

Land Use Concept Components

The District-wide Land Use Concept consists of the following components, describing the envisioned land use character and development intensities for the Central District.

- **Sub-district Designation:** Downtown is made up of many different parts, one of its key attributes. Residents of Pasadena recognize these variations in character and function, referring to “Old Pasadena,” “the Civic Center,” “the Playhouse District,” and “South Lake.” This concept emphasizes the goal of achieving distinctive, yet interconnected and complementary Sub-districts; for planning purposes boundaries have been identified and formalized as seven Sub-districts. Places within these Sub-districts may be further differentiated in terms of physical design and land use characteristics; accordingly, six of the Sub-districts are divided into smaller Precincts.
- **Land Use Distribution:** This component discusses the relationship between Sub-district character and land use distribution. Sub-districts should offer a broad mixture of uses. Nonetheless, the character and function of each Sub-district suggest varying emphasis on particular land uses.
- **Residential Distribution:** Residential development is permitted throughout most of the Downtown to promote an integrated, healthy and vital community. This component identifies key areas where housing is especially desirable, as well as select areas and circumstances where non-residential development should dominate in accordance with the overall land use character.
- **Land Use Intensity:** This component describes the overall development potential for the Central District. Floor area ratios (FARs) assign land use intensities throughout Downtown, a common measure expressed as a ratio of building floor area to land area. Consideration has been given to assigning FARs that are consistent with and implement the development caps set forth in the *Land Use Element of the General Plan*.
- **Residential Density:** The assigned FARs do not distinguish between non-residential and residential development in order to promote market flexibility. However, considerable residential development is anticipated, and maximum residential densities expressed as dwelling units per acre augment the FARs and support Downtown’s intended land use character.



Sub-district Designation

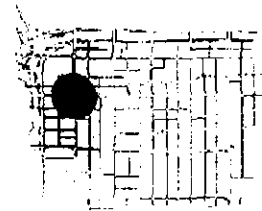
Concept The Central District is divided into seven Sub-districts, delineated in *District-wide Map 9: Sub-district Concept*. Each of the identified Sub-districts currently or potentially serves a unique, yet complementary role that highlights the diversity of Downtown. Each also tends to exhibit a distinct identity and physical character that should be reinforced. The primary intent in designating sub-districts is to understand the overall character of Downtown and thereby achieve the following objectives: 1) reinforce district character; 2) strengthen sub-district identity; 3) identify growth areas; 4) preserve historic & cultural resources; and 5) conserve in-town neighborhoods.

Sub-district Proposal *Old Pasadena* is the historic center of the City, including a core area that has developed into a retail and entertainment attraction of regional consequence. The objective of this Sub-district is to protect the numerous historic resources in the area, and to support the long-term viability of its core as a regional retail and entertainment destination through the development of nearby complementary uses, including urban housing near light rail stations and parks.

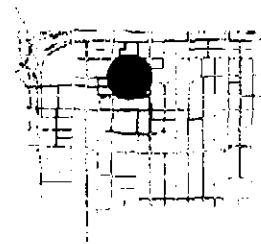
Civic Center / Midtown is the symbolic heart of Pasadena and is home to its most important public institutions. The objective of this Sub-district is to strengthen its role as the symbolic and governmental center of the City, encouraging the presence of civic, cultural and public service institutions, while augmenting the character of the area with a supportive mixture of uses.

Walnut Housing is in transition from a rather haphazard disposition of uses toward a higher density urban residential character. The objective of this Sub-district is to promote development as an urban village in the vicinity of Walnut Street, with strong connections to the adjacent Lake Avenue Rail Station, as well as to balance the institutional growth and historic preservation activities of Fuller Seminary, prominently located within the area.

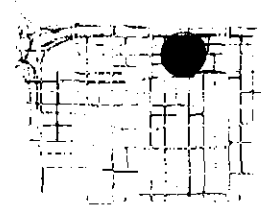
Pasadena Playhouse is often regarded as Downtown's home for intellectual and cultural activities, evident in the presence of the Playhouse and a burgeoning arts community. The objective of this Sub-district is to provide for a vibrant, mixed-use environment focused on Colorado Boulevard and the Playhouse that functions as a cultural and arts center for the community.



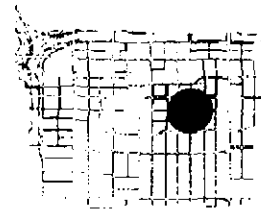
Old Pasadena
"The Historic Core"



Civic Center / Midtown
"The Heart of the City"



Walnut Housing
"Downtown's Urban Village"

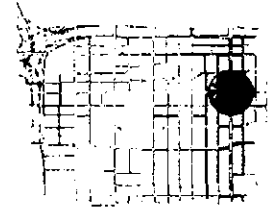


Pasadena Playhouse
"The Cultural & Arts Center"



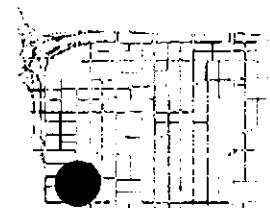
Sub-district Designation

Lake Avenue offers the image of a high-end commercial street with uses ranging from regional office space to local shopping. The objective of this Sub-district is to encourage a pedestrian-oriented character along the entire length of the street, while accommodating a range of commercial activities, emphasizing regional office space north of Green Street and shopping south of Green Street.



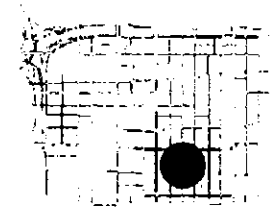
Lake Avenue
"North-South Commercial Spine"

Arroyo Corridor / Fair Oaks is an important gateway to Downtown that also supports a broad, but rather undefined, mixture of uses at the periphery of the urban core. The objective of this Sub-district is to establish Arroyo Parkway as a visually appealing entrance corridor, as well as to provide an attractive opportunity for employment-generating uses adaptable to changing economic conditions, such as arts, technology, and knowledge-based enterprise, within a revitalized low-scale, mixed-use setting at the periphery of Downtown.



Arroyo Corridor / Fair Oaks
"Gateway to Downtown"

In-town Housing is an established low- to mid-rise moderate density residential area. The objective of this Sub-district is to protect the existing residential character from incompatible intrusions, including requirements for sensitive infill development based on Pasadena's City of Gardens standards.



In-Town Housing
"Downtown's Residential Neighborhood"

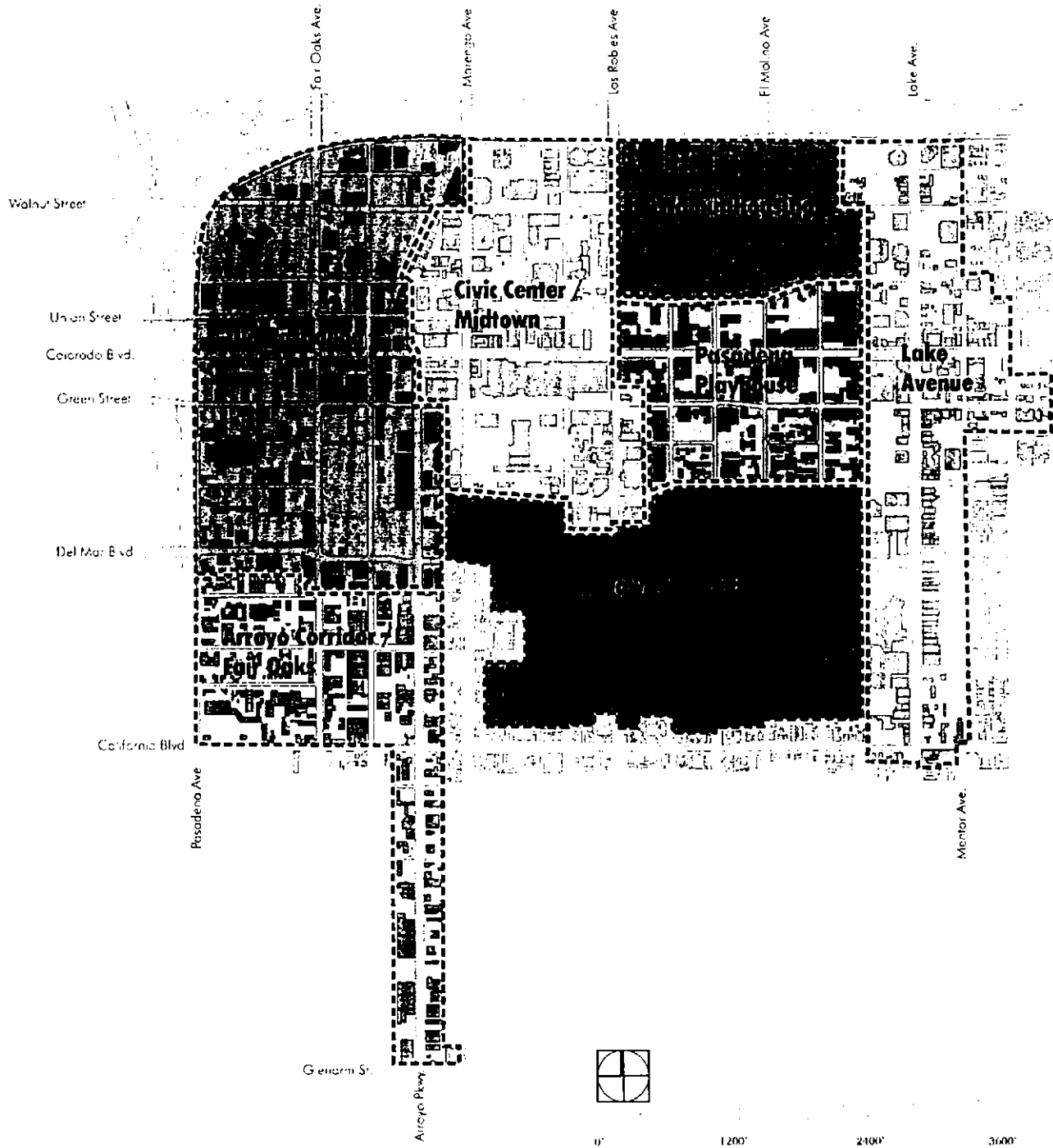
Precinct Proposal

A complex and interesting mosaic of places, uses and activities comprise Downtown. Not surprisingly, individual Sub-districts are not uniform in character. In recognition of this fact, six of the Sub-districts are further divided into Precincts, shown in *District-wide Map 10: Precinct Concept*. The planning concept and development policies for individual Sub-districts and their Precincts are described in greater detail in Section 7: SUB-DISTRICT PLANNING CONCEPTS.



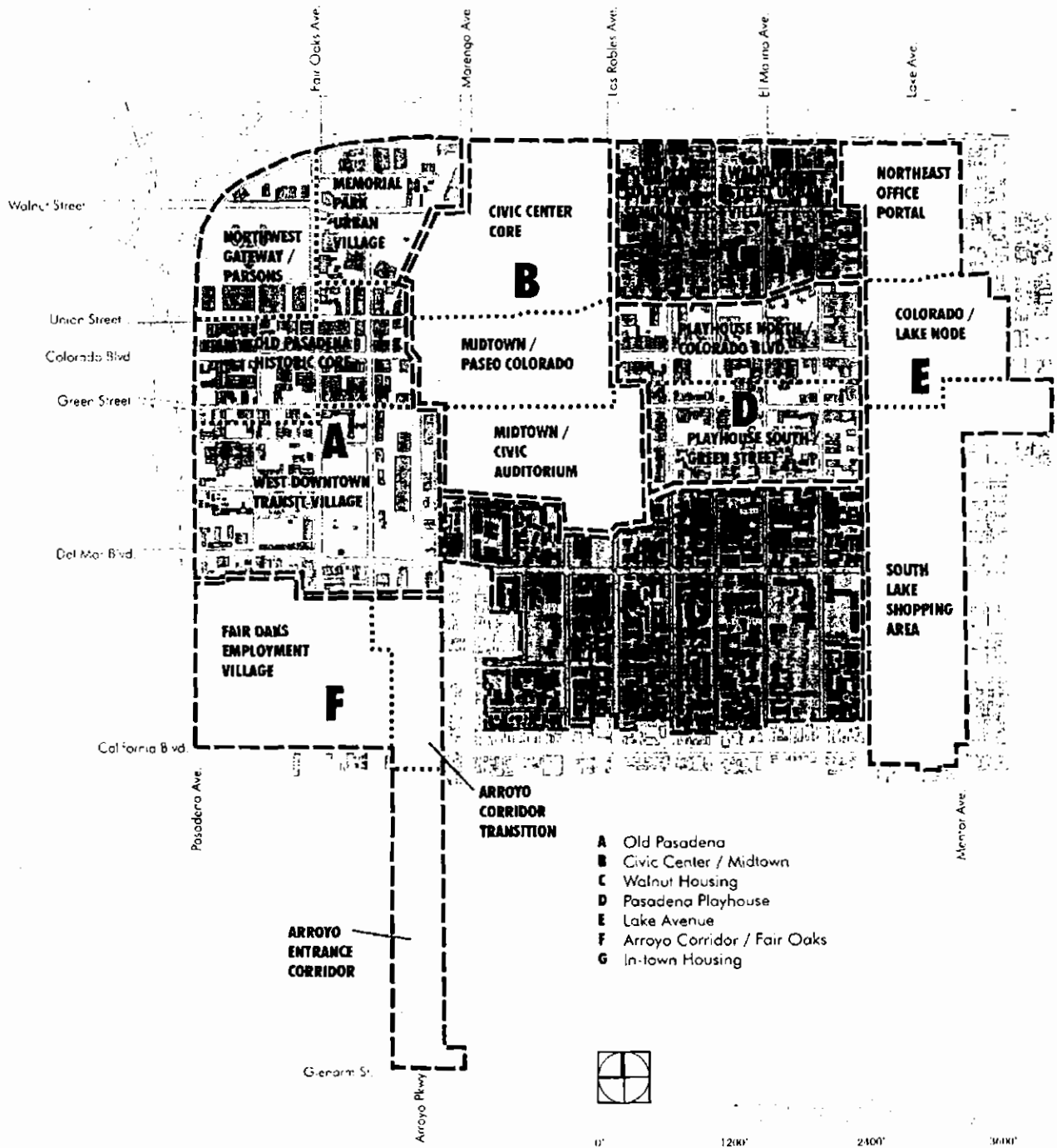
Section 4 DISTRICT WIDE LAND USE CONCEPT

District-wide Map 9: Sub-district Concept



Section 4 DISTRICT-WIDE LAND USE CONCEPT

District-Wide Map 10: Precinct Concept



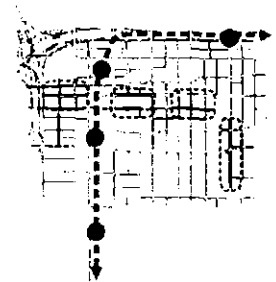
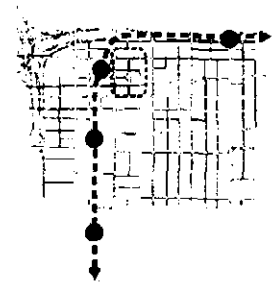
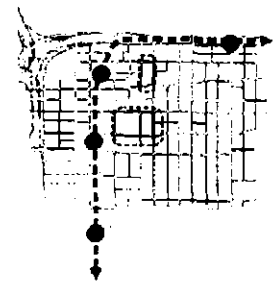
Land Use Distribution

Concept In general, individual Sub-districts should offer a broad mix of uses; however, the emphasis varies according to the function and physical design character of each Sub-district. *District-wide Map 11: Land Use Character Concept* shows the recommended land use emphasis associated with each of Downtown's Precincts. The intent is to create a complementary system of Sub-districts that fulfills the following objectives: 1) diversify Downtown economy; 2) build housing Downtown; 3) provide adequate services; 4) strengthen Sub-district identity; and 5) build Sub-district connections.

Land Use Proposal *Complementary Sub-districts:* One of Downtown's strengths is its diversity, and each of Downtown's Sub-Districts and their Precincts potentially offers a unique land-use mix to address diverse needs. As an example, market analysis has identified the principal shopping areas Downtown, each with a different focus: 1) Old Pasadena's should continue to function as a regional shopping and entertainment destination; 2) Midtown / Paseo Colorado is anchored by the major mixed-use Paseo Colorado development; 3) Pasadena Playhouse is envisioned as an arts and culture-oriented place; and 4) Lake Avenue south of Green Street provides shopping that tends to serve the local community. Reference Section 7: SUB-DISTRICT PLANNING CONCEPTS for additional discussion on the role of Sub-districts and their Precincts.

Mixed-use: In general, Downtown's Sub-districts should each provide for a compatible mixture of residential, commercial and service uses, and mixed-use development projects are encouraged throughout most of the Central District. Nonetheless, restrictions on housing development are recommended for particular locations where commercial and employment activity is desired, as described in the concept for distribution of residential uses. In addition, the In-town Housing Sub-district, should maintain its moderate density residential character with prohibitions on most non-residential uses.

Downtown Housing: Each of Downtown's Sub-districts should provide for multi-family housing and/or mixed-use developments featuring residential above ground floor commercial as a permitted use. Strategies that especially encourage the development of urban scale housing (approximately 48 - 87 dwelling units per acre) in proximity to rail stations are recommended. As previously noted, limitations on housing development are advised for select locations where a commercial and/or employment character is especially desired.

*Shopping & Entertainment**Government**Hotel & Conference*

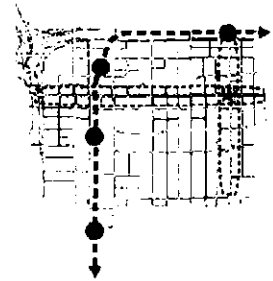
Land Use Distribution

Commercial Corridors: Colorado Boulevard and Lake Avenue will continue to function as Downtown's most important commercial corridors.

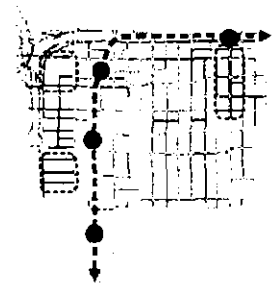
- Colorado Boulevard is envisioned as Pasadena's "Main Street" where intense commercial and mixed-use development, as well as street level activity and retail continuity should highlight the prominence of this street.
- Lake Avenue consists of a major office corridor north of Green Street, and a highly identifiable shopping street south of Green Street.
- Arroyo Parkway is a highly visible entrance corridor leading from the 110 Freeway into the heart of Downtown, with an opportunity to maximize employment uses along much of its length. Current development patterns and the auto-orientation also suggest a focus on non-residential uses from the freeway entrance north to California Boulevard, then transitioning toward mixed-use.

Employment Centers: A few key employment centers are identified, each with relatively convenient access to freeways, as well as nearby rail stations and proposed transit villages. Collectively, these areas should contribute to a diversified mix of employment activities.

- The Northwest Gateway / Parsons Precinct will continue to serve as a major employment center, anchored by the Parsons corporate complex; however, the addition of mixed-use and residential development will reinforce the diverse, pedestrian character of Old Pasadena.
- The Northeast Office Portal and Colorado / Lake Node Precincts encompass significant multi-story office developments along Lake Avenue. Development in this area should strengthen Pasadena's position as a corporate hub for the region.
- The Fair Oaks Employment Village Precinct stresses the ongoing introduction of employment generating uses in a mixed-use village setting. Businesses and entrepreneurial activities with a relationship to the arts and technology are particularly desirable, as this precinct is fortuitously located in proximity to Old Pasadena, Memorial Hospital, and the Del Mar Rail Station; Del Mar Boulevard also provides a direct link to Caltech.



Key Commercial Corridors

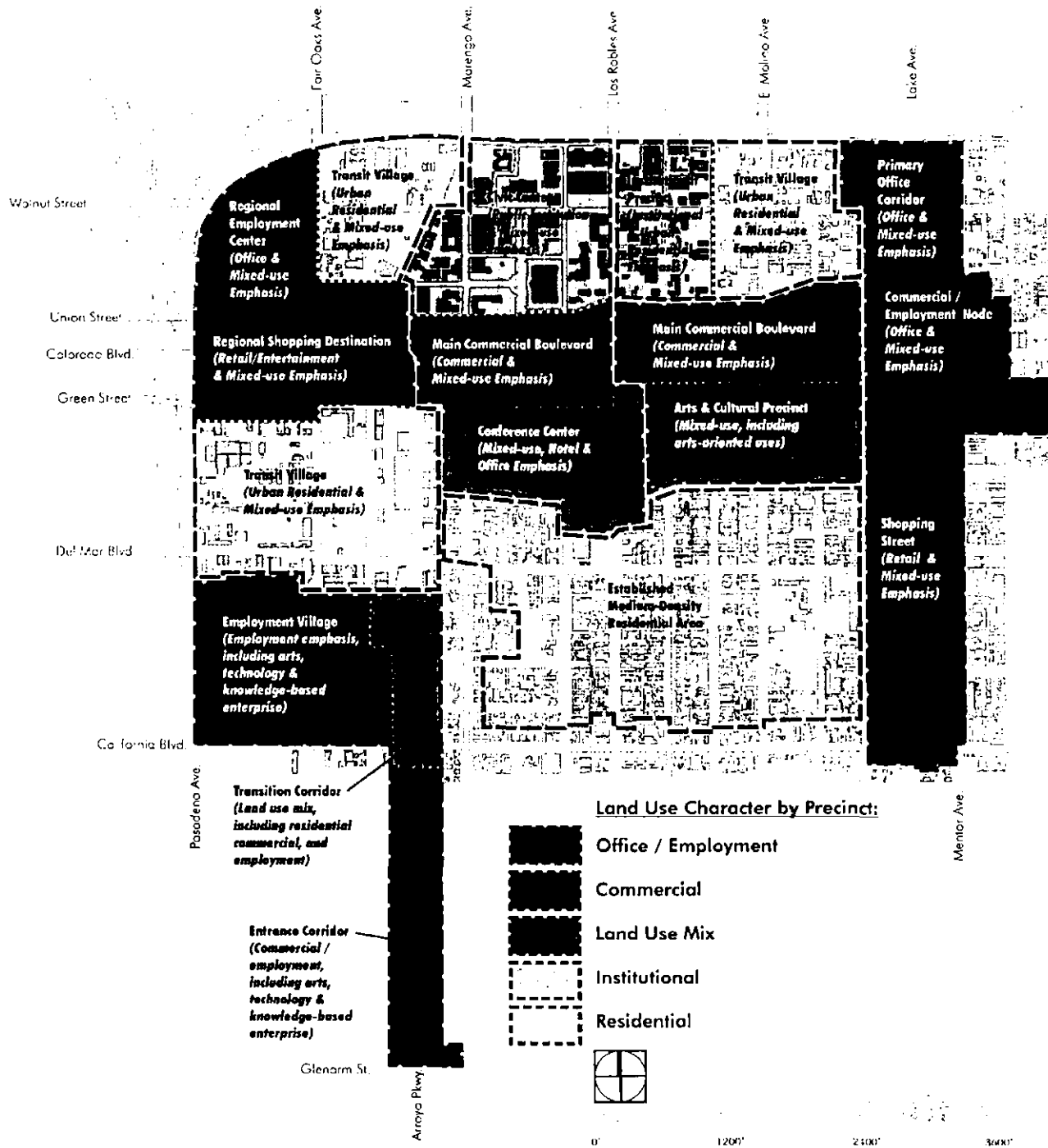


Key Employment Centers



Section 4 **DISTRICT-WIDE LAND USE CONCEPT**

District-Wide Map 11: Land Use Character Concept



Residential Distribution

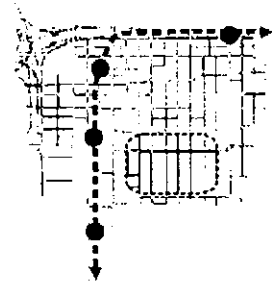
Concept Housing is permitted in most of the Central District, as depicted in *District-wide Map 12: Housing Concept*. The intent is create a integrated and healthy Downtown environment and fulfill the following objectives: 1) develop urban land patterns; 2) build housing Downtown; 3) conserve in-town neighborhoods; and 4) offer suitable housing.

Housing Proposal *Key Housing Areas:* There are particular areas where residential development is especially appropriate because of existing character and/or the potential to support transit-oriented development. This notion is reinforced by land use regulation and provisions for urban residential densities; reference *Map 15: Maximum Residential Density Concept*.

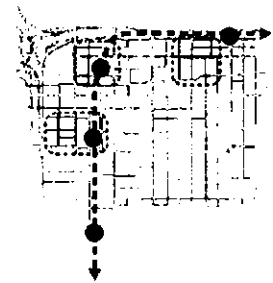
- The In-town Housing Sub-district is an established medium density residential area; although the potential for new development is limited, housing is typically required. However, the existing "School District Property" should be set aside for public use, with a focus on meeting educational and recreational needs within the community.
- Residential should be the principal use within the West Downtown Transit Village, Memorial Park Urban Village, and Walnut Street Urban Village Precincts. These areas benefit from proximity to rail stations and permit the highest densities of 60 - 87 dwelling units per acre.
- Restrict commercial uses to the ground floor within the Walnut Street Urban Village Precinct, except along Union and Walnut Streets. This restriction recognizes the proximity of abundant office and commercial activity along Lake Avenue.

Limits on Housing: Limitations on residential development are proposed for a few select areas of Downtown where a non-residential character is emphasized.

- Housing is prohibited along Lake Avenue, where office use dominates from Green Street north to the 210 Freeway, and along Arroyo Parkway from approximately California Boulevard south to the 110 Freeway entrance ramp. The intent is to support commercial development along these corridors; especially high traffic volumes also detract from housing compatibility.



In-town Housing



Transit Villages



Residential Distribution

- Housing is limited to work-live within the Fair Oaks Employment Village Precinct. New employment activities are emphasized, especially those that encourage arts, technology, and knowledge-based enterprise, and/or embody an entrepreneurial spirit.
- Housing may not occupy the ground floor, nor occupy more than 50% of the floor area along Lake Avenue from Green Street south to California Boulevard. Priority is given to maintaining the commercial retail and service character of the South Lake Shopping Area, while recognizing that the introduction of housing on upper floors and especially on adjacent parcels will stimulate and activate the area.
- Housing is not permitted on the ground floor along Colorado Boulevard, and within much of the Old Pasadena Historic Core and parts of the Pasadena Playhouse Sub-district. The intent is to maintain retail continuity within principal shopping areas. Nonetheless, mixed-use developments that feature residential above commercial uses are encouraged to promote vitality in these areas.

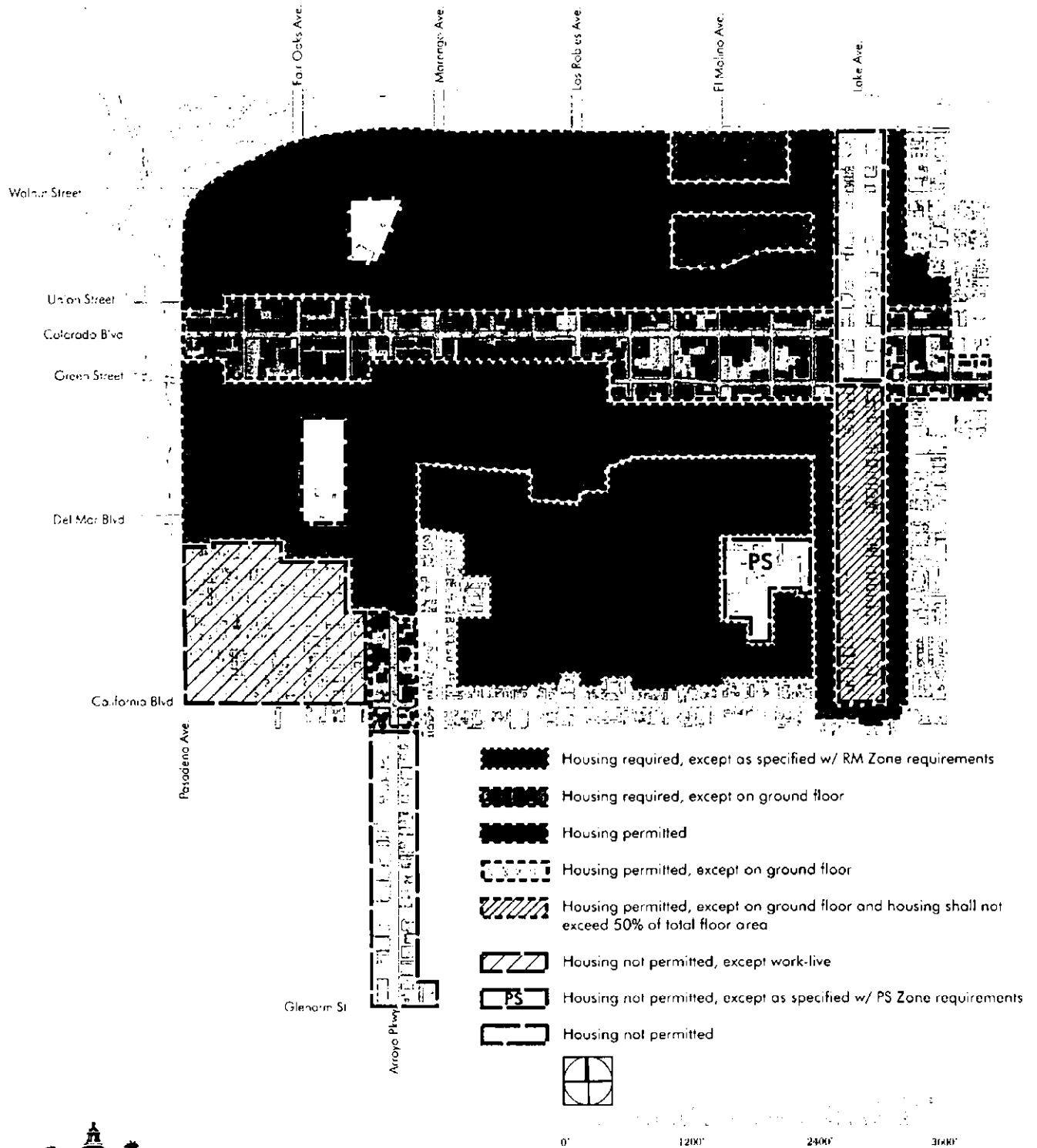
Non-Traditional Housing: The provision of non-traditional housing types at urban densities is important to the accommodation of a variety of income levels and lifestyles Downtown. Vertical mixed-use (residential above commercial), loft and work-live accommodations are permitted forms of housing, except within the In-town Housing Sub-district. *Reference Title 17 of the Pasadena Municipal Code (The Zoning Code) for development standards applicable to urban housing, mixed-use, and work-live project types.*

Affordable Housing: The City requires that a share of new housing units are affordable to moderate and low income households. This requirement applies citywide, including the Central District. The program is intended to increase the number and disperse the location of affordable units throughout the City. Projects of ten or more units require that 15% of the units must be affordable.



Section 4 **DISTRICT-WIDE LAND USE CONCEPT**

District-Wide Map 12: Housing Concept



Land Use Intensity

Concept *District-wide Map 13: Development Intensity Concept* suggests relative land use intensities throughout Downtown; areas are proposed for higher or lower development intensity based on desired character and function. These relative intensities are quantified in *District-wide Map 14: Maximum FAR Concept*; development on individual parcels shall not exceed the assigned FAR. The intent is to achieve quality growth that balances demands for economic development with the preservation of historic character. FARs direct growth to fulfill the following objectives: 1) develop urban land patterns; 2) reinforce district character; 3) preserve historic & cultural resources; 4) provide economic opportunity; and 5) promote transit usage.

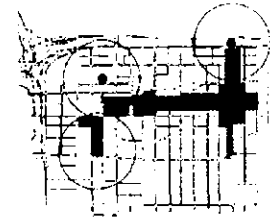
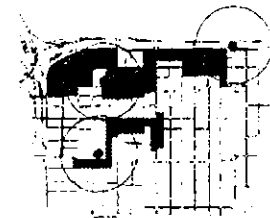
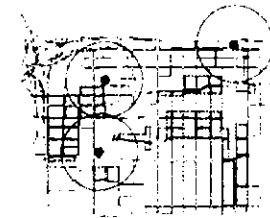
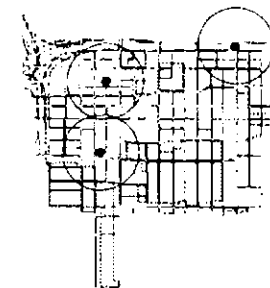
Development Intensity Proposal

High - Highest Intensity along Colorado Boulevard (east of Arroyo Parkway) and Lake Avenue (excluding the low-scale shopping area roughly south of Del Mar Boulevard). Historically, these are Downtown's most important commercial corridors; Colorado Boulevard is often regarded as Pasadena's "Main Street," and this stretch of Lake Avenue is a well established office corridor. Properties directly adjacent the Del Mar rail station are also included to increase the synergy between Old Pasadena, Paseo Colorado, the convention center, and this prominent rail station.

Moderate - High Intensity in proximity to transit stations and along the 210 Freeway to support transit-oriented development, including high density housing. The character of the existing office and hotel development along Los Robles Avenue (north of the In-town Housing Sub-district) and in proximity to the convention center also accommodates this level of development.

Moderate Intensity where the existing and often historic character suggests a street-oriented, yet more modest scale of development. This includes much of Old Pasadena, the environs of Green Street through the Pasadena Playhouse Sub-district, and the South Lake Avenue shopping area.

Low - Moderate Intensity within peripheral areas of Downtown as a transition to nearby residential areas, and to protect existing in-town residential areas, as well as areas with a unique historic character (i.e., surrounding the Central Library and Fuller Seminary).

*High - Highest Intensity**Moderate - High Intensity**Moderate Intensity**Low - Moderate Intensity*

Land Use Intensity

FAR Proposal *Urban Core:* An FAR of at least 2.00 is assigned throughout much of the Central District, appropriate to an urban setting. Exceptions to this pattern are recommended where the existing character supports less intensity, such as peripheral areas that border established residential neighborhoods.

District Character: An FAR of no more than 3.30 is allowed within the Central District, recognizing that Downtown's unique character and human scale would be compromised by wide spread development in excess of this intensity.

Economic Development: FARs throughout the Downtown are intended to promote economic activity. Nonetheless, the highest FARs of 2.75 or greater are applied to Colorado Boulevard east of Arroyo Parkway and Lake Avenue north of Green Street, in addition to the west side of Lake Avenue between Green Street and Del Mar Boulevard. This FAR reflects existing patterns of office development along identified Multimodal Corridors. In particular, Colorado and Lake are Downtown's most important commercial spines, with opportunities for new commercial and/or mixed-use development.

Transit Orientation: Locations near Downtown rail stations and along the 210 Freeway are typically assigned an FAR of at least 2.25 to promote transit-oriented development, including high density, urban housing. Exceptions are a response to existing character that justifies a lower FAR.

Cultural Preservation: Historically or culturally significant locations are assigned variable FARs (typically 2.00 or lower), depending upon the established character:

- Old Pasadena Historic Core (2.00 FAR).
- South Lake Avenue shopping area (2.00 FAR).
- Green Street and Playhouse environs (2.00 FAR).
- Fuller Seminary and environs (1.50 FAR).
- properties surrounding the Central Library (1.50 FAR).

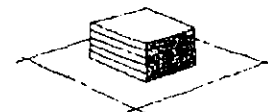
Explaining Floor Area Ratios (FARs):



1 story building
100 % lot coverage
FAR = 1.0



2 story building
50 % lot coverage
FAR = 1.0



5 story building
20 % lot coverage
FAR = 1.0

FARs are a common measure of land use intensity, expressed as a ratio of building floor area to land area. For example:

- A 20,000 square foot parcel assigned an FAR 1.0 may accommodate a maximum of 20,000 square feet of building floor area.
- A 20,000 square foot parcel assigned an FAR 2.0 may accommodate a maximum of 40,000 square feet of building floor area.



Land Use Intensity

Neighborhood Conservation: In-town and nearby residential neighborhoods would be negatively impacted by excessive development within or adjacent their boundaries. Therefore, FARs for areas that border established residential neighborhoods typically do not exceed 2.00, and are often significantly less. No FAR is assigned within the In-town Residential Sub-district; the City of Gardens standards are appropriate for residential development in this area, and limit densities to 32 or 48 dwelling units per acre.

Parking Considerations

In an effort to achieve correlation between the development caps identified in the Land Use Element of the General Plan and the assigned FARs, square footage devoted to parking facilities shall not apply in the calculation of permissible building floor area. Yet, parking clearly results in visual and environmental impacts. The following recommendations address parking facilities provided in conjunction with private development projects.

- Parking structures shall be consistent with applicable design guidelines. Reference Section 9: PRIVATE REALM DESIGN GUIDELINES.
- No parking structure or facility shall exceed the height of the *principal building it serves*.
- Parking facilities shall not qualify for the additional height permitted under height averaging. (Reference Section 6: DISTRICT-WIDE URBAN DESIGN CONCEPT.)
- Subterranean parking facilities are encouraged, but not required, except as described below.
- For development projects greater than one-acre in land area, the total floor area devoted to above-ground parking structures or facilities shall not exceed 75% of the maximum allowable building floor area. Required parking in excess of this amount shall be accommodated within subterranean facilities.
- Restrict off-street parking facilities from fronting on Colorado Boulevard, Lake Avenue, or Green Street through the Playhouse District, although access to parking facilities should be allowed where no other feasible alternative is available, or where access currently exists. The same shall apply to streets bordering City Hall, and Central and Memorial Parks.



Section 4 **DISTRICT-WIDE LAND USE CONCEPT**

Land Use Intensity

Development Flexibility Provision: *Additional Floor Area Provision:* Additional floor area may be granted by the Planning Commission; the assigned Maximum Parcel FAR may be exceeded by 10% provided the additional floor area is necessary to achieve an economically feasible development and meets the following circumstances. The intent is to allow sufficient flexibility and facilitate development where unique factors are involved; these may include:

- Unusual parcel size and configuration.
- Projects that facilitate the preservation of historic structures, or set aside publically accessible outdoor space.
- Projects eligible for a density bonus as provided for by State Law.

Additional Floor Area Findings for Approval: The Planning Commission shall make the following findings for the approval of additional floor area:

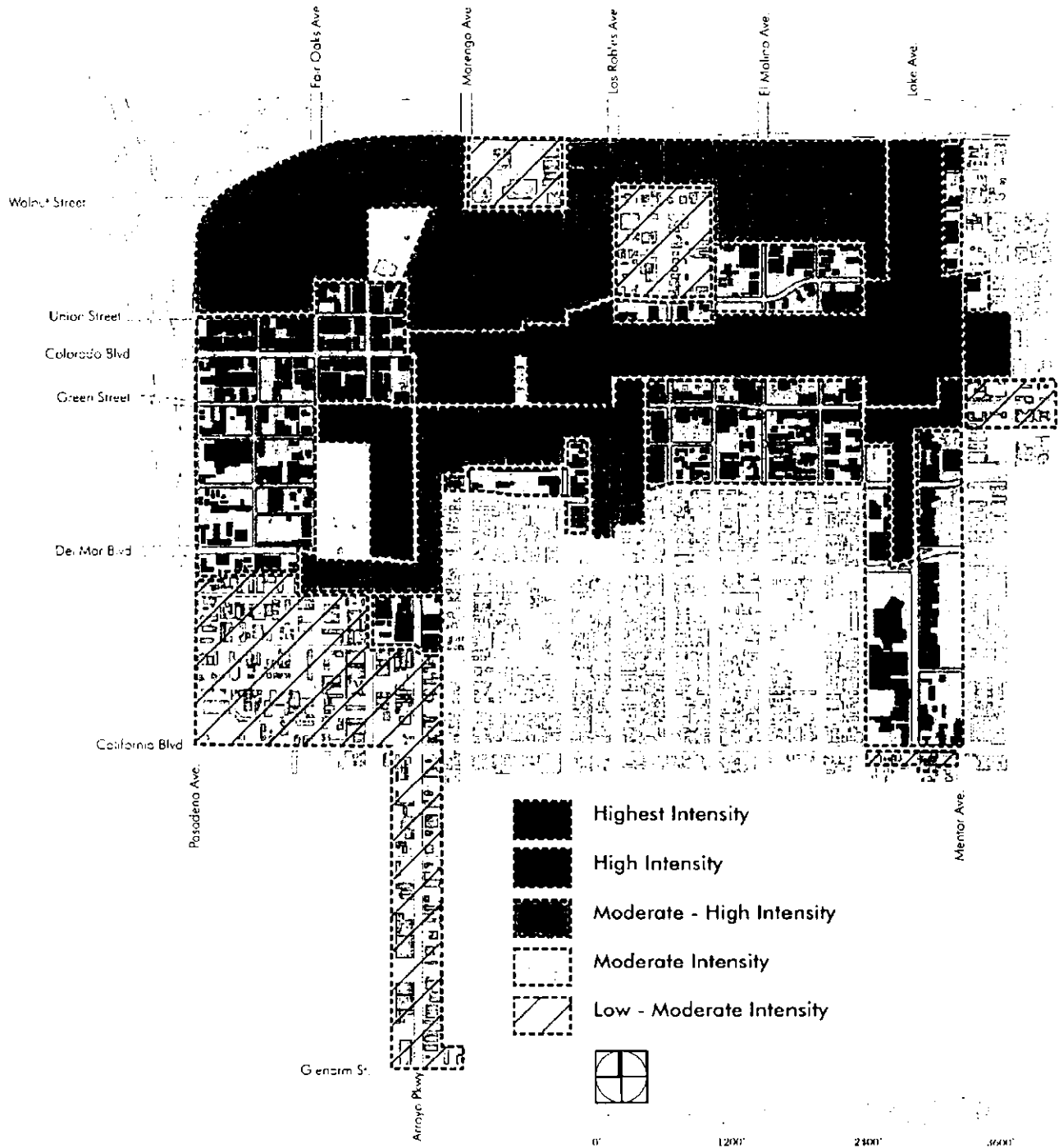
- a) The additional floor area allows development that would otherwise be economically infeasible.
- b) The additional floor area will not be injurious to adjacent properties or uses, or detrimental to environmental quality, quality of life, or the health, safety, and welfare of the public.
- c) The additional floor area will promote superior design solutions and allow for public amenities that enhance the property and its surroundings.
- d) The additional floor area is consistent with the objectives and policies of this Specific Plan and the General Plan.

Additional Floor Area Conditions of Approval: The Planning Commission may impose conditions and/or additional mitigation measures for the approval of additional floor area. These may include, but are not limited to: 1) additional requirements for site planning and architectural design, including massing and articulation; 2) location of all or a portion of the parking in subterranean facilities; 3) additional requirements for public amenities, including public outdoor space and pedestrian paths; 4) additional provisions for affordable housing; and 5) additional traffic demand management (TDM) measures.



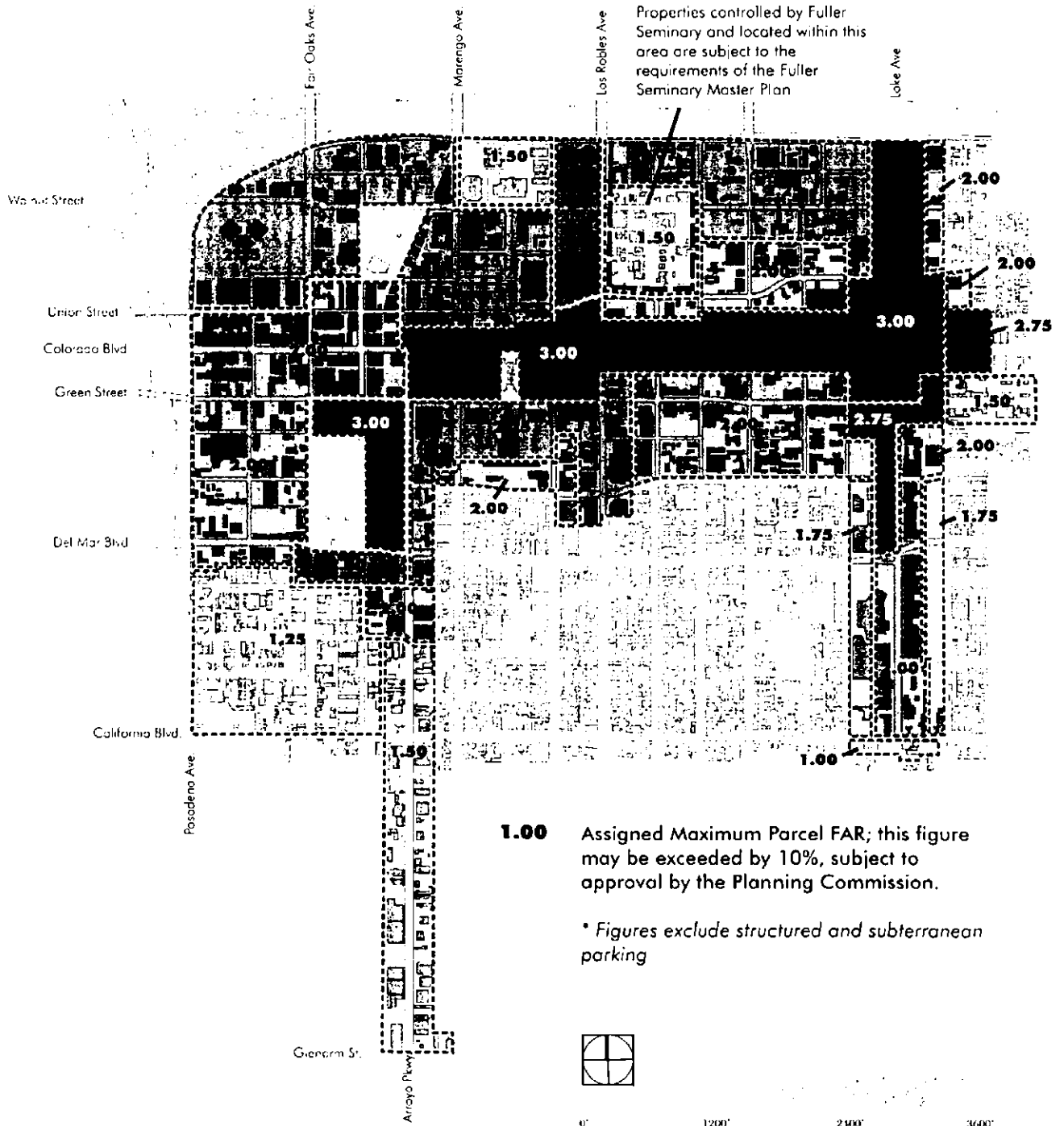
Section 4 DISTRICT-WIDE LAND USE CONCEPT

District-wide Map 13: Development Intensity Concept



Section 4 **DISTRICT-WIDE LAND USE CONCEPT**

District-wide Map 14: Maximum FAR Concept



Residential Density

Concept *District-wide Map 15: Maximum Residential Density Concept* supports the FAR proposal; new residential and mixed-use development shall conform to both the designated FAR and maximum housing density. Residential densities are assigned to fulfill these additional objectives: 1) develop urban land patterns; 2) build housing Downtown; and 3) conserve in-town neighborhoods.

Residential Density Proposal *Urban Housing:* To accommodate pressures for residential development, direct new development away from existing Pasadena neighborhoods, and support an urban village lifestyle, most of Downtown permits residential development at a maximum of 48 - 87 dwelling units per acre. In accordance with State Law, projects that meet requirements for the provision of affordable housing are eligible for a density bonus.

- Residential densities to a maximum of 87 dwelling units per acre typically correspond with an assigned FAR 2.25 or higher. These areas include locations along principal mobility corridors (excepting Lake Avenue) and near rail stations, encouraging transit-oriented development and other non-traditional housing types that place homes in close proximity to local and regional transit.
- Residential densities to a maximum of 48 or 60 dwelling units per acre typically correspond with an assigned FAR 2.00 or lower. These areas require lesser density / intensity so as to protect an established and/or historic character; they also tend to include peripheral areas of Downtown where a transition toward moderate residential densities is desired.

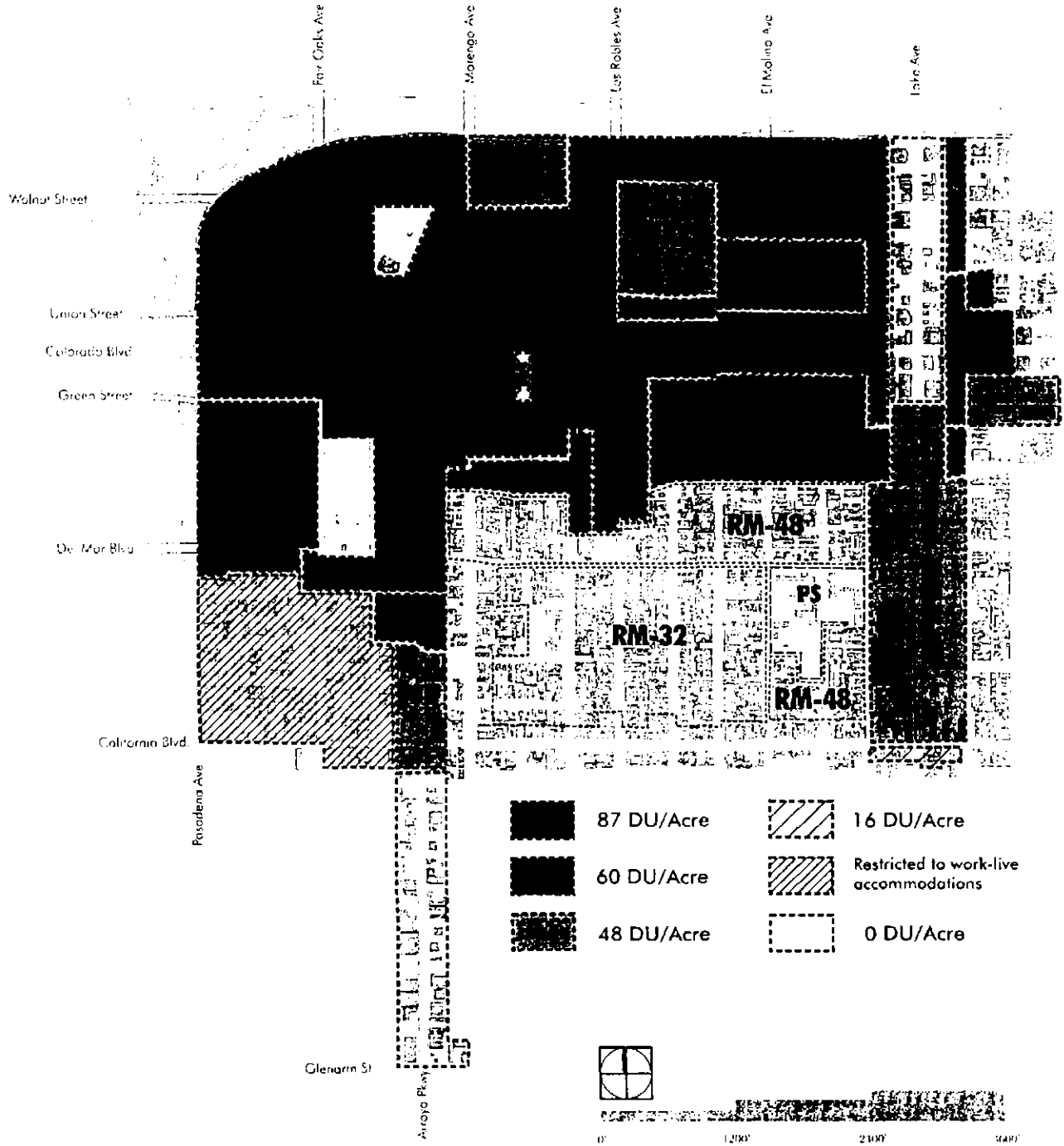
Moderate Density Neighborhoods: The In-town Residential Sub-District shall be developed under the City of Gardens standards and guidelines, in accordance with its existing medium-density character; residential densities shall be limited to 32 or 48 dwelling units per acre.

Restricted Housing Areas: Residential development is not permitted along identified areas of Lake Avenue and Arroyo Parkway, and housing is limited to work-live within the Fair Oaks Employment Village Precinct.



Section 4 DISTRICT-WIDE LAND USE CONCEPT

District-wide Map 15: Maximum Residential Density Concept





Section 5 **DISTRICT-WIDE MOBILITY CONCEPT**

- Mobility Concept Components
- Transit Mobility
- Pedestrian Mobility
- Bicycle Mobility
- Auto Mobility

Mobility Concept Components

The District-wide Mobility Concept is structured to maintain conformity with the City-wide Mobility Element. It also supports the District-wide Land Use Concept, and it is based on the idea that Downtown will provide for convenient multi-modal movement by foot, bicycle, transit, and car, a necessary step to achieve efficient circulation in the urban core. Consequently, the Mobility Concept is comprised of the following components.

- **Transit Mobility:** Downtown's transit system includes regional light rail and bus service, as well as local and City-operated bus routes. Collectively, the recommended service will support transit connections between a) Downtown and the region; b) Downtown and the surrounding communities; and c) multiple Downtown activity centers. This component includes a discussion on transit-oriented development strategies that will reduce auto dependency.
- **Pedestrian Mobility:** One of the key objectives is to improve the walkability of Downtown; pedestrian activity is crucial to a healthy and vital Central District. This component will introduce some essential approaches to improving pedestrian safety and comfort. These ideas augment proposals for encouraging pedestrian activity presented in the District-wide Urban Design Concept.
- **Bicycle Mobility:** Downtown's streets should not be limited to the effective movement of motorized traffic. Many residents find convenience and enjoyment accessing the City by bicycle, although safety is foremost on their minds. While there are limited opportunities to create formal bikeways, Downtown has a role to play in the development of a city-wide system of bicycle mobility.
- **Auto Mobility:** Automobiles will continue to be a significant mode of travel Downtown. Nonetheless, auto mobility must be considered within the context of a balanced transportation system that includes other modes and minimizes impacts on local residential streets. This component addresses street classification, recommendations for mobility improvements, as well as the issues of trip reduction and parking management.



Transit Mobility

Concept Ideally, transit will become a convenient and desirable option for movement within and through Downtown, consistent with a vision of pedestrian- and transit-oriented land use and development patterns within the urban core. The transit mobility concept supports the following objectives: 1) develop urban land patterns; 2) reduce auto dependency; and 3) promote transit usage.

Public Transit Proposal *Transit Service:* Three systems will meet Downtown's transit needs and provide expanded mobility options.

- Beginning in mid-2003, the LA-Pasadena Gold Line will provide a much anticipated regional light rail connection, including service to Downtown Los Angeles. Four light rail stations will serve the Central District, and land use recommendations promote higher intensity transit-oriented development in proximity to these stations.
- Regional bus service offers a number of routes through Downtown. Although regional service providers (MTA and Foothill Transit) determine routes and level of service, the City should advocate a system that connects activity and population centers to Downtown's light rail stations, and provides regular service along identified Multimodal Corridors.
- The Pasadena Area Rapid Transit System (ARTS) currently offers local bus service. Because the City has direct influence over route location and frequency of service, on-going operation, as well as expansion of this system is recommended as a supplement to regional bus service.

ARTS Bus Expansion: The community has expressed strong support for the ARTS bus system, because they recognize its flexibility in responding to specific community needs. In 2002, two routes were added to the system for a total of four routes, three of these routes serving Downtown; in 2003, two additional routes were added to the system for a total of six routes, four of these routes serving Downtown. Should the City secure funding and choose to expand the system further, it is recommended that additional routes and frequency of service are studied and selected based on the following criteria:

- To make Downtown more accessible to areas outside the urban core, including northwest, north-central, and east Pasadena.



Transit Mobility

- To supplement regional transit service along multimodal corridors, and provide additional connections to rail stations.
- *District-wide Map 16: Local Transit Concept* depicts the Downtown streets served by the current (2003) ARTS Bus routes and also shows potential service in accordance with the City-wide Mobility Element, which should be referenced for the comprehensive ARTS proposal.

Convenient Transit Stops: Safe, comfortable and attractive transit stops are essential to reduced auto dependency and increased transit ridership. The location of Downtown bus stops should be coordinated with regional transit providers to serve rail stations, and major activity and population centers. Enhanced design treatment is recommended at key destinations and along multimodal corridors, for instance, attractively designed benches and shelters. Key transit stops should also be coordinated with bicycle facilities and pedestrian amenities, and provide easy to use transit information, including outstanding graphics, posted schedules, and eye-catching design.

Transit-oriented Development Proposal

TOD: Transit-oriented development is a concept that closely coordinates land use and mobility planning, making it more convenient to travel by transit and foot. More specifically, this approach mixes higher density housing, service, and employment opportunities around rail stations and key transit stops. The Central District Specific Plan applies the concept of transit-oriented development throughout most of the Downtown. It recommends development intensities that promote compact development patterns, mixed use, and urban housing, generally increasing in intensity with proximity to important multimodal corridors and the four rail stations that serve the Central District.

City-wide TOD provisions specify additional land use regulations and development standards for development projects within 1,320 feet (1/4 mile) of a light-rail station platform, allowing that these boundaries may be modified by unique circumstances within a specific plan area. Accordingly, *District-wide Map 17: TOD Concept* depicts much of the Central District as a Transit-oriented Development (TOD) Zone, and the applicable TOD provisions are summarized as follows:



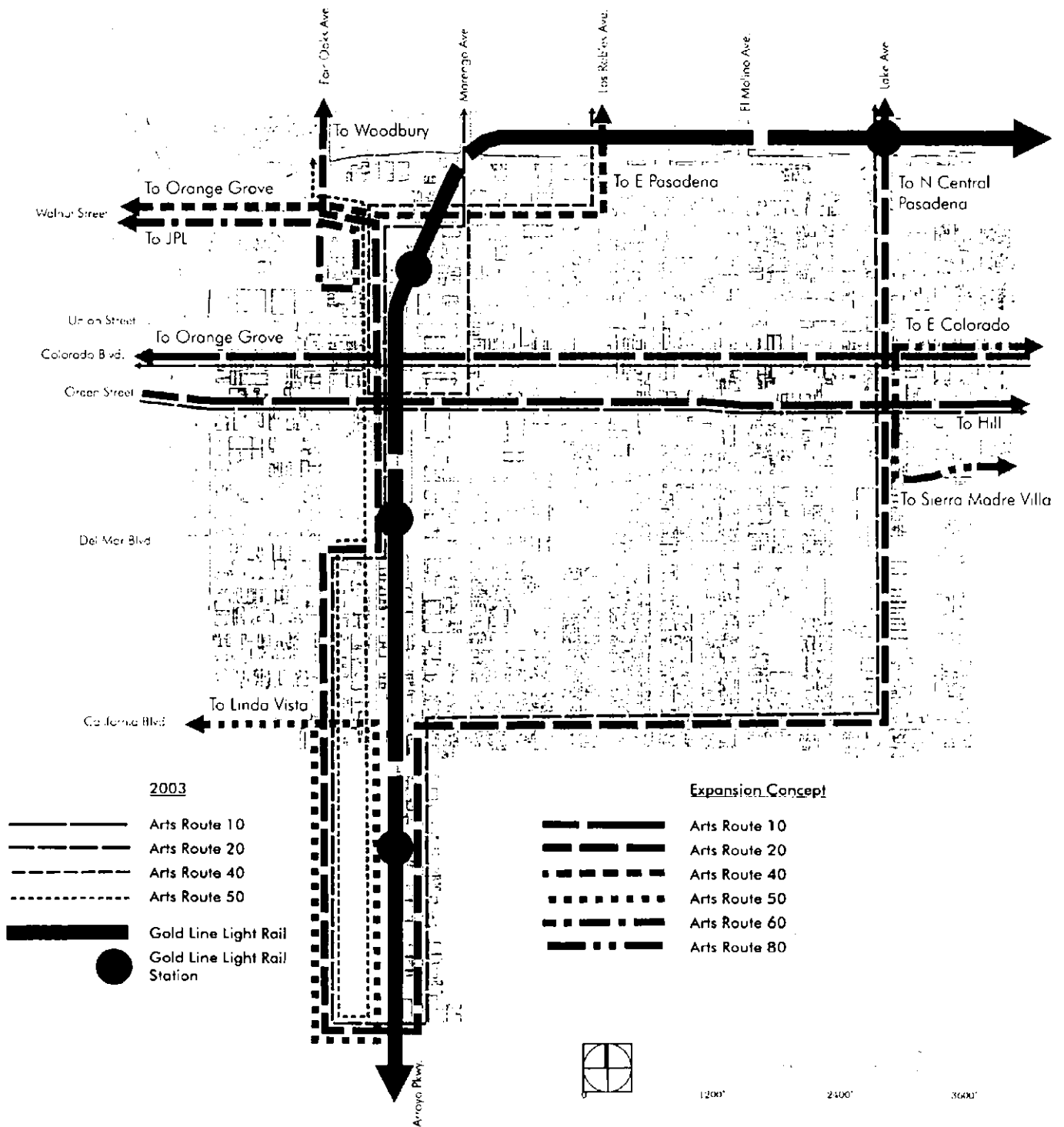
Transit Mobility

- Prohibit auto-oriented uses, including: drive-thru establishments; service stations; automotive repair; car washes; and vehicle / equipment sales, lease and rentals.
- Restrict certain other uses that do not support transit ridership: warehousing and storage; commercial wholesaling; and wholesaling, distribution and storage.
- Require a minor conditional use permit for new commercial and industrial projects over 15,000 square feet, excluding the expansion of existing uses. Approval of the CUP shall require findings that:
 - a) the project consists of a use or mix of uses that supports transit ridership and is oriented toward the transit-user; this may include daily destinations such as housing, employment, and commercial uses.
 - b) the project design encourages pedestrian activity, and enhances access to public transit and/or other non-auto modes of transportation.
- Reduce the minimum parking requirement by 25% for commercial and industrial projects, and a parking demand study may allow for further reduction; the former minimum standard becomes a maximum requirement.
- Apply the following parking standard to urban housing (48 dwelling units per acre or greater):
 - a) units over 550 square feet shall provide a minimum of 1.5 spaces per unit to a maximum of 1.75 spaces per unit.
 - b) units of 550 square feet or less shall provide a minimum of 1 space per unit to a maximum of 1.25 spaces per unit.
 - c) the parking requirement may be further reduced through a parking demand study and approval of minor conditional use permit.
- *Reference Title 17 of the Pasadena Municipal Code (The Zoning Code) for all applicable TOD standards and requirements.*



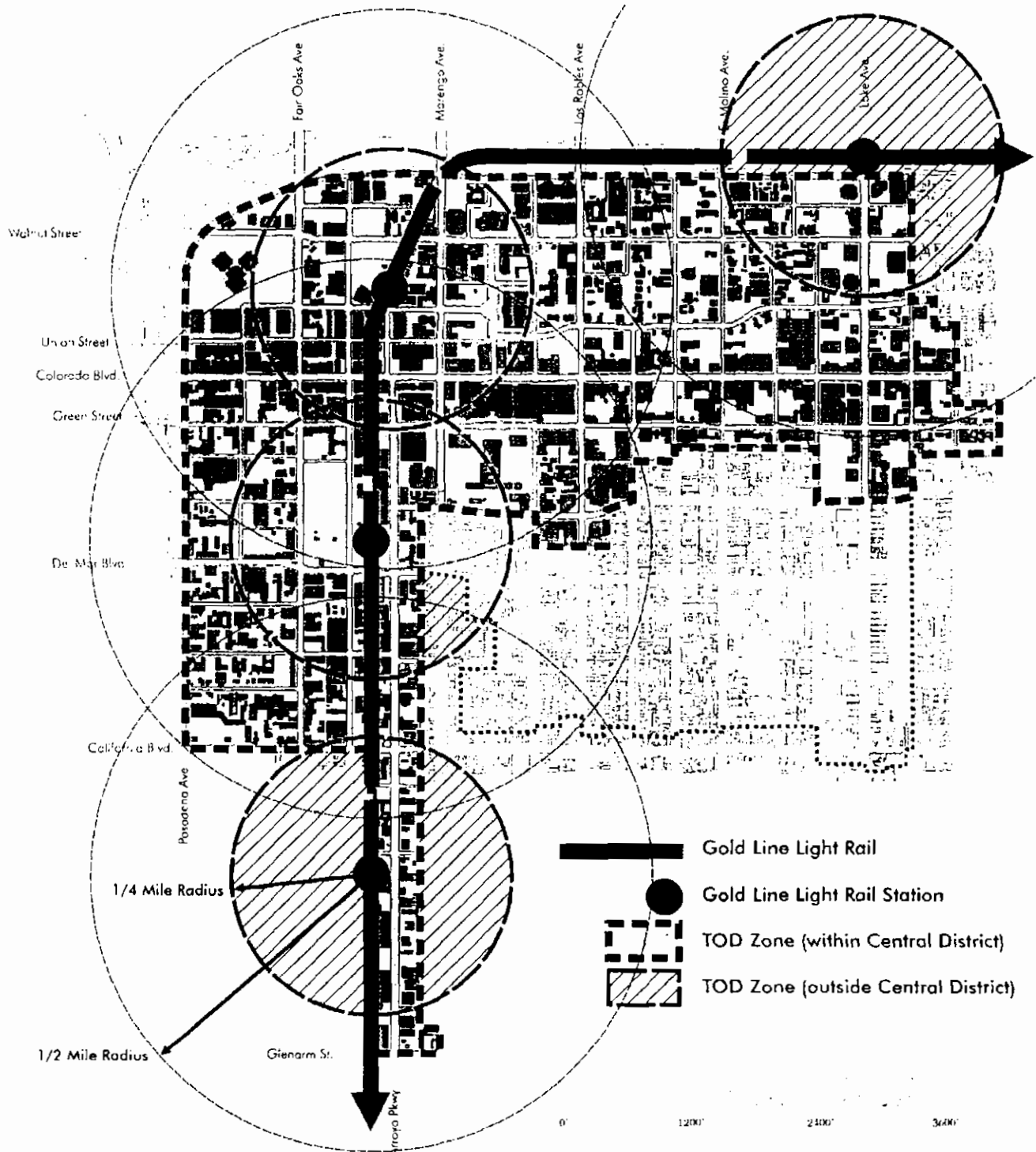
Section 5 DISTRICT-WIDE MOBILITY CONCEPT

District-wide Map 16: Local Transit Concept



Section 5 DISTRICT-WIDE MOBILITY CONCEPT

District-wide Map 17: TOD Concept



Pedestrian Mobility

Concept Much of Downtown is pleasurable to walk, especially its shopping streets with their sidewalk activity and interest, and its in-town residential areas with their shaded tree-lined streets. Downtown should continue to improve its status as a safe, convenient and comfortable place to walk. The primary intent is to make walking the mode of choice for short trips, and this implies the presence of an extensive open space network that includes Downtown's sidewalks. The pedestrian mobility concept addresses the following objectives: 1) make Downtown walkable; 2) reduce auto dependency; and 3) expand open space network.

Pedestrian-friendly Proposal *Ample Sidewalks:* Sidewalks that allow for clear pedestrian passage are critical to pedestrian comfort. *District-wide Map 18: Sidewalk Width Concept* recommends minimum sidewalk widths throughout Downtown; development projects will need to setback as necessary to adhere to the minimum standard.

- The widest sidewalks (15' minimum) are recommended for the main commercial corridors (Colorado Boulevard and Lake Avenue) to accommodate the heaviest pedestrian traffic, and promote such desired activities as strolling, window shopping and sidewalk dining. Existing sidewalk conditions along these streets typically maintain the minimum recommended width.
- Most other key pedestrian routes should maintain a width of at least 10' feet, sufficient to accommodate clear pedestrian passage, as well as a zone for street trees, street furniture and other streetscape amenities. No Downtown sidewalk should be reduced in width, and tree lawns should generally be preserved.

Streetscape Amenities: Streetscape improvements will contribute to the walkability of selective Downtown's streets.

- Enhanced crosswalk treatment should be incorporated, especially within important shopping areas, near transit stations and at key signalized intersections. Such treatment highlights key pedestrian linkages and indicates that there is a safe and dedicated zone for pedestrian crossing.
- Street trees are a highly visible and especially important streetscape element; they make streets at once more attractive and comfortable for pedestrians. Maintain existing street trees and tree lawns, and plant new street trees throughout Downtown.



Pedestrian Mobility

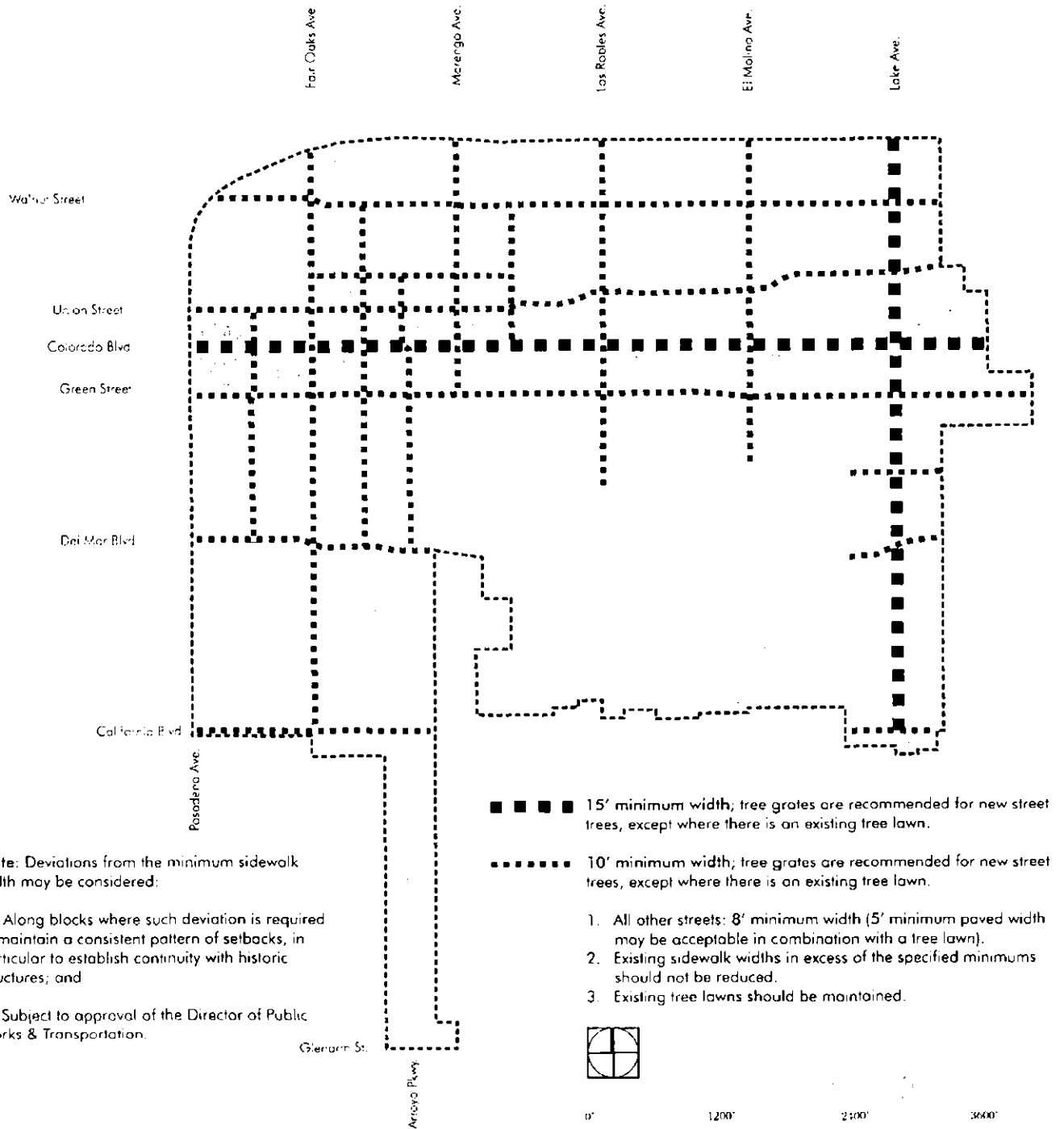
- Pedestrian-scaled street lamps supplement levels of sidewalk illumination and humanize the street. Encourage their presence along multimodal and key pedestrian routes.
- Street furniture includes benches, trash receptacles, planters, newspaper vending machines, kiosks, bus shelters, etc. The provision of street furniture, including well-designed transit stops, is indicative of the public character of Downtown's streets, and should be emphasized along multimodal and key pedestrian routes.
- Public signage includes street signs, directional signs, gateway markers, street banners, and pedestrian-oriented directories. Use public signage to assist visitor orientation and wayfinding; it may also complement the special design character of a particular Sub-district.
- The community has also expressed its desire for more readily accessible public restroom facilities. At a minimum, improved directional signage should orient visitors to available restrooms, and new facilities should be provided in conjunction with the proposed light rail stations. Facilities might also be considered in conjunction with some public outdoor spaces.
- SECTION 8: PUBLIC REALM DESIGN GUIDELINES contains general principles and criteria for the design and placement of the above described streetscape elements. In addition, existing streetscape plans describe more precise treatment of particular Downtown streets; similar plans should be prepared for areas that are not currently addressed.

Pedestrian-oriented Development: Downtown's buildings shall support pedestrian activity. Interest generating uses and features along sidewalks are indispensable, such as walk-in commercial uses, multiple doors and transparent windows. Reference Section 6: DISTRICT-WIDE URBAN DESIGN CONCEPT for a discussion on key elements of the public-private interface, and Section 9: PRIVATE REALM DESIGN GUIDELINES for design intent and specific recommendations.



Section 5 DISTRICT-WIDE MOBILITY CONCEPT

District-wide Map 18: Sidewalk Width Concept



Bicycle Mobility

Concept Bicycles are a popular mode of personal transportation and a clean and healthy alternative to motor vehicles. Their accommodation needs to be considered and all of Downtown's streets should be available for safe bicycle use. Dedicated bikeways and convenient bicycle parking facilities are two means of further supporting bicycle mobility. The bicycle mobility concept advances the following objective: 1) reduce auto dependency.

Bicycle Mobility Proposal **Bicycle Lanes & Routes:** There is limited opportunity for dedicated bikeways Downtown; existing street widths in combination with travel and parking lane demands severely restrict the potential for an extensive system of dedicated bike lanes and routes. Nonetheless, cyclists tend to prefer the safest and most direct route, and studies exploring dedicated or specialized bikeways should give priority to the following:

- Routes that will connect Downtown with citywide and regional bikeway systems.
- Routes that will directly link Downtown with Caltech and Pasadena City College, as well as the Arroyo Seco.
- *District-wide Map 19: Bikeway Concept* illustrates existing and potential bikeways Downtown, corresponding with the City-wide Mobility Element.

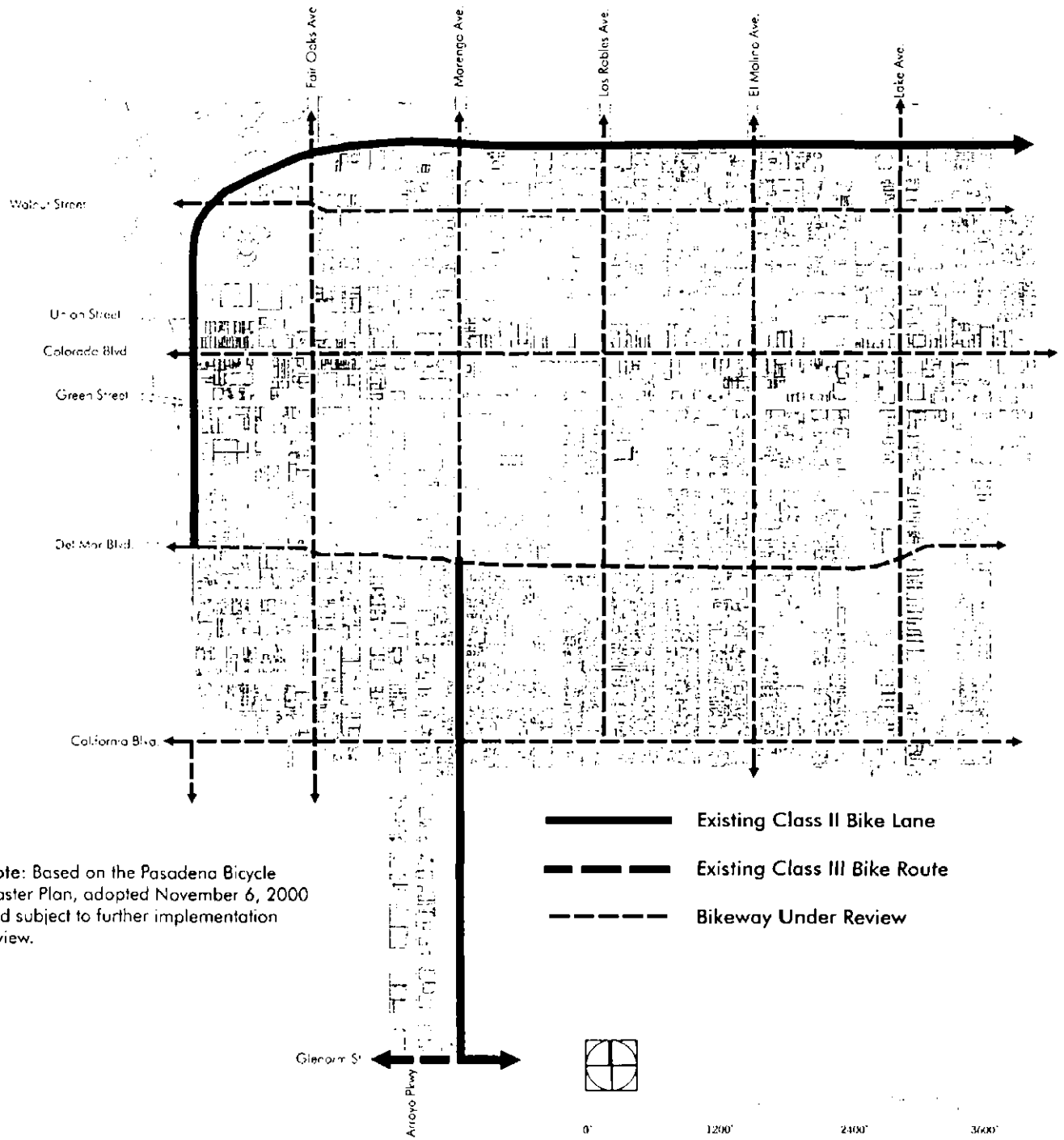
Bicycle Parking & Support Facilities: Terminal facilities (bicycle parking and storage, shower facilities, etc.) that support bicycle use are of utmost importance to cyclists, and Downtown should make adequate provisions in this regard.

- City-wide development standards include requirements for bicycle parking facilities, and are applicable Downtown.
- In addition, visible and/or well-signed short-term parking facilities should be located at or near transit stops, public parks, and civic buildings, and within popular activity centers.
- Long-term bicycle parking and storage facilities should also be provided at rail stations.



Section 5 **DISTRICT-WIDE MOBILITY CONCEPT**

District-wide Map 19: Bikeway Concept



Note: Based on the Pasadena Bicycle Master Plan, adopted November 6, 2000 and subject to further implementation review.



Section 5 **DISTRICT-WIDE MOBILITY CONCEPT**

Auto Mobility

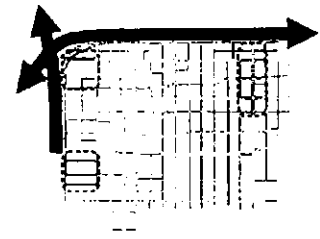
Concept The community demands efficient travel by automobile, but also understands the importance of a coordinated system that accommodates other modes. An effective multimodal system coupled with sound land use planning will permit economic growth Downtown without undue impacts on local streets and arterial traffic flow. A balanced approach to auto mobility must address the following objectives: 1) identify growth areas; 2) reduce auto dependency; 3) minimize traffic impacts and 4) manage parking facilities.

Auto Mobility Proposal *Multimodal Corridors:* A number of Downtown streets are classified by the City-wide Mobility Element as “Multimodal Corridors” with the intent that these routes will support higher traffic volumes while their use will minimize impacts on Pasadena’s residential neighborhoods. In accordance with their multimodal character, these routes need to accommodate other modes of travel, especially transit and pedestrian movement. The Land Use Concept recognizes multimodal corridors as principal movers of people and traffic, and therefore, the highest permissible development intensities in keeping with the surrounding character are generally assigned along these streets. Reference *District-wide Map 20: Multimodal Corridor Concept.*

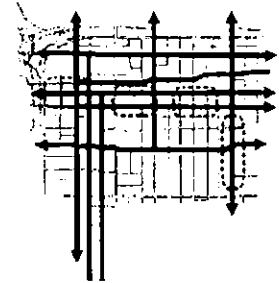
De-emphasized Streets: Directed growth and the efficient use of major travel corridors should limit intrusions from traffic on in-town and adjacent residential neighborhoods. To further advance the objective of neighborhood protection, the City-wide Mobility Element also classifies the following as “De-emphasized Streets” in the Downtown:

- El Molino Avenue.
- Los Robles Avenue south of Del Mar Boulevard.
- Marengo Avenue south Del Mar Boulevard.

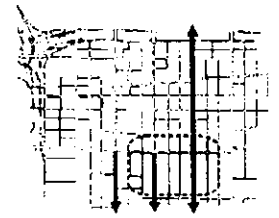
These north-south streets are located within or adjacent the In-town Residential Sub-district, but commuters making the transition between the 210 and 110 Freeways negatively impact livability along these streets. Mobility and roadway improvements designed to facilitate this transition should draw commuters away from the de-emphasized streets and on to multi-modal corridors such as Raymond Avenue, Arroyo Parkway and Fair Oaks Avenue.



Freeway Proximity & Employment Centers



Multi-modal Corridors & Downtown Destinations



De-emphasized Streets & In-town Housing



Auto Mobility

Mobility Improvement Projects: It is anticipated that the proposed multimodal approach to Downtown circulation will reduce necessary investment in roadway improvements. Nonetheless, traffic management in the Central District must respond to impacts caused by growth in the surrounding region. In particular, Downtown streets are affected by through traffic seeking a connection between the 210, 110, 710 and 10 Freeways. In addition to benefits derived from operation of the Gold Line, the principal solution is to route through traffic away from de-emphasized streets and on to multimodal corridors distributed across the City. Improvement projects addressing the “710 Freeway Gap” are outlined in the City-wide Mobility Element, based on input from a citizen’s advisory committee, and subject to further evaluation and modification.

Demand Management: The City-wide Mobility Element assumes 20 percent non single-occupant auto travel during peak hour commute. While the land use and mobility concepts detailed in this Specific Plan are clearly intended to increase transit ridership and reduce auto dependency, demand management programs that advocate trip reduction and ridesharing are also an important contributor to local mobility. A city-wide trip reduction ordinance is applicable to designated commercial development projects within the Central District. It sets thresholds for the provision of transit-support facilities (i.e., pedestrian enhancements, bicycle facilities, bus shelters and loading areas) and rideshare facilities (i.e., shared car /van staging improvements). *Reference Title 17 of Pasadena Municipal Code (The Zoning Code) for the City’s Trip Reduction Ordinance.*

Parking Management Proposal

“Park-Once” Strategy: “Park-once” is a strategy that allows Downtown visitors and customers to park their automobiles at a single location and then conveniently access many destinations. This concept is essential to reduce auto dependency and is supported by convenient and comfortable transit and pedestrian access between Downtown’s principal activity centers. However, the concept is also dependent upon available short-term parking facilities in reasonable proximity to these destinations. Opportunities for shared parking should be explored, in addition to proposals for public parking facilities, caps on long-term parking, and expansion of the ARTS bus service described in this section.



Auto Mobility

Public Parking Facilities: The City should continue to explore joint partnerships with the business community to address short-term parking needs. Priorities for the siting and use of public parking facilities are recommended as follows:

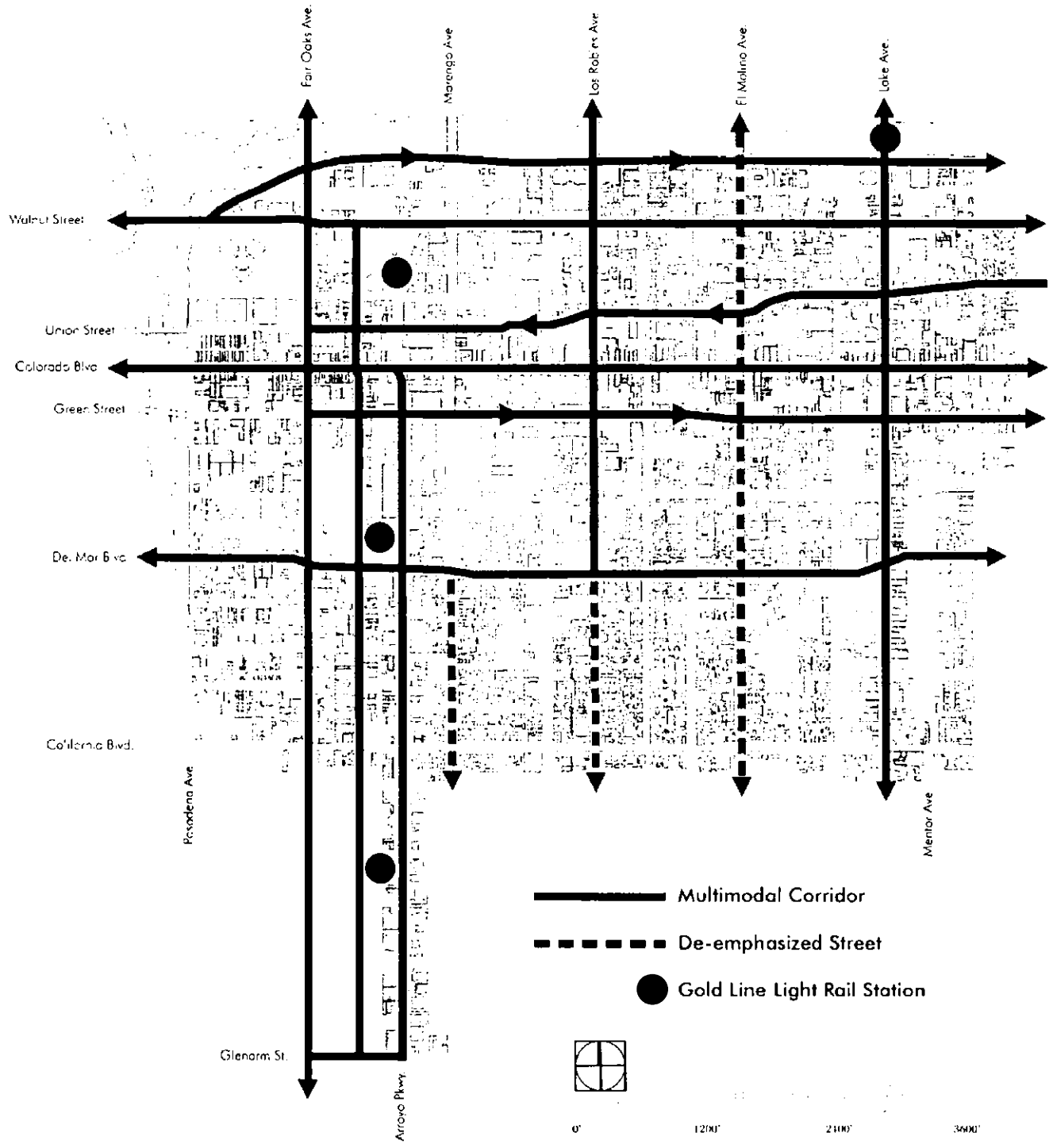
- Availability to Downtown visitors and customers (short-term parking).
- Proximity to Downtown activity centers, especially active retail and entertainment destinations such as the Old Pasadena, Pasadena Playhouse, and South Lake shopping areas.
- Proximity to ARTS bus stops, allowing visitors and customers to park once and move conveniently between Downtown activity centers.

Reduced Parking: Downtown's parking management also relies on a reduction in long-term and employee parking needs through less dependence on automobile commuting. A reduction in the minimum parking requirement is recommended for most land uses; in addition, maximum parking requirements should be established. Most important, is a reduction in the supply of long-term parking near rail stations to encourage transit ridership; recommendations for parking within the area specified as a Transit-oriented Development Zone are outlined in the Transit Mobility discussion. *Reference Title 17 of the Pasadena Municipal Code (The Zoning Code) for applicable parking standards and requirements.*



Section 5 DISTRICT-WIDE MOBILITY CONCEPT

District-wide Map 20: Multimodal Corridor Concept





Section 6 **DISTRICT-WIDE URBAN DESIGN CONCEPT**

- Urban Design Concept Components
- Downtown Linkages
- The Public Realm
- The Public-Private Interface
- The Private Realm

Urban Design Concept Components

The District-wide Urban Design Concept consists of the following components, describing a physical design character for the Central District that is consistent with the District-wide Land Use and Mobility Concepts. In general, urban design strategies that create a mixed-use urban center that safely and comfortably serves pedestrians are encouraged.

- ***Downtown Linkages:*** It has been noted that the planning concept for Downtown emphasizes diverse Sub-districts that are interconnected and complementary of one another. This component addresses the multiple physical and visual linkages that create a more integrated and accessible Downtown, especially from a pedestrian point-of-view.
- ***The Public Realm:*** An engaging public realm is important to the development of any great city. Pasadena's residents also believe that their quality of life is related to the provision of accessible outdoor space that not only serves their recreational needs, but also finds a balance between built and natural resources. Building on the notion of a well-connected Downtown, this component describes a District-wide network of key pedestrian streets, public parks and civic spaces.
- ***Public - Private Interface:*** A vibrant and economically vital Downtown is best served by private developments that positively contribute to the public realm. This demands close interaction between Downtown's buildings and its streets; the essential treatment of building setbacks, orientation and use is discussed. Signage is also addressed.
- ***The Private Realm:*** Although this component is referred to as "The Private Realm," because it establishes limitations on private development projects, these concepts have a profound impact on the quality and livability of the Downtown environment. Height recommendations work in concert with the FAR proposal to describe the basic three-dimensional character of Downtown. Additional development standards and design guidelines further regulate development in the Downtown.



Downtown Linkages

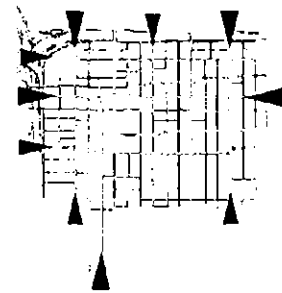
Concept *District-wide Map 21: Linkage Concept* highlights important Downtown connections with the intent of fulfilling the following objectives: 1) reinforce District character; 2) preserve historic & cultural resources; 3) make Downtown walkable; 4) expand open space network; and 5) build Sub-district connections. Public and private sector development should adhere to this basic framework.

Linkage Proposal (Places) *District Gateways:* People should know when they have entered Downtown. While more compact development patterns typical of an urban core will set Downtown apart, visual gateways along major arterials are more immediate indicators of arrival. These may be expressed through a combination of public signage and art, special landscape treatment, and/or the orientation and massing of buildings. For instance, tower elements often mark a threshold or entry portal.

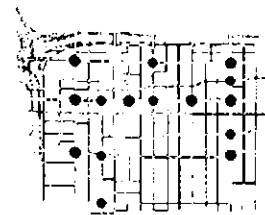
Focal Points: Establish focal points to distinguish special places, and orient and direct those who are traveling within the Downtown. In particular, identify and reinforce intensity at key intersections in the center of important activity and employment nodes; these places are often referred to as the “100% corner.” Focal points should be expressed through building orientation and massing, and may include special landscape and hardscape treatment applied to key intersections.

Activity Nodes: Activity nodes are important people destinations, in particular Downtown’s shopping and entertainment destinations. These areas should strongly focus on transit and pedestrian accessibility and comfort, and offer an abundance of uses and amenities that create vitality. Coordinate public signage to direct visitors and contribute to the unique image of each area. Downtown’s principal activity nodes are well established to include the Old Pasadena Core, Paseo Colorado, much of the Pasadena Playhouse Sub-district, and the South Lake Shopping Area.

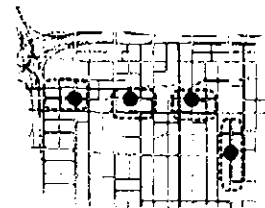
Civic Heart: The Civic Center / Midtown area is also one of Downtown’s principal activity nodes, additionally recognized as the symbolic center of the community. Highlighted by a collection of extraordinary civic landmarks sited in accordance with the historic Bennett Plan, this place should be highly accessible and communicate its status as the public heart of the community. Public improvements that reinforce the significance and grandeur of the Bennett Plan’s axial arrangement are recommended.



Downtown Gateways (Key Entrances)



Downtown Focal Points (Key Intersections)

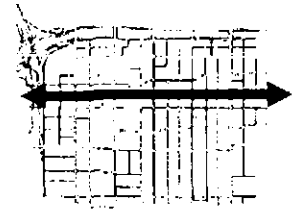


Downtown Activity Nodes (Key Destinations)

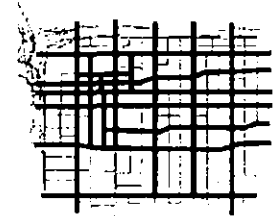


Downtown Linkages**Linkage
Proposal
(Connections)**

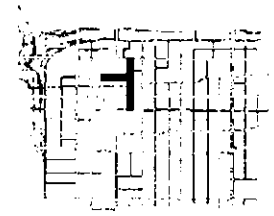
Pasadena's "Main Street": Colorado Boulevard is known as "Pasadena's Main Street" and should be distinguished from all other streets in the City. This will be accomplished with the City's most intense mixed-use character, establishing a continuous link between the most active parts of the Central District -- from Old Pasadena through the Civic Center and Playhouse area to the major employment node at Colorado & Lake. Downtown's widest sidewalks, abundant streetscape amenities and retail continuity are among the specific requirements for an active street life that explodes with unusual color and excitement for the festivities surrounding the Tournament of Roses Parade.

*"Main Street"*

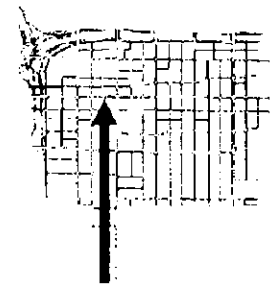
Multimodal Connections: The bulk of Downtown's growth and activity will be directed along identified multimodal corridors, including Colorado Boulevard. These streets should communicate that they are corridors of movement for autos, transit and pedestrians alike. Street-oriented development and streetscape enhancements are critical to pedestrian activity along these streets.

*Key Pedestrian Routes*

Pedestrian Routes: Downtown streets should be accommodating of pedestrians. However, certain streets are especially important pedestrian routes because they operate as direct connections between important activity centers and/or they support development along multi-modal corridors. Streetscape improvements are among the strategies for improving their walkability; these streets should receive priority funding for pedestrian-oriented improvements, such as street trees, street furniture, street lights and special paving.

*Civic Promenade*

Civic Promenade: The historic Bennett Plan established a clear program for siting Pasadena's most prominent civic buildings -- City Hall, the Central Library, and the Civic Auditorium. Holly Street and Garfield Avenue are the indispensable axes that visually and physically connect these civic landmarks. Treatment as civic promenades featuring formal tree-lined processions will uphold their significance.

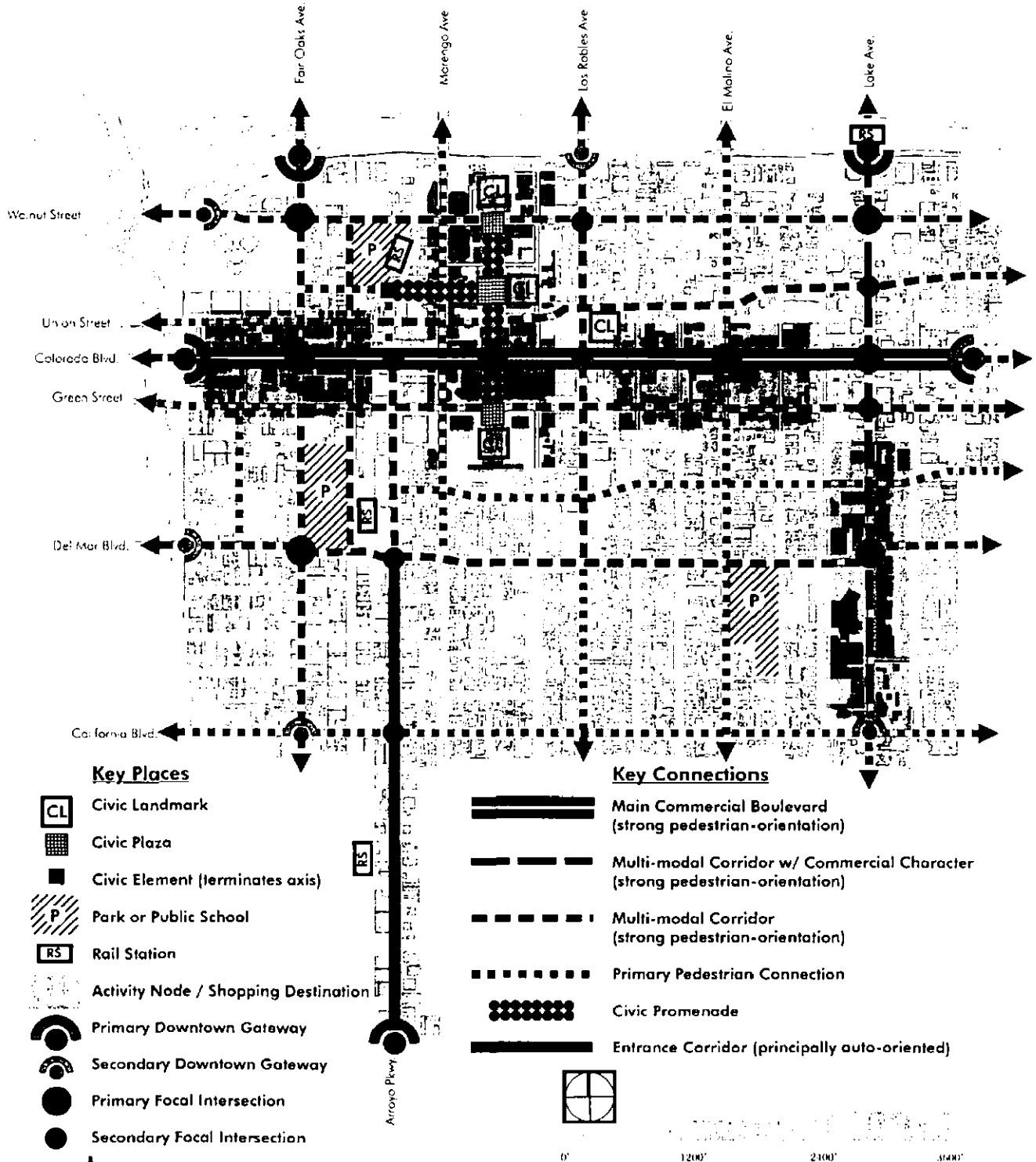
*Entrance Corridor*

Entrance Corridor: Arroyo Parkway should become a more visually compelling auto-entrance from the 110 Freeway directly into the midst of Downtown. A stronger, processional planting of street trees (for example, palms) offers one concept for unifying the street, at the same time drawing on the notion of "parkway." Reference *Exhibit 5: Arroyo Parkway Entrance Corridor Study*



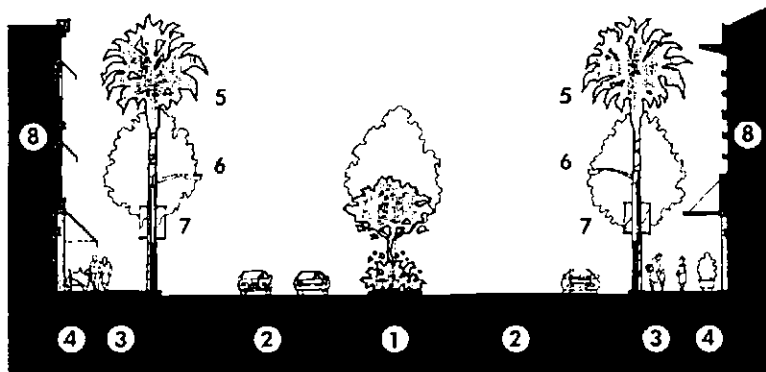
Section 6 DISTRICT-WIDE URBAN DESIGN CONCEPT

District-wide Map 21: Linkage Concept



Section 6 DISTRICT-WIDE URBAN DESIGN CONCEPT

Exhibit 5: Arroyo Parkway Entrance Corridor Study



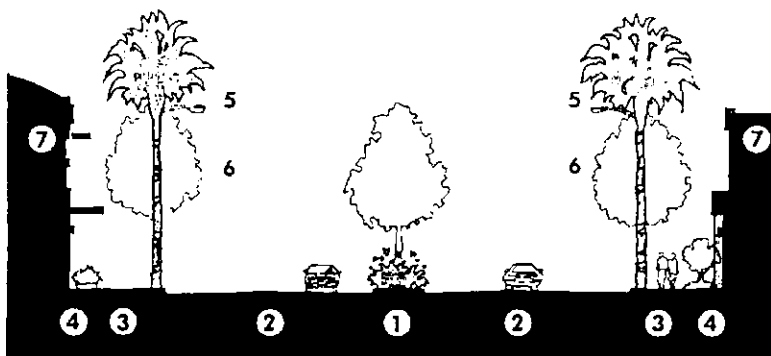
**Arroyo Parkway
between California Boulevard
and Del Mar Boulevard**

Recommendations*:

1. Maintain median width (8' +/-); maintain existing canopy trees, and reinforce and beautify planting with additional canopy / flowering trees.
2. Maintain existing travel lanes.
3. Maintain sidewalk width (10' +/-).
4. Provide minor setback to extend sidewalk (5' +/-); integrate occasional street furniture such as benches and planters.

5. Plant palm trees (ex: California Fan Palm) to establish processional quality.
6. Maintain existing canopy trees, and reinforce w/ new canopy trees to establish alternating pattern w/ palms, where feasible.
7. Provide pedestrian-scaled light fixtures; integrate banners.
8. Explore infill development opportunities (residential or office over commercial); 50' maximum height.

* conceptual, not mandatory



**Arroyo Parkway
between Glenarm Street
and California Boulevard**

Recommendations*:

1. Maintain median width (8' +/-); maintain existing canopy trees and reinforce planting with additional canopy trees.
2. Maintain existing travel lanes.
3. Maintain sidewalk width (10' +/-).
4. Provide minor landscaped setback (5' +/-)

5. Plant palm trees (ex: California Fan Palm) to establish processional quality.
6. Maintain existing canopy trees, and reinforce w/ new canopy trees to establish alternating pattern w/ palms, where feasible.
7. Explore infill development opportunities (commercial / employment); 50' maximum height.

* conceptual, not mandatory



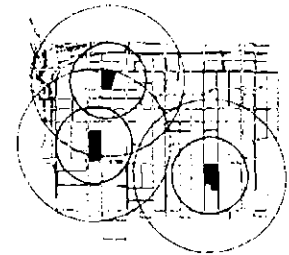
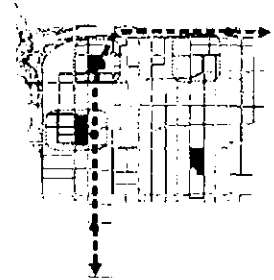
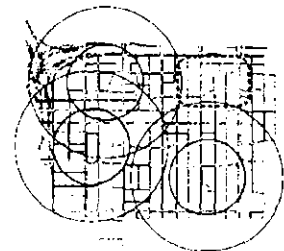
The Public Realm

Concept *District-wide Map 22: Public Open Space Concept* describes an interconnected network of major public outdoor spaces. An important objective of this open space concept is to respect and continue Downtown's landscape heritage by offering a wide array of publicly accessible outdoor spaces that include tree-lined streets, civic plazas, and intimate courtyards and gardens. Other objectives include: 1) expand open space network; 2) protect landscape resources; 3) increase recreational opportunity; 4) enhance environmental quality; and 5) make Downtown walkable.

Open Space Network Proposal (Parks & Plazas) *Public Parks:* Because of limited Downtown parkland, there is a critical need to maximize the benefit of existing park resources, as well as explore opportunities for new park and recreational facilities. Central and Memorial Parks are Downtown's only two major public parks, a deficiency often commented upon by the local community.

- The Land Use Concept recognizes the fortuitous connection between rail stations and the existing public parks. Transit villages (Memorial Park Urban Village and West Downtown Transit Village Precincts) are recommended in their proximity, allowing residents to take advantage of both nearby park and transit facilities. Moreover, adjacent buildings should orient toward and incorporate visual and physical linkages with the parks.
- Central and Memorial Parks' respective Masterplans should be revisited and implemented to ensure that they provide for optimal use of park resources without compromising the historic significance of these places.
- Public schools are also an opportunity to promote flexible design and shared use of open space resources, for example, through greater year-round use of school recreational facilities. The "School District Property" located within the In-town Residential Sub-District is the most significant opportunity in this regard.

Pocket Parks: The cost of acquiring land for one or more Downtown parks on the scale of a neighborhood park is likely prohibitive. The local community recognizes this fact, and has expressed an interest in the development of smaller "pocket parks" that will help serve Downtown populations currently lacking a public park within convenient walking distance.

*Public Parks & Schools**Parks - Transit Village Connection**Parks Deficient Area*

The Public Realm

- Pocket park locations should be identified based on 1) a deficiency of nearby public space; 2) existing and planned development of urban housing; 3) proximity to primary pedestrian routes; 4) underutilization of property; and 5) consultation with local residents, business and property owners. The Walnut Street Urban Village Precinct should receive priority in the development of public park space.
- Pocket parks may be acquired through purchase, lease, license, or other appropriate measures. In particular, the City should pursue opportunities for private development to participate in the provision of public park space. Developments that include well-designed, conveniently located, and publically accessible (during daylight hours minimum) outdoor space may be considered by the Planning Commission for 10% additional floor area and/or credit toward communal open space requirements.

Civic Plazas: Spaces that support community gatherings and celebrations are a necessary part of the public life of the community. Typically, these will be most closely associated with the City's major civic institutions, namely City Hall, the Central Library, and the Civic Auditorium. Centennial Plaza, the unadorned forecourt to City Hall, presents a most valuable opportunity to create the City's major public and symbolic gathering space. The design of civic plazas should be at once elegant and flexible to accommodate a variety of local events and festivals.

Urban Spaces: Encourage the provision of urban outdoor spaces in conjunction with public improvement and private development projects, allowing public accessibility where feasible.

- These spaces may encompass a variety of types, including plazas, courtyards, gardens, and pedestrian passages.
- Communal open space areas provided in conjunction with residential development are an important part of the open space network; although access is typically restricted to residents, they help offset demand for recreational facilities within the Downtown. Citywide standards for mixed-use and urban housing include requirements for common open space.
- The appropriate design of urban outdoor spaces for private development projects is addressed in Section 9: PRIVATE REALM DESIGN GUIDELINES.



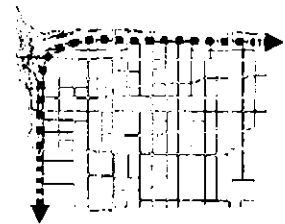
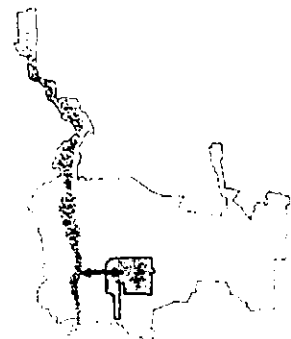
The Public Realm**Open Space
Network
Proposal
(Streetscapes)**

Green Streets: Consider streets and alleys as an integral part of Downtown's open space network. As such, they should promote social and recreational activity, especially walking. The best streets are pleasant and comfortable places to inhabit; ample sidewalks, street trees, street furniture and other improvements will increase pedestrian comfort and use.

- Primary pedestrian connections consistent with the Linkage Concept are identified; streetscape amenities should be concentrated along these streets, receiving priority funding for streetscape improvements.
- Opportunities to enhance important intersections and gateways through interesting and attractive landscape and hardscape treatment should be considered. Also reference the Linkage Concept.
- The In-town Residential Sub-district is blessed with an abundance of mature street trees, commonly planted in tree lawns. The result is an attractive residential streetscape throughout the Sub-district; maintenance of these trees should be a priority, and opportunities should be explored to reinforce this planting so that the verdant character is universally strong.
- Section 8: PUBLIC REALM DESIGN GUIDELINES includes recommendations for the design of Downtown's streets.

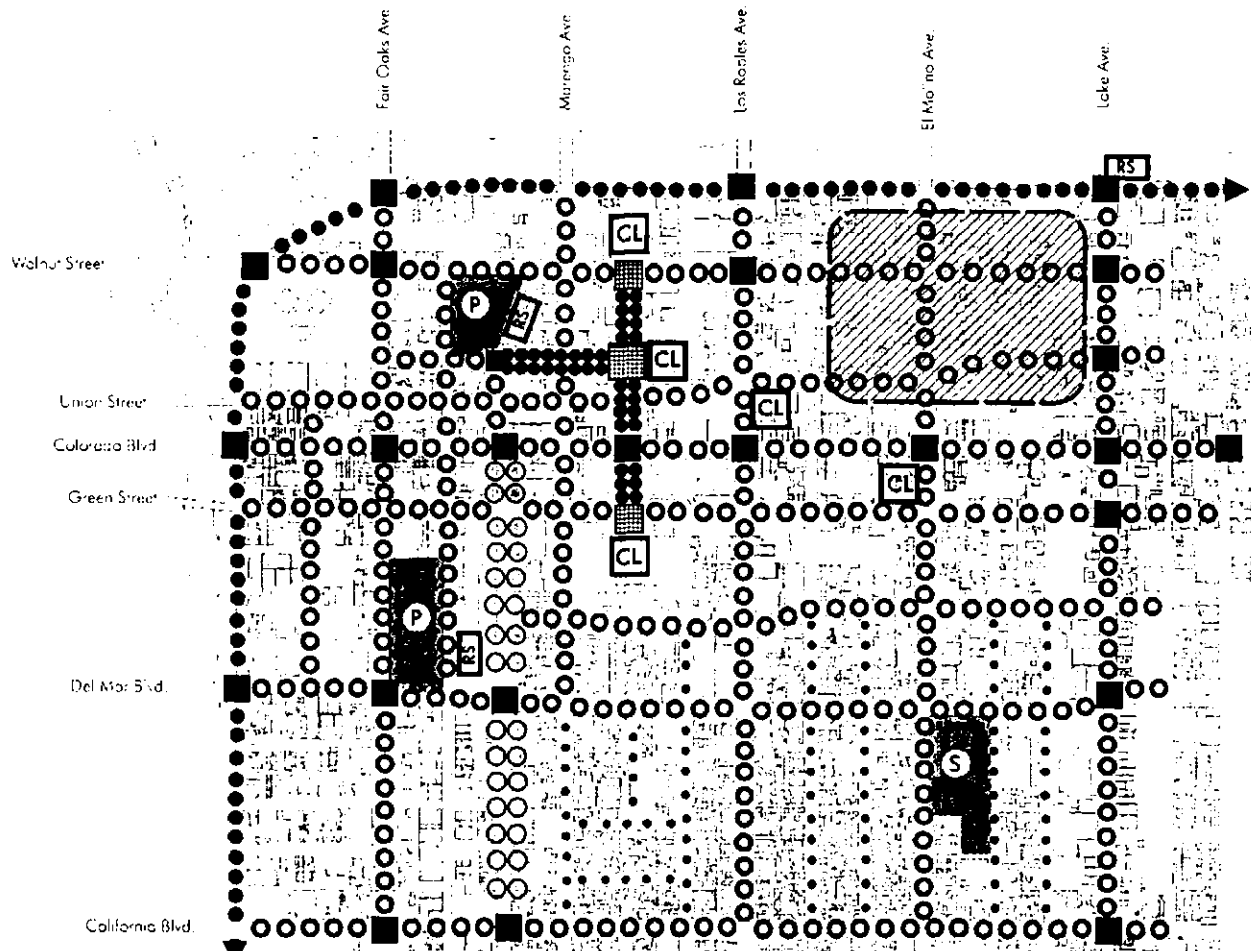
Pedestrian Esplanade: Pasadena Avenue and Corson Street not only define the western and northern edges of Downtown, but for the many persons arriving by freeway, these streets are their initial exposure to Downtown. Improve the visual quality of these streets; in particular, consistent and abundant planting of canopy trees that withstand tough urban conditions is recommended. In addition, explore opportunities to create a continuous pedestrian linkage on property adjacent the freeway, suitable for both walking and jogging.

Arroyo Access: Strengthen the physical connections between Downtown and the Arroyo Seco, including convenient transit and bicycle connections. Advance this relationship to increase recreational opportunities for Downtown residents, and to build support for the restoration and protection of the Arroyo.

*Pedestrian Esplanade**Arroyo Access*

Section 6 DISTRICT-WIDE URBAN DESIGN CONCEPT

District-wide Map 22: Public Open Space Concept



- Major Parks & Plazas**
- Public Park
 - Civic Plaza
 - Civic Element (terminates axis)
 - Public School (shared use opportunity)
 - Area w/ Significant Park Need

- Key Places**
- Civic Landmark
 - Rail Station

- Streetscapes**
- Streetscape Priority (primary pedestrian connection)
 - Tree-lined Entrance Corridor
 - Pedestrian Esplanade
 - Civic Promenade
 - "In-town Residential" Streetscape (maintain & reinforce)
 - Gateway / Focal Intersection (key opportunity for special design treatment)



0' 1200' 2400' 3600'



The Public-Private Interface

Concept Downtown should be a gracious environment that establishes an intimate connection between human-scale buildings and occupiable outdoor spaces. Of primary importance is the interface between Downtown's buildings and its public streets; buildings should be situated so as to focus attention on streets and activate the sidewalk. The intent is to support the following objectives: 1) develop urban land patterns; 2) reinforce District character; 3) promote traditional urban patterns; 4) make Downtown walkable; and 5) promote community safety.

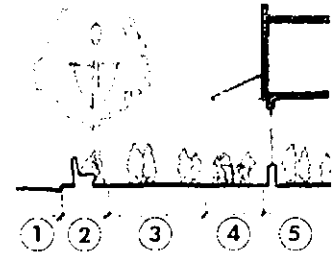
**Building-Street
Relationship
Proposal**

Active Streets: Downtown's streets should be active streets, in keeping with its role as the vibrant urban core. Active streets also tend to be safe streets. In general, new development should orient to the street, and emphasize ground-floor uses that engage and activate the sidewalk. Ample sidewalk widths that accommodate streetscape amenities and sidewalk activities such as outdoor dining, window shopping, meeting and strolling are also important, especially along Downtown's main commercial corridors. Reference *District-wide Map 18: Sidewalk Width Concept*.

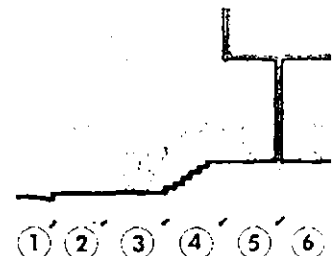
Streetwall Continuity: Downtown's best streets exhibit an orderly development pattern that reinforces the building street wall; in other words, buildings are consistently built at or near the sidewalk.

District-wide Map 23: Street Setback Concept recommends setbacks along Downtown's streets. Setbacks reflect the existing and/or anticipated character of a street, but generally encourage buildings that are focused on the sidewalk. Where intense commercial and pedestrian-activity is desired build to the front property line for the majority of a block face. Along streets where residential use is emphasized, minor landscaped setbacks are appropriate.

Pedestrian-Oriented Uses: It is imperative that retail storefronts and walk-in commercial uses are maximized along Downtown's shopping streets and main commercial corridors. The continuous presence of active uses will sustain interest and generate intense pedestrian traffic where it is most desired. **District-wide Map 24: Pedestrian-Oriented Use Concept** identifies commercial streets where ground-floor pedestrian-oriented uses such as shops, restaurants and personal services should dominate. Colorado Boulevard in particular should provide for entertainment uses with operations extended into the night. Similarly, along these streets, residential uses should be restricted to the second floor and above.

Ground Floor Commercial

1. Street
2. Street trees & furniture
3. Clear pedestrian path (5' min.)
4. Commercial activities
5. Commercial use

Ground Floor Residential

1. Street
2. Street trees
3. Clear pedestrian path (5' min)
4. Stoop w/ shallow setback (approx. 2' - 3' grade separation)
5. Transitional space
6. Residential Use



The Public-Private Interface**Signage
Proposal**

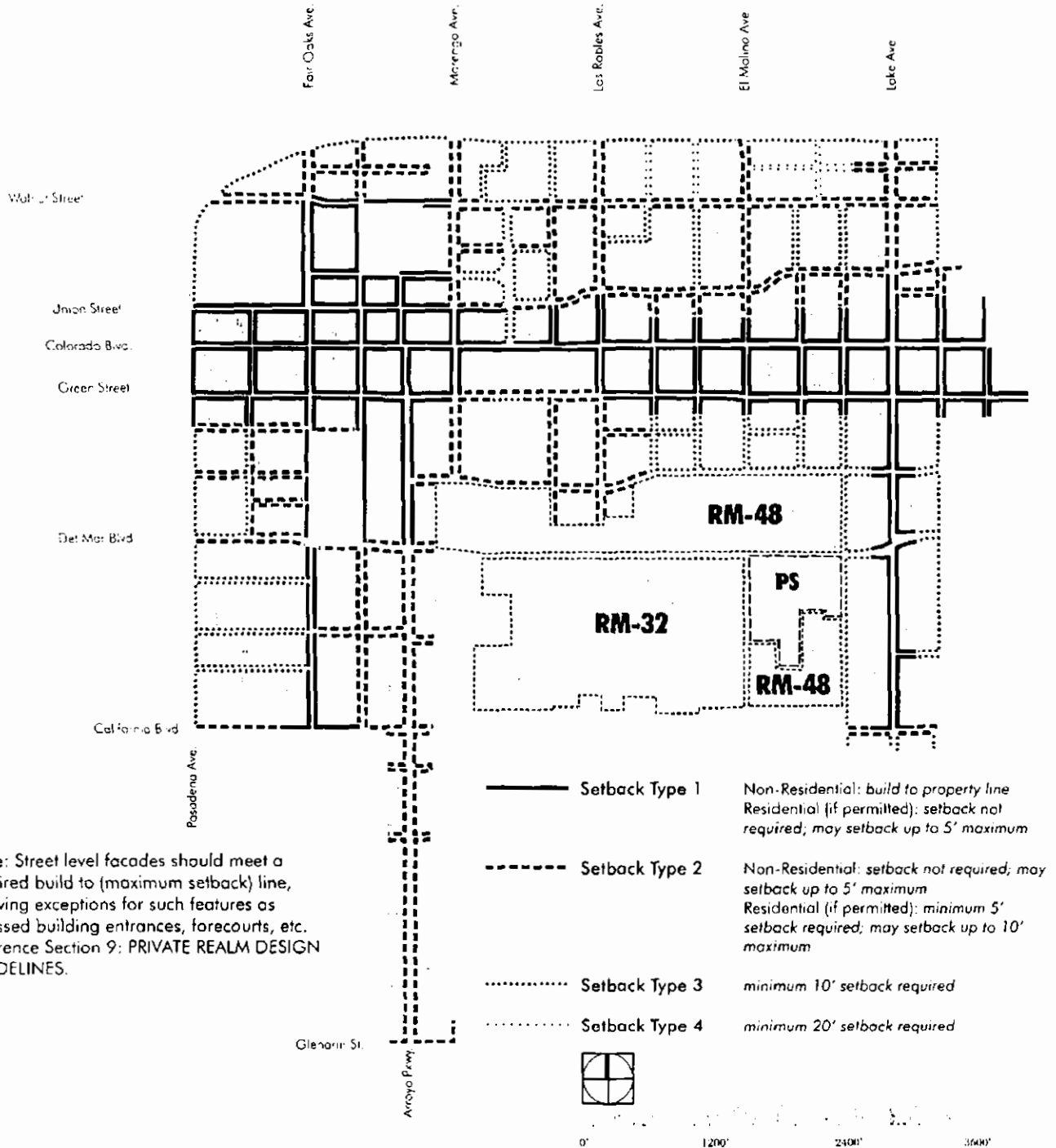
The City has adopted Sign Design Guidelines, as well as sign regulations (*reference "The Zoning Code"*) applicable to Downtown businesses. The intent of the sign guidelines is to "help ensure quality signs that communicate their message in a clear fashion." Some of the principal considerations for Downtown are as follows:

- Signs in the Central District should be oriented to the pedestrian. In many instances it may be more important to reach customers on the sidewalk than those driving by in a car. Projecting sign, banners, awnings, and wall and window signs are effective means of communication.
- Signage should consider compatibility with the surrounding area and adjacent buildings; this is not intended to prohibit a creative and unique design. Signs should present a simple, direct, and unique expression of the business.
- Many of Downtown's buildings are rich in architectural detail; signs should be well-integrated with a building facade and not cover or interfere with elements that contribute to a building's character. For instance, signs should respect the arrangement of bays and openings.
- Alley walkways and intra-block passages should also receive signage that interests and attracts pedestrians.
- Unobtrusive exterior illumination is generally preferred, where necessary, although other forms such as exposed neon tubing script may be appropriate.
- The rehabilitation of historic signs (listed in the City's historic sign inventory) is strongly encouraged; carefully restore historic signs to their original design and condition.
- Awnings should be mounted so as to respect the architectural design and character of the building, in particular, the arrangement of bays and openings; awnings should project over individual doors and windows rather than extend as a continuous horizontal feature. Shed awnings without end panels are preferred.
- Simple metal or glass canopies may be appropriate if they are compatible with a building's scale and design.



Section 6 DISTRICT-WIDE URBAN DESIGN CONCEPT

District-wide Map 23: Street Setback Concept

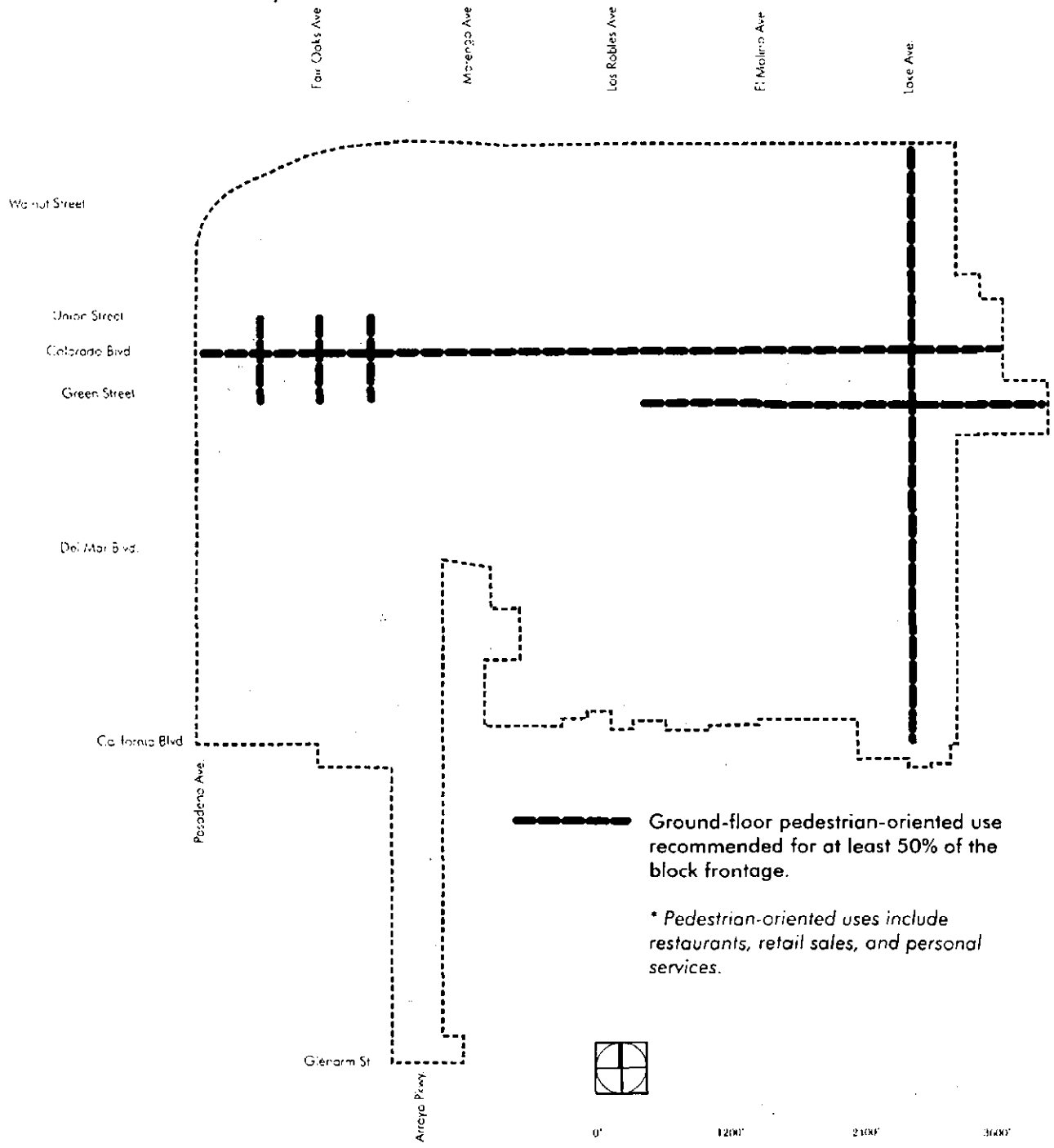


Note: Street level facades should meet a required build to (maximum setback) line, allowing exceptions for such features as recessed building entrances, forecourts, etc. Reference Section 9: PRIVATE REALM DESIGN GUIDELINES.



Section 6 DISTRICT-WIDE URBAN DESIGN CONCEPT

District-wide Map 24: Pedestrian-Oriented Use Concept



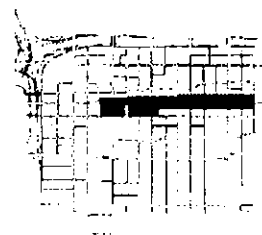
The Private Realm

Concept Height limits work in conjunction with floor area ratios to guide private sector development, regulate building envelopes, and control the three-dimensional character of Downtown. *District-wide Map 25: Maximum Height Concept* establishes height limits throughout Downtown; also reference *District-wide Map 13: Maximum FAR Concept*. The assigned limits seek to balance competing interests, supporting economic growth and vitality, while protecting Downtown's historic buildings and residential areas. Among the objectives to be achieved are: 1) develop urban land patterns; 2) reinforce district character; 3) preserve historic & cultural resources; 4) conserve in-town neighborhoods; and 5) provide economic opportunity.

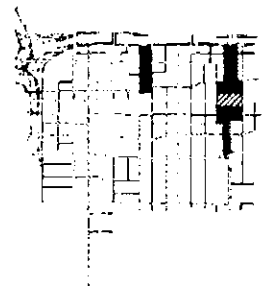
Height Limits Proposal *Prominent "Main Street"*: Colorado Boulevard has long been regarded as Pasadena's Main Street, although its appearance outside of Old Pasadena only sporadically lives up to that distinction. Therefore, FAR and height limits support Colorado Boulevard's development as the City's preeminent street, a grand and ceremonial setting for the Tournament of Roses Parade. Development opportunities should accommodate a broad mixture of uses, emphasizing commercial and mixed uses. Even so, height limits are respectful of existing buildings of historical significance and the visual dominance of City Hall's dome. In general, 75-foot tall buildings are permissible, with limited provisions for additional height.

Primary Office Corridor: Lake Avenue north of Green Street (in addition to the west side of Lake north of Del Mar Boulevard) functions as Downtown's primary office corridor, and should continue in that role. Height limits typically accommodate 75-foot tall buildings along this portion of Lake, with limited provisions for additional height. The west side of Los Robles north of Colorado also provides for 75-tall buildings, accommodating office and hotel uses. The intent is to balance competing demands:

- Provide opportunities for multi-level office buildings that mark key entrances to Downtown from the freeway.
- Support higher intensity development along Lake Avenue north of Green Street that recognizes the proximity of the Lake Avenue Light Rail Station.



Prominent Main Street
75' height limit typical



Primary Office Corridors
75' height limit typical



The Private Realm

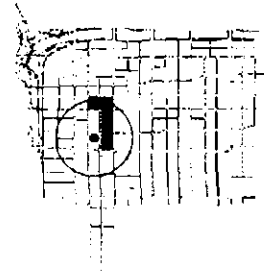
- Respond to citizen concerns that bulky high-rise office developments risk blocking mountain views, overwhelming Downtown's generally pedestrian scale, and creating undue traffic impacts.

Rail Station Proximity: Compact mixed-use development is encouraged near light rail stations, facilitating transit usage and pedestrian activity. FARs and height limits support high density residential and mixed-use development within walking distance of Downtown stations; in general, 60-foot tall buildings are permissible with limited provisions for additional height. (Specified properties adjacent the Del Mar rail station accommodate 75-foot tall buildings). These limits protect the prominence of City Hall's dome and Downtown's main commercial corridors. This is especially important within and near the Civic Center, where buildings should not exceed the height of the top floor of City Hall (62 feet).

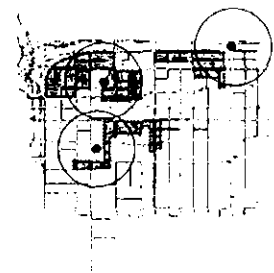
Freeway Proximity: Development in this area tends not to be constrained by the immediate presence of historic buildings (excepting the Central Library). FARs and height limits also recognize development opportunities resulting from proximity to rail stations, as well as Walnut Street's status as a principal mobility corridor with unused capacity. Nonetheless, development along the freeway should not create a visual barrier between the San Gabriel Mountains and the rest of Downtown; nor should it confuse the visual importance of City Hall's dome and the main commercial corridors upon the Downtown skyline. The height limit typically accommodates 60-foot tall buildings with limited provisions for additional height.

Historic Character: Downtown's historic areas have an established character and include landmarks that would be harmed by development of excessive height, bulk, and intensity. FARs and heights are restricted to promote compatibility with the immediately surrounding character; typically, building height limits range from 35' to 50':

- Respect Old Pasadena's fine-grained historic development pattern, that generally excludes buildings in excess of three stories, although corner location may be emphasized.
- Require surrounding development to be visually subordinate to the Central Library, and protect the reciprocal view corridor with the Civic Auditorium.



Del Mar Station Adjacency
75' height limit typical

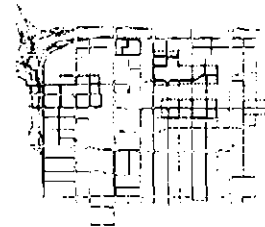


Rail Station & Freeway Proximity
60' height limit typical

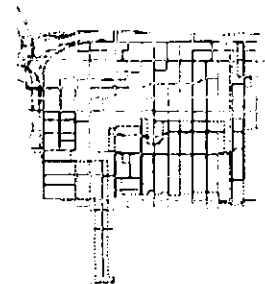


The Private Realm

- Provide opportunity for expansion of Fuller Seminary, but not to the detriment of historic buildings and landscapes that contribute to a gracious campus setting.
- Provide opportunity for in-fill development along Union Street east of City Hall, but restrict height and bulk to allow frequent views of the City Hall dome.
- Protect the especially intimate scale of development along Green Street as it passes through the Pasadena Playhouse Sub-district; transition to higher intensity development along Colorado Boulevard and to adjacent areas.



Historic character
35' - 50' height limit typical



Neighborhood character
35' - 50' height limit typical

Neighborhood Character: Areas toward the periphery of Downtown are generally assigned lower height limits (35' - 50') as a transition toward lower scale residential neighborhoods. In particular, in-town residential areas south of Cordova would be negatively impacted by out-of-scale development. No FAR is established for properties within the In-town Housing Sub-District, as the RM Multifamily (City of Gardens) Residential requirements are considered more appropriate to this area. Height limits account for the observation that the tallest residential buildings in these areas do not exceed 3 to 4 stories.

Height Flexibility Provision *Height Averaging Provision:* The height limitations allow for a process of "height averaging" whereby a building may exceed the otherwise established height limit within select areas of Downtown in order to achieve broader urban design objectives.

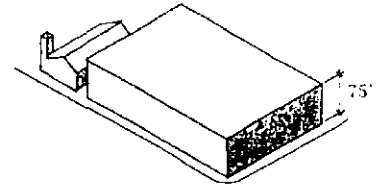
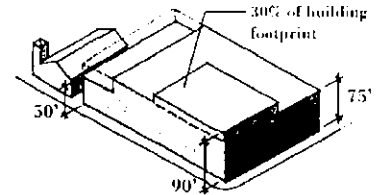
- Additional building height is permitted over no more than 30% of the building footprint on a development parcel, provided that the average height of that footprint does not exceed the otherwise required maximum building height. The specific limitations of height averaging are depicted in *District-wide Map 25: Maximum Height Concept*;
- Height averaging shall not be applied to parking and/or accessory structures.
- Additional height through height averaging is subject to approval of the Design Commission.



The Private Realm

These provisions are intended to address the following scenarios:

- Additional building height is counterbalanced by lower heights across or elsewhere on a development site to achieve an economically viable project that also protects view corridors and/or historically or architecturally significant building, structures, or landscapes; a visual transition in height and massing may be achieved through height averaging.
- Additional building height is counterbalanced by lower heights across or elsewhere on a development site to punctuate important intersections or other prominent locations; this will contribute to a more visually compelling skyline.



Height Averaging Example

Height Averaging Findings for Approval: the Design Commission shall make the following findings for the approval of additional height:

- a) The additional height allows for preservation of vistas and view corridors, and/or a more sensitive transition to an adjacent historic structure, and/or provides for a more interesting skyline.
- b) The additional height will not be injurious to adjacent properties or uses, or detrimental to environmental quality, quality of life, or the health, safety, and welfare of the public.
- c) The additional height will promote a superior design solution that enhances the property and its surroundings, without detrimental impacts on views and sight lines.
- d) The additional height is consistent with the objectives and policies of this Specific Plan and the General Plan.

Height Averaging Conditions of Approval: The Design Commission may impose conditions for the approval of additional height. These may include, but are not limited to: 1) additional requirements for site planning and architectural design, including massing and articulation; and 2) additional requirements for public amenities, including public outdoor space and pedestrian paths.



Section 6 **DISTRICT-WIDE URBAN DESIGN CONCEPT**
The Private Realm

**Side & Rear
Setbacks
Proposal**

Street Wall Continuity: In general, side and rear yard setbacks / stepbacks should not be required under the following circumstances:

- Non-residential and residential uses that front along streets where an intense pedestrian-oriented character is strongly encouraged and street setbacks are not required. In fact, side yard setbacks are discouraged where they will interrupt the visual continuity of the street wall.
- However, exceptions may be encouraged for the purpose of providing a well-designed pedestrian paseo and/or to protect the character of an architecturally significant building or landscape.
- Reference *District-wide Map 23: Street Setback Concept* for identification of street frontages where setbacks from the street are not required for non-residential and/or residential uses.

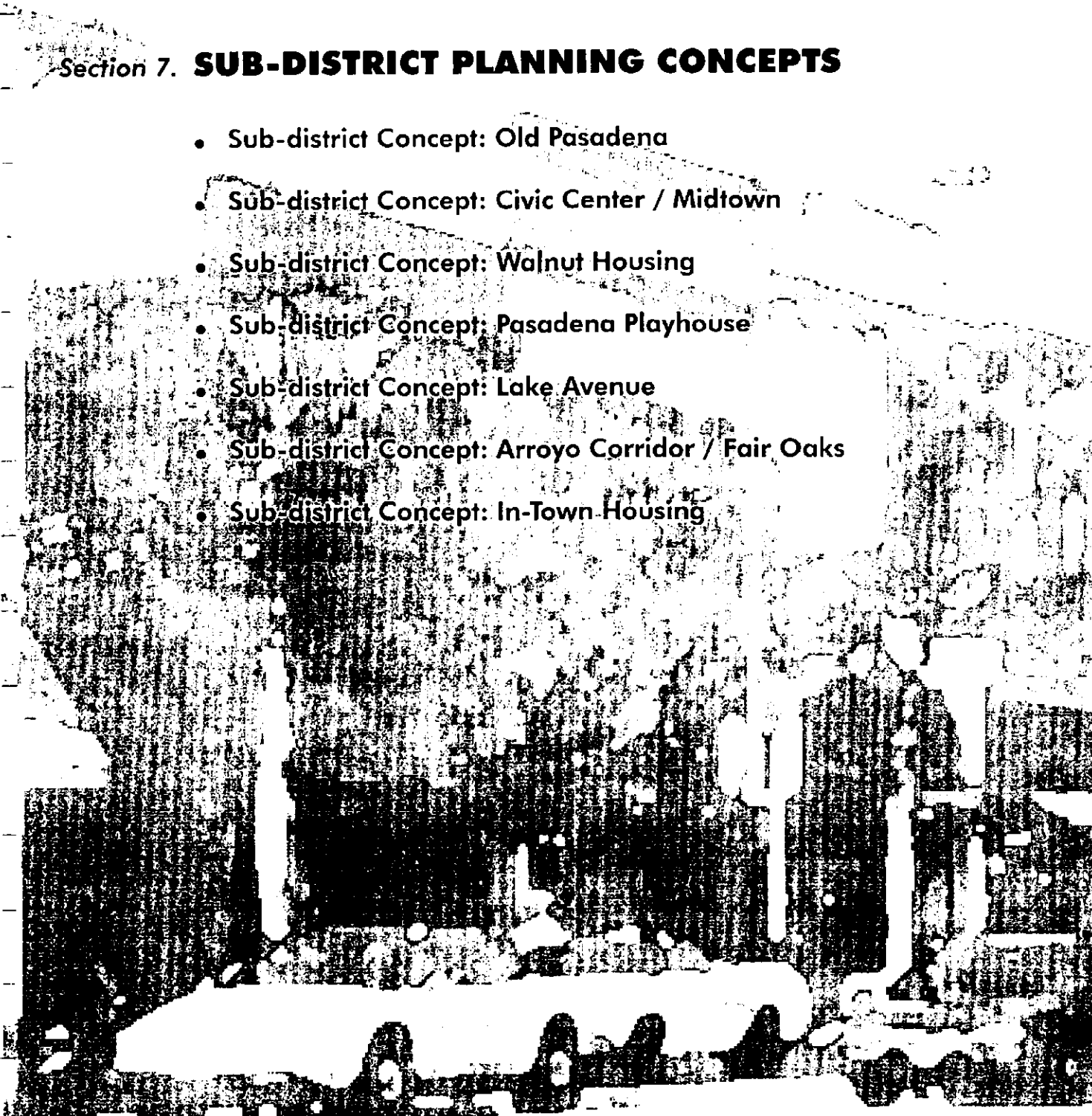
Increased Openness: Side and rear yard setbacks are recommended under the following circumstances:

- Non-residential and residential uses that front along streets where a setback is required, thereby establishing a more open character. This is appropriate to areas where less intense pedestrian activity and/or a higher percentage of residential development is anticipated. A minimum 10' side and rear yard setback is recommended.
- Additional setbacks / stepbacks are encouraged where necessary to protect the character of an architecturally significant building or landscape.
- Reference *District-wide Map 23: Street Setback Concept* for identification of street frontages where setbacks from the street are required for non-residential and/or residential uses.



Section 7. **SUB-DISTRICT PLANNING CONCEPTS**

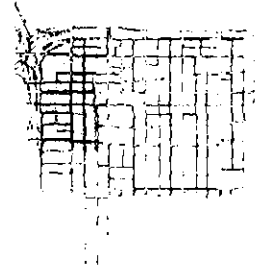
- Sub-district Concept: Old Pasadena
- Sub-district Concept: Civic Center / Midtown
- Sub-district Concept: Walnut Housing
- Sub-district Concept: Pasadena Playhouse
- Sub-district Concept: Lake Avenue
- Sub-district Concept: Arroyo Corridor / Fair Oaks
- Sub-district Concept: In-Town Housing



Sub-district Concept: Old Pasadena

Sub-district Character

This is the historic center of the City, and includes Downtown's greatest abundance of historic commercial structures. Consequently, the physical design character is generally established, especially within the core surrounding Colorado Boulevard. *The objective of the Old Pasadena Sub-district is to protect the numerous historic resources in the area, and to support the long term viability of its core as a regional retail and entertainment destination through the development of nearby complementary uses, including urban housing near light rail stations and parks.*

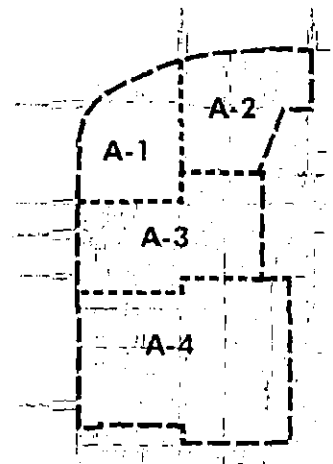


Old Pasadena
"The Historic Core"

Precinct Character

The following Precincts may be further distinguished within the Old Pasadena Sub-district for their rather distinct character:

- A-1. **Northwest Gateway / Parsons:** This precinct is dominated by the Parsons corporate complex, including its surface parking lots. The suburban, auto-oriented character of the complex stands in stark contrast to nearby development, however, mixed-use infill along the street edge would better integrate this area with its surroundings.
- A-2. **Memorial Park Urban Village:** This precinct includes historic Memorial Park and the adjacent Memorial Park Station, favoring its development as an urban village with residential and mixed uses.
- A-3. **Old Pasadena Historic Core:** A strong physical identity distinguishes this precinct like no other. Retail and entertainment uses have taken advantage of the pedestrian friendly attitude of its many historic buildings to become a regional draw. This area should continue in its current role, augmented by compatible upper floor uses.
- A-4. **West Downtown Transit Village:** Currently, this precinct encompasses a broad mixture of uses, including a number of underutilized facilities associated with the former Ambassador College. Because of the presence of Del Mar Station and Central Park, as well as proximity to the historic core, this precinct is beginning to transition toward higher density residential uses. Following this trend, the area should develop as an urban village, emphasizing residential among a mix of transit-oriented land uses.

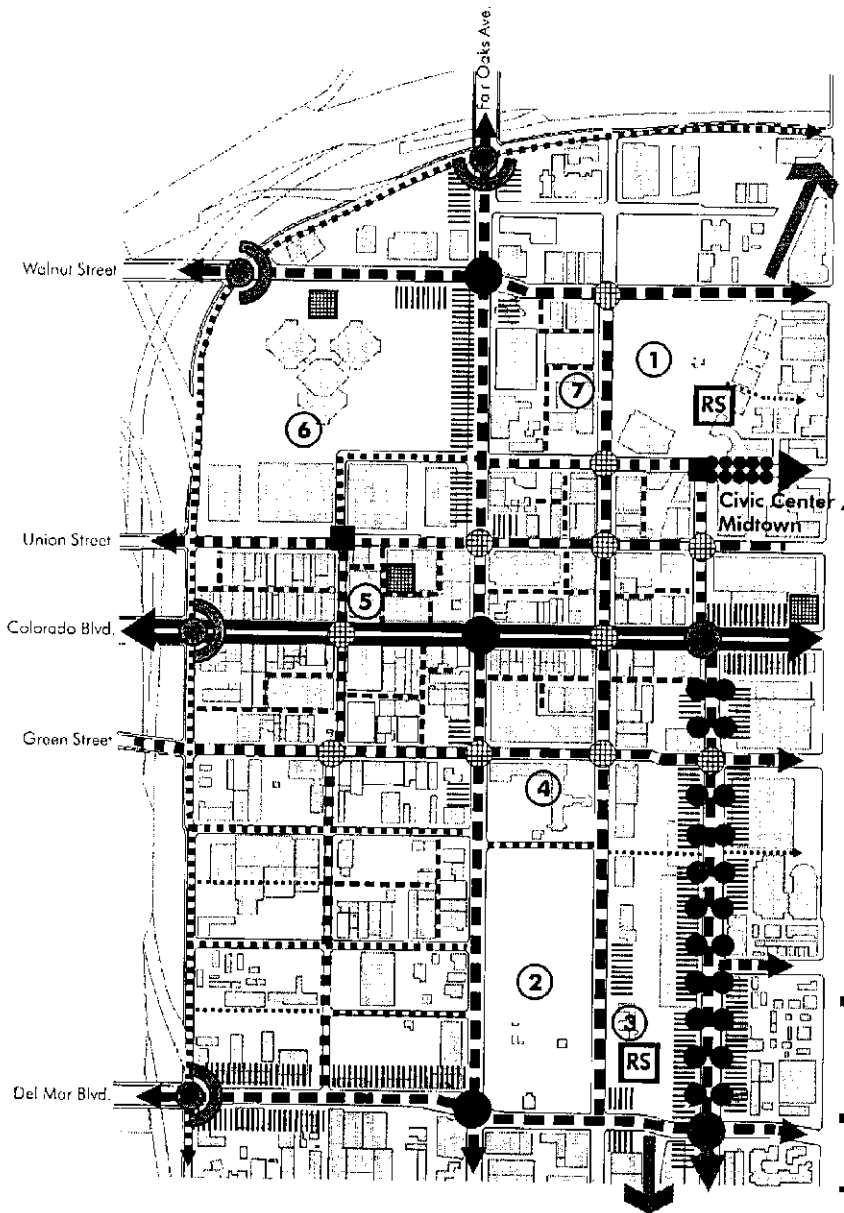


A-1: Northwest Gateway / Parsons
A-2: Memorial Park Urban Village
A-3: Old Pasadena Historic Core
A-4: West Downtown Transit Village



Section 7 SUB-DISTRICT PLANNING CONCEPTS

Sub-district Map 1: Old Pasadena Linkage Concept



Key Buildings / Landmarks

1. Memorial Park
2. Central Park
3. Santa Fe Depot
4. Castle Green
5. One Colorado
6. Parsons Corporate Headquarters
7. Armory Center for the Arts

Key Places

- Central District Gateway
- Primary Focal Intersection
- Secondary Focal Intersection
- Important Pedestrian Crossing
- Principal Outdoor Space
- Civic Element (terminates axis) *
- Rail Station

Key Connections

- Main Commercial Boulevard (streetscape priority/ strong pedestrian-orientation)
- Multi-modal Corridor (streetscape priority / strong pedestrian-orientation)
- Multi-modal Corridor / Entrance Corridor (continues tree-lined processional from freeway)
- Primary Pedestrian Connection (streetscape priority)
- Secondary Pedestrian Connection
- Alley Walkway
- Mid-block Passage
- Civic Promenade
- Opportunity to "Repair Street Edge"
- Rail Tracks



0' 600' 1200' 1800'



Sub-district Concept: Old Pasadena**Old Pasadena
Proposal**

Retail / Entertainment Core: The Old Pasadena Historic Core has developed as a highly identifiable regional retail and entertainment destination that contributes to this Sub-district's distinctive character. The area should continue in this role. Allowing for upper story office and residential uses (for example, loft housing) within the core will help sustain a high level of activity.

New Housing: Substantial new housing should be targeted for the following locations within the Sub-district: 1) Memorial Park Urban Village; and 2) West Downtown Transit Village. Housing in these locations will maximize the benefit of existing public parks and light rail stations, and create active neighborhoods near Old Pasadena's historic core.

Urban Villages: In keeping with the vitality of the Sub-district's historic core, new housing should contribute to an urban village atmosphere that provides for a range of lifestyles and activities, and includes support retail and services. Compact development at higher densities (60 - 87 DUs / acre) will strengthen pedestrian- and transit-oriented movement patterns, and recognizes the presence of two rail stations within this Sub-district.

Parsons Infill: The Parsons corporate complex breaks the traditional street oriented development pattern of Old Pasadena. Mixed-use infill (for instance, housing or office over shops) of the complex's expansive parking lots should establish a more urban character appropriate to the Sub-district, strengthen connections to adjacent uses, and mark the NW gateway to Downtown.

Architectural Heritage: Infill construction and rehabilitation of existing structures should be consistent in scale and appearance with existing buildings, and reinforce the street oriented and pedestrian friendly development pattern established by the historic core.

Active Streetscape: Throughout the Sub-district, buildings and ground floor uses should orient directly to the street to reinforce traditional development patterns and support the existing street life. Moreover, walk-in commercial uses such as retail sales, restaurants and personal services should occupy the ground floor along Colorado Boulevard and other streets within the historic core; sidewalk activity and amenities such as outdoor dining and street furniture that adds to the sociability of these streets are also strongly encouraged.



Sub-district Concept: Old Pasadena

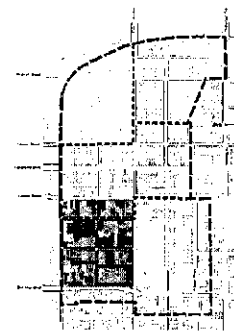
Recreational Opportunity: This Sub-district has a unique opportunity to provide a highly accessible mixture of active and passive recreation for area employees, visitors and residents.

- The existing Master Plans for Central and Memorial Parks should be reviewed and updated as appropriate to maintain their historic character and address the recreational needs of the surrounding community.
- Streetscapes, alley walkways, and mid-block paseos create a special network of sociable public spaces. Improvements described in the Old Pasadena Streetscape and Alley Walkways Refined Concept Plan (July 1995) should be reviewed and implemented as appropriate.
- Communal outdoor spaces and recreational facilities associated with residential developments will also help meet the recreational demands of a growing Downtown population.
- Transit, bicycle, and pedestrian links between the parks and to the Arroyo should be enhanced.

South DeLacey Corridor: This is a special development opportunity that includes substantial property once occupied by the former Ambassador College. In response to the anticipated sale of these and other properties held by the Worldwide Church of God, the future of the “South DeLacey Corridor” was previously addressed in the preparation of the *West Gateway Specific Plan* (July 1998). It lists the following goals for the area:

- 1) Build linkages to surroundings, including Old Pasadena, Central Park, and the proposed light rail station.
- 2) Preserve significant historic structures.
- 3) Encourage transit-oriented development.
- 4) Provide flexibility to respond to market conditions.

The *West Gateway Specific Plan* was drafted with considerable public input, and the *Central District Specific Plan* looks to maintain consistency with its goals and policies. The *West Gateway Specific Plan* will no longer apply to the area defined as the South DeLacey Corridor following adoption of this Specific Plan.



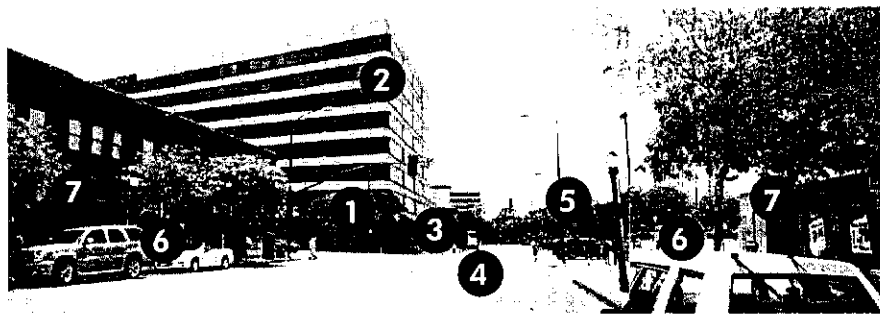
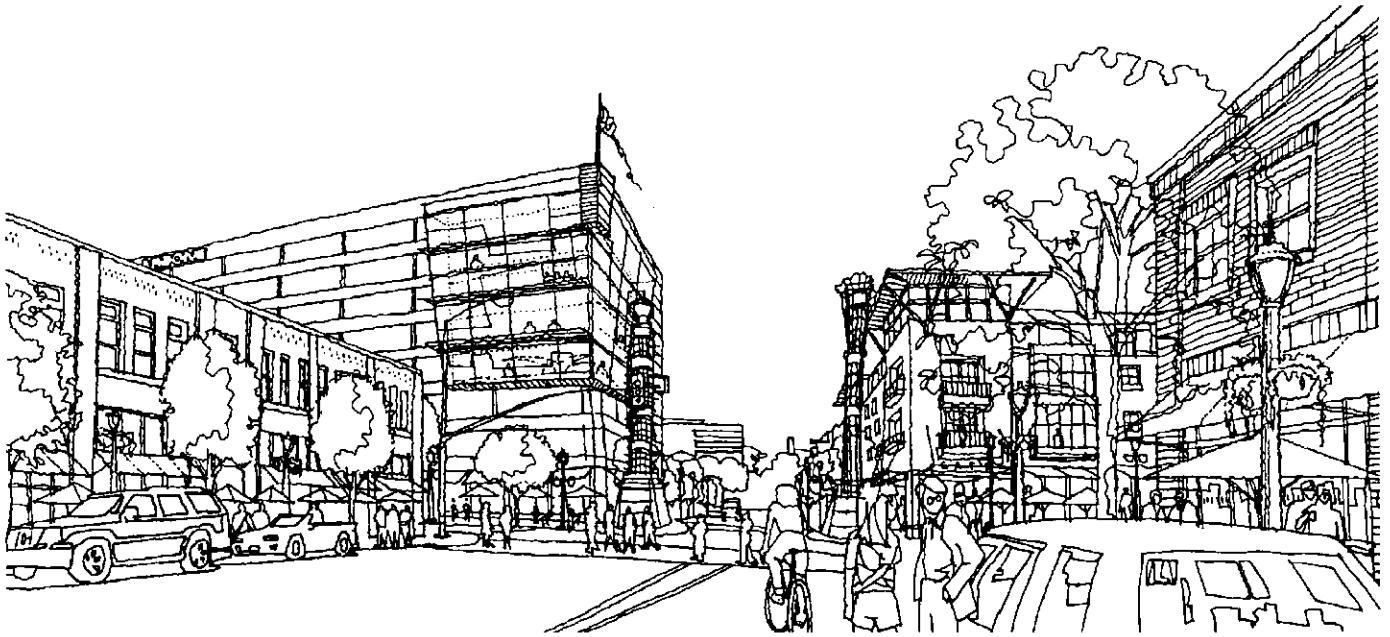
South DeLacey Corridor as defined by the West Gateway Specific Plan



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

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Exhibit 6: Old Pasadena Character Study



Looking west along
Holly Street toward
the intersection of
Holly & Fair Oaks
Boulevard

Recommendations:*

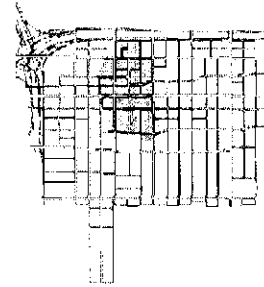
1. *Ground floor remodel (street level retail)*
 2. *Facade “reskin” (strong corner massing w/ increased transparency)*
 3. *Civic art piece (potential terminus to Holly Street axis)*
 4. *Intersection /crosswalk enhancement (special paving)*
 5. *Mixed-use infill development (ground floor retail w/ upper floor housing or office)*
 6. *Minor streetscape improvements (infill street trees; street furniture)*
 7. *Minor facade improvements (awnings; increased ground floor window transparency)*
- * conceptual not mandatory



Sub-district Concept: Civic Center / Midtown

Sub-district Character

Civic Center / Midtown is the symbolic heart of the City, and should be a place that is accessible to and welcomes all of the City's residents – "the Civic Center should be a place that all citizens of Pasadena consider their own." *The objective of this Sub-district is to strengthen its role as the symbolic and governmental center of the City, encouraging the presence of civic, cultural and public service institutions, while augmenting the character of area with a supportive mixture of uses.*

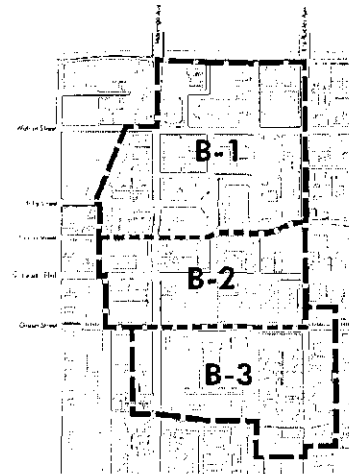


Civic Center / Midtown
"The Heart of the City"

Precinct Character

The following Precincts may be further identified within the Civic Center / Midtown Sub-district for their rather distinct character:

- B-1. **Civic Center Core:** This precinct in particular functions as the City's symbolic and public center, and features a distinguished grouping of civic buildings that includes City Hall and the Central Library. The design of all buildings and public spaces in this precinct should reflect the highest quality, respect the prominence of civic landmark buildings, and reinforce the vision of the Bennett Plan.
- B-2. **Midtown / Paseo Colorado:** The recent Paseo Colorado mixed-use development has restored the Bennett Plan's historic visual connection between the Central Library and Civic Auditorium, and has begun to reestablish the primacy of Colorado Boulevard. Development should continue to focus attention and activity along this commercial corridor – the most important of Pasadena's streets.
- B-3. **Midtown / Civic Auditorium:** This precinct contains a broad mixture of uses, including the Civic Auditorium, the convention center and hotels, offices, as well as housing that transitions to the neighboring in-town residential neighborhood. The most significant development tends to be along Los Robles Avenue where a more intense, mixed-use character featuring hotels and offices should continue to be accommodated, while protecting the landmark Civic Auditorium from visual intrusion.

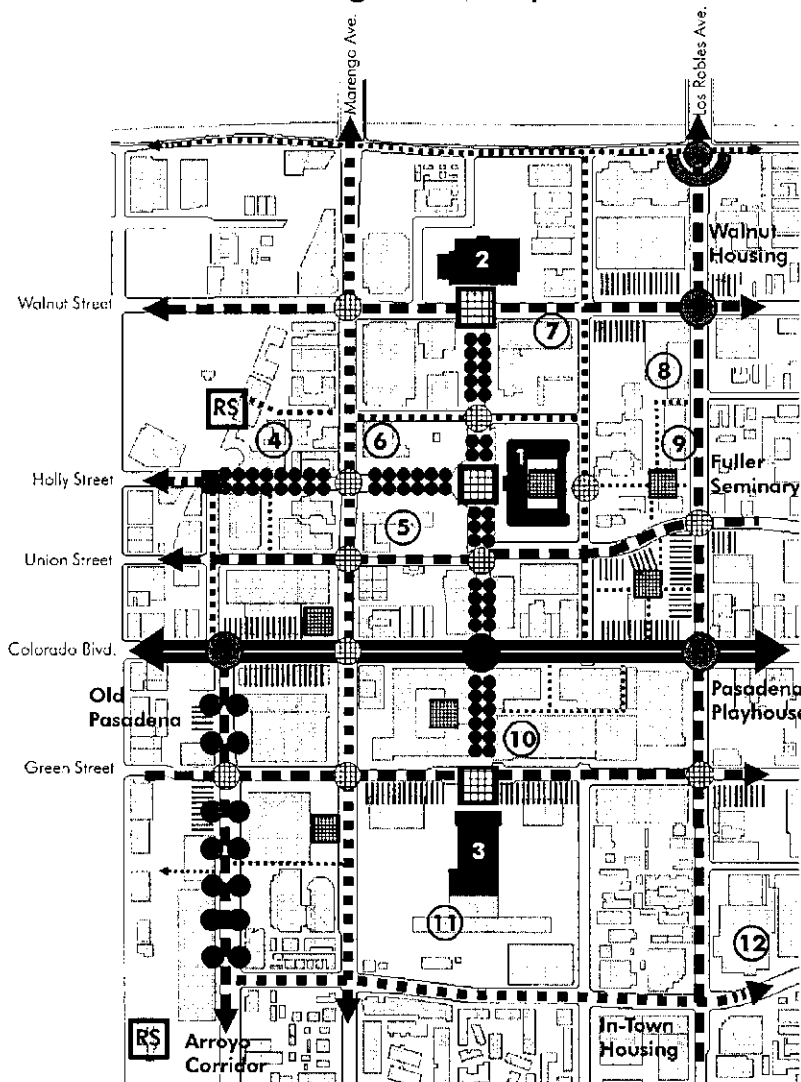


B-1: Civic Center Core
B-2: Midtown / Paseo Colorado
B-3: Midtown / Civic Auditorium



Section 7 SUB-DISTRICT PLANNING CONCEPTS

Sub-district Map 2: Civic Center / Midtown Linkage Concept



Key Buildings / Landmarks

1. City Hall
2. Central Library
3. Civic Auditorium
4. Holly Street Village
5. YWCA Building
6. YMCA Building
7. Court Building - Municipal Courthouse
8. Doubletree Hotel
9. Plaza Las Fuentes
10. Paseo Colorado
11. Pasadena Center Hotel - Sheraton
12. Hilton Hotel

Key Places

- Central District Gateway
- Primary Focal Intersection
- Secondary Focal Intersection
- Important Pedestrian Crossing
- Cultural Landmark
- Civic Plaza
- Principal Outdoor Space
- Civic Element (terminates axis)
- Rail Station

Key Connections

- Main Commercial Boulevard (streetscape priority / strong pedestrian-orientation)
- Multi-modal Corridor (streetscape priority / strong pedestrian-orientation)
- Multi-modal Corridor / Entrance Corridor (continues tree-lined processional from freeway)
- Primary Pedestrian Connection (streetscape priority)
- Secondary Pedestrian Connection
- Mid-block Passage
- Civic Promenade
- Opportunity to "Repair Street Edge"



0' 600' 1200' 1800'



Sub-district Concept: Civic Center / Midtown***Civic Center /
Midtown
Proposal***

Civic Identity: Land uses in this Sub-district should promote civic life, with a predominance of civic, cultural and public service institutions and activities. While public uses of this kind should continue to lend the area its primary identity, the Sub-district should also provide for the integration of a complementary mix of commercial and residential uses; these will add vitality to the area.

“City Beautiful” Vision: Some of Pasadena’s most significant architectural treasures are found within the Civic Center / Midtown area, particularly the complex of public buildings that includes the City Hall, the Central Library, and the Civic Auditorium. The setting for these buildings is no less important, and therefore, realization of the 1920’s “City Beautiful” Vision should be advocated through 1) preservation of historically significant buildings; 2) requirements for new buildings that are complementary to existing landmarks; and 3) reintegration of the Beaux-Arts axial plan. For instance, a tree-lined civic promenade and a civic element that terminates the western end of the Holly Street axis are recommended.

Mid-Town Commercial Enterprise: Mixed-use and commercial activities should be most prominent along Colorado Boulevard. Development along Colorado Boulevard should be of a continuity and stature that identifies this as Pasadena’s “Main Street,” complements the retail / entertainment core of Old Pasadena, and provides a window to the City’s civic heart. Residential uses are excluded from the ground floor along Colorado Boulevard to maintain retail continuity and promote vitality and pedestrian activity along the length of the street.

Major Public Spaces: Investment in public space should enhance this Sub-district’s most unique attribute – its civic character; one of the pleasures of the Civic Center is its continuously unfolding series of public spaces. Well-designed, major public gathering spaces will readily communicate the nature of this area by supporting civic ceremonies, activities and events, and creating a highly public and people-oriented environment. These spaces should be of the highest quality.

- The Garfield Avenue / Holly Street Promenade, Centennial Square, the Central Library Forecourt, and the Civic Auditorium Forecourt will provide dignified spaces in front of the major civic buildings and reinforce the grand axis envisioned by the Beaux Arts Bennett Plan.



Sub-district Concept: Civic Center / Midtown

- Centennial Square (the forecourt to City Hall) in particular should function as the City's symbolic center, accommodating the most important civic events and festivals.
- The Civic Center / Mid-Town District Design Project: Refined Concept Plan (April 2001) offers specific recommendations for streetscapes and public spaces in the area.

Visual and Physical Connections: The Civic Center / Midtown area should continue to be highly accessible and well-connected to its surroundings to encourage public participation in the civic life of the community. Although visual and physical connectivity throughout the Sub-district has been traditionally strong, it should be further enhanced through streetscape, walkway, and open space improvements, and preservation of key axes.

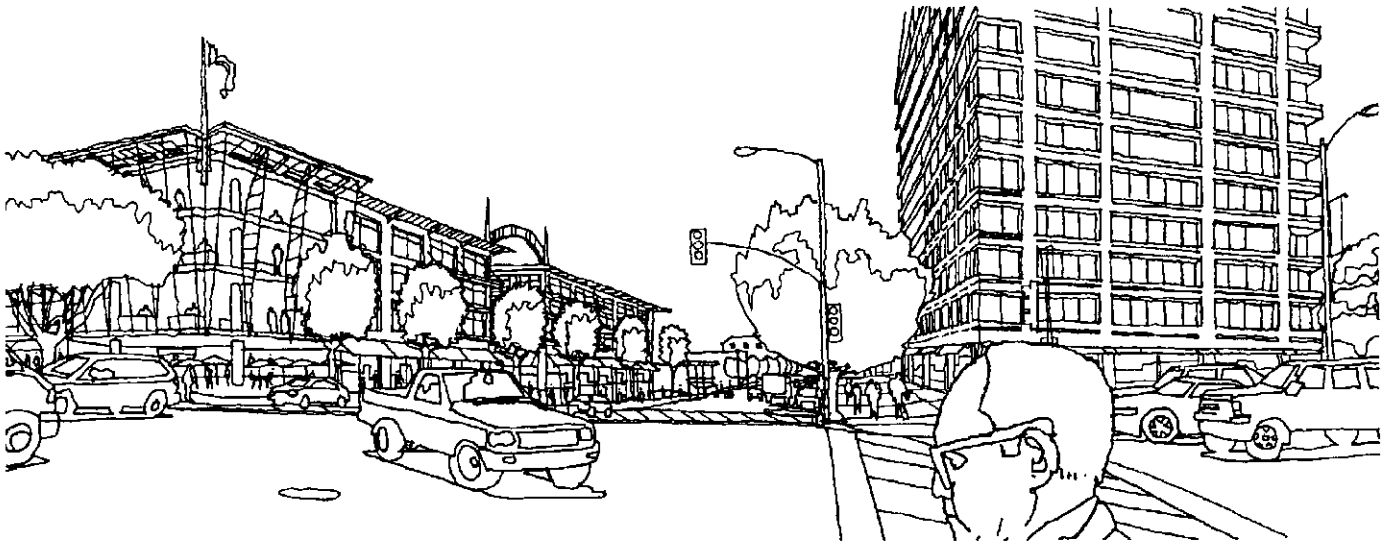
- Treat Garfield Avenue as the major civic promenade that visually and physically links the Central Library, City Hall, and the Civic Auditorium; Holly Street should also receive special design treatment as a ceremonial entrance to the Civic Center and City Hall.
- Particular attention should also be given to strengthening the physical connection with Old Pasadena along Colorado Boulevard; design measures that increase pedestrian interest and retail continuity along Colorado's sidewalks are encouraged.
- Accommodate comfortable pedestrian movement across Garfield and Euclid Avenues, reinforcing the link between the Civic Center's core and Midtown's commercial activity.

Civic-minded Architecture: New buildings should exhibit permanence and quality, as well as respect the dominance and monumentality of major civic buildings, and the scale and form of existing historic structures. In general, site buildings in a manner that defines streets, permitting courtyards and formal open spaces interior to the block.



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

Exhibit 7: Civic Center / Midtown Character Study



Looking west along Colorado Boulevard toward the intersection of Colorado & Marengo Avenue

Recommendations:*

- 1. Ground floor remodel (street level retail; continuity with Old Pasadena and Paseo Colorado)
- 2. Facade "reskin" (fenestration pattern matches surrounding character; increased transparency; strong corner massing)
- 3. Entry remodel (prominent main entrance w/ entry forecourt)
- 4. Streetscape improvements (consistent pattern of street trees; street furniture)
- 5. Corner plaza and landscape redesign to open up to street and improve accessibility

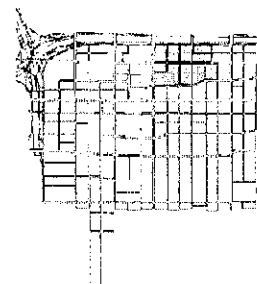
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Sub-district Concept: Walnut Housing

Sub-district Character

Inconsistent and broken development patterns make this area less clearly identifiable as a sub-district, and therefore, it is perceived as a peripheral area of Downtown. Nonetheless, proper development of the Walnut Housing Sub-district is especially important if Downtown is to make an effective transition toward a more pedestrian and transit friendly community. *The objective of this Sub-district is to promote development as an urban village in the vicinity of Walnut Street, with strong connections to the adjacent Lake Avenue Rail station, as well as to balance the institutional growth and preservation activities of Fuller Seminary, prominently located within the area.*



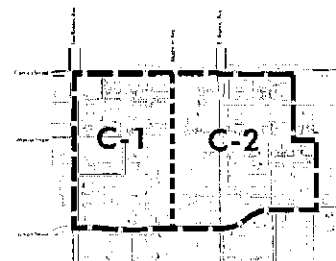
Walnut Housing
"Downtown's Urban Village"

Precinct Character

The following Precincts may be further distinguished within the Walnut Housing Sub-district for their potentially distinctive character:

C-1. **Ford Place / Fuller Seminary:** The Seminary is the dominant use in this precinct, notable for the recycling and reuse of a number of historic residences and structures to create a peaceful campus setting. This has given the precinct a special character that should be retained. Additional housing is an especially appropriate use for the area, including housing for Seminary Students.

C-2. **Walnut Street Urban Village:** This precinct generally includes a mixture of residential and smaller scale office uses. However, there is a noticeable transition toward higher density urban housing. This trend should be encouraged as it places residential uses in proximity to the Lake Avenue Rail Station, as well as employment activities along Lake Avenue.



C-1: Ford Place / Fuller Seminary
C-2: Walnut Street Urban Village

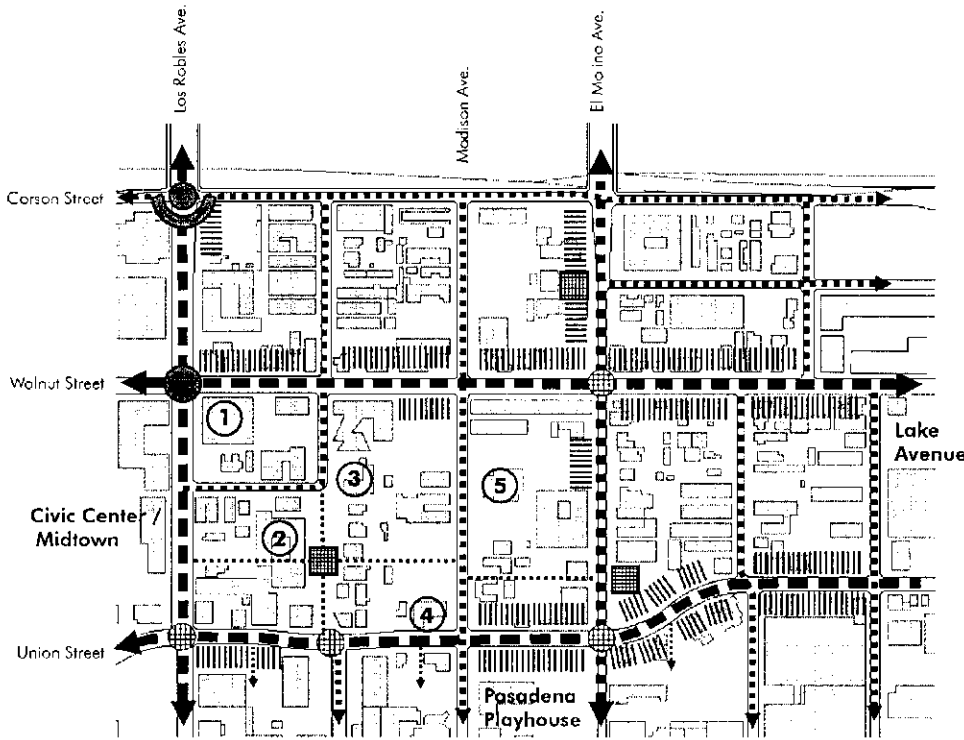
Walnut Housing Proposal

Residential Priority: This Sub-district is envisioned as Downtown's main residential area north of Colorado Boulevard. Therefore, residential use at urban densities should be encouraged as a priority, especially within the Walnut Street Urban Village Precinct where commercial activity will be limited to the ground floor, except along Walnut and Union Streets.



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**






Sub-district Map 3: Walnut Housing Linkage Concept







Key Buildings / Landmarks

1. First Congregational Church
2. Fuller Seminary
3. Edmond Blinn House
4. Barcelona Apartments
5. Scottish Cathedral

Key Connections

-  Multi-modal Corridor
(streetscape priority / strong pedestrian-orientation)
-  Primary Pedestrian Connection
(streetscape priority)
-  Secondary Pedestrian Connection
-  Mid-block Passage
-  Opportunity to "Repair Street Edge"

Key Places

-  Central District Gateway
-  Secondary Focal Intersection
-  Important Pedestrian Crossing
-  Principal Outdoor Space



Sub-district Concept: Walnut Housing

Urban-Scale Housing: The scale of new residential development should transform this Sub-district into a high density urban village. Urban-scale housing (48 - 87 DU's / acre) will lend a distinctive character to the area, build a constituency that will activate adjacent Sub-districts (Civic