allen. A distinctive pedestrian “village-like” environment that fosters neighborhood identity and activity, is a place for gathering with walkable streets connected to adjacent single-family neighborhoods, and improves the area’s appearance.

Policies

- 38.1 **Pedestrian-Serving Uses.** Provide for the development of a diverse mix of pedestrian-serving commercial uses that encourage walking from adjacent neighborhoods for goods and services.
- 38.2 **Public Spaces and Places.** Develop additional public spaces and unique places through parklets, green alleys, and plazas with outdoor dining along the East Washington Boulevard corridor.
- 38.3 **Accessibility.** Design East Washington Boulevard and North Allen Avenue to accommodate bicycle and pedestrian amenities, including wider sidewalks with sidewalk dining, public plazas, parklets, bike lanes, ample bicycle parking and appropriate wayfinding signage for pedestrians and bicyclists.
- 38.4 **Parking.** Develop a parking management and improvement plan and amend the Zoning Code to assure that adaptively re-used older buildings do not adversely impact parking in adjoining neighborhoods.

West Gateway

The West Gateway is the western entrance to the City from the intersection of the 134 and 710 Freeways (Figure X10), and is home to important institutions, such as the Norton Simon Museum and the Ambassador Auditorium. The vision for the West Gateway is to support these and other institutional uses through improved streetscapes with lush landscaping that provide pedestrian linkages to the Central District.

Insert Figure X10

GOAL 39. West Gateway. Attractive streetscapes with lush landscaping that provide pedestrian linkages to the Central District.

Policies

- 39.1 **South Orange Grove Landscaping.** Preserve, replace and enhance gardens and foliage landscaping along South Orange Grove Boulevard.
- 39.2 **Linkages to Old Town Pasadena.** Establish and maintain pedestrian walkways that provide access to Old Pasadena that encourage people to move freely between the two areas.

Northwest

The Northwest is the gateway to the City from the north, located east of the Rose Bowl Drive and extending to Lake Avenue, from the City’s northern boundary to the 210 freeway (Figure X11) and includes Robinson Park,

Jackie Robinson Community Center, and historic neighborhoods. It overlaps and encompasses the North Lincoln and North Lake areas previously discussed. The vision for this area is primarily for low -and low medium residential land uses, including small lot single family developments, and duplexes supported by adequate parks and institutional uses. The following policies are specific to this sub-area (excluding and complementing the North Fair Oaks-Orange Grove, Lincoln Avenue, and North Lake areas).

Insert Figure X11

GOAL 40. Northwest. Economically vigorous and well-maintained development.

Policies

- 40.1 **Community Revitalization.** Implement pro-active programs to foster business retention and attraction providing jobs for the local community and enhancing the economic vitality of the Northwest area.
- 40.2 **Institutional Uses Overconcentration.** Prohibit the development of: Single-Room Occupancy, Adult Day Care, General, Medical Services - Extended Care (i.e., Convalescent Facilities), Detention Facilities, Hospitals, Maintenance and Service Facilities, Residential Care, General, or a use classification that includes a use listed here with another use.
- 40.3 **Community Services and Infrastructure.** Assure that adequate community services and infrastructure are provided to local businesses and residents commensurate with needs.

OBJECTIVE 1. Enhance livability.

Policies

- 1.1 Encourage connectivity and accessibility to a mix of land uses that meet residents' daily needs within walking distance.
- 1.2 Promote greater linkages between land uses and transit, as well as non-vehicular modes of transportation to reduce vehicular trip related emissions.
- 1.3 Recognize the distinctive transportation needs of the community and deliver appropriate transportation services developed through public outreach programs.
- 1.4 Develop system management strategies that elevate accessibility, livability and a healthy community.
- 1.5 Consider the transportation needs of the disabled, students and especially seniors.
- 1.6 Continue to invest in information technology to help improve access to all transportation choices.
- 1.7 Design streets to achieve safe interaction for all modes of travel particularly for pedestrians and bicycle users.
- 1.8 Improve safety for all modes by developing and coordinating between the Police Department and the Transportation Department the implementation of traffic management, education and enforcement initiatives Increase options for walking and bicycling to recreate, shop and services while improving safety for all modes.
- 1.9 Support local and regional air quality, sustainability, and GHG emission reduction goals through management of the City's transportation network.
- 1.10 Continuously evaluate the operation of the City's transportation system to manage the speed of travel at or below the speed limit, manage queues at intersections and develop improvements to increase safety of all transportation services.
- 1.11 Design Streets to reflect individual neighborhood character and needs, and support healthy activities such as walking and bicycling.
- 1.12 Apply traffic management measures to manage vehicular speeds as a function of designated street type to ensure safe and orderly movement of all modes of travel.
- 1.13 Implement traffic measures developed through the Neighborhood Traffic Management Program (NTMP) to control the speed and volume of traffic to reduce traffic impacts in neighborhoods.
- 1.14 Promote safe travel in neighborhoods and coordinate with the Pasadena Police Department to enforce traffic regulations with particular attention given to sensitive uses such as schools, senior centers, hospitals, community service facilities, and parks.

