



# City of Pasadena

Community Workshop | February 1, 2014

Citywide Goals and Policies:

Urban Form and Placemaking, Sense of Place,  
Historic Preservation and Arts & Culture

## 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 opens 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 or Historic District.** Promote a culturally and historically sensitive approach to new construction in existing Landmark or 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.

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.

### **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.

The City of Pasadena is seeking your opinion on goals and policies that will guide future land use and development patterns. Your feedback will help the City update the General Plan Land Use and Mobility Elements, which serve as a blueprint for the City’s future. Please take some time to review the Draft Land Use and Mobility Element Goals and Policies and use a Comment Card to provide your comments, these documents can be found at [www.cityofpasadena.net/generalplan](http://www.cityofpasadena.net/generalplan). If you have any questions, please contact the City at (626) 744-6710 or [generalplan@cityofpasadena.net](mailto:generalplan@cityofpasadena.net).