- 1.15 Provide programs, transit and traffic management services, residential parking management, and bicycle improvements that are compatible with neighborhood needs and are developed in collaboration with the community.
- 1.16 Support mobility performance measures which support the City's sustainability goals.
- 1.17 Design streets to improve access to destinations by transit, bicycle and walking.
- 1.18 Increase walking and bicycling to local destinations and regional transportation services by developing wayfinding signage for pedestrians and bicyclists.
- 1.19 Develop measures to reduce conflict areas for bicyclist such as driveways and right turn lanes.
- 1.20 Develop measures that would reduce conflicts between cyclists and pedestrians on sidewalks in commercial areas.
- 1.21 Inform and involve neighborhood residents in transportation programs such as the Suggested Safe Routes to School Program to help ensure that students can safely walk or bicycle to and from school.
- 1.22 Minimize street and intersection widening to facilitate pedestrian crossings and protect historic resources and open space.
- 1.23 Improve public health by supporting walking and bicycling throughout the city.
- 1.24 Ensure predictable transit travel times by providing traffic signal system priority measures.
- 1.25 Assess ways to improve availability of transit for underserved populations
- 1.26 Continue to coordinate with other governmental agencies in the area, including municipalities, SCAG, MTA and the San Gabriel Council of Governments to address issues of mutual concern related to the transportation system.
- 1.27 Provide an ongoing review of emergency operations plans and provisions to ensure that the City's program for emergency transportation services is coordinated with other local and regional jurisdictions and incorporates updated procedures and programs as appropriate.
- 1.28 Coordinate transportation services and programs with all City departments.
- 1.29 Coordinate transportation options for major community and commercial events to increase transit access, ridesharing and bicycle access and parking options.
- 1.30 Pursue funding opportunities such as grants, impact fees or fair share contributions from development to implement programs and projects that contribute to the City's Mobility Element objectives.
- 1.31 Emphasize transportation projects and programs that will contribute to a reduction in vehicles miles traveled per capita, while maintaining economic vitality and sustainability.
- 1.32 Implement parking management and enforcement programs to protect residential and commercial areas from spillover parking impacts.

OBJECTIVE 2. Encourage walking, biking, transit and other alternatives to motor vehicles.

Policies

- 2.1 Continue to support the construction of the Gold Line Foothill Extension transit service and the expansion and use of regional and local bus transit service.
- 2.2 Seek funding to enhance accessibility by increasing routes, frequency and hours of operation for Pasadena's transit system throughout the community.
- 2.3 Provide convenient safe and accessible transit stops.
- 2.4 Facilitate coordination between transit providers to improve seamless transit service.
- 2.5 Develop and maintain a comprehensive and integrated system of reduced stress bikeways and increase bicycle parking at destinations to promote bicycle riding as a mode of transportation.
- 2.6 Continue to strengthen the marketing and promotion of non-auto transportation to residents, employees and visitors.
- 2.7 Support neighborhood walk-to-school efforts.
- 2.8 Maintain existing and identify new opportunities for biking infrastructure.
- 2.9 Ensure that secure and convenient bicycle parking at destinations. Explore bicycle share programs or any other bicycle programs that will provide greater access to bicycles for visitors and those that may not own a bicycle.
- 2.10 Amend the existing transportation impact fee to include pedestrian and bicycle improvements.
- 2.11 Implement a citywide car sharing system to support the Mobility Element objectives.

OBJECTIVE 3. Create a supportive climate for economic viability.

Policies

- 3.1 Manage curb-space parking to support neighborhood protection and economic vitality.
- 3.2 Manage traffic speeds on neighborhood streets to reduce cut-through traffic.
- 3.3 Expand the Traffic Management Center (TMC) capabilities to provide priority treatment and monitoring of transit vehicles and to provide additional traveler information services.
- 3.4 Increase the availability of customer parking in commercial areas by supporting Travel Demand Management programs to reduce employee commute trips.
- 3.5 Continue to impose Trip Reduction Ordinance (TRO) requirements for regulated new development.
- 3.6 Collaborate with the business community to encourage truck deliveries to be made in off-peak hours especially in areas where nearby residents would be affected. This policy must be consistent with provisions of the City's noise ordinance.
- 3.7 Limit the intrusion of commercial truck traffic on City streets by directing truck traffic to the city's designated truck routes and coordinating with the Pasadena Police Department to enforce related regulations on local streets.

- 3.8 Examine ways to maintain and better utilize existing private and public parking structures through shared parking opportunities and advanced traveler information services to direct parkers to available spaces.
- 3.9 Enforce regulations that prohibit parking of commercial, recreational, and non-operable vehicles in residential areas, including the staging of taxi services.
- 3.10 Support public and private efforts to implement the Pasadena Streetcar
- 3.11 Participate in interagency reviews of the construction of the I-710 tunnel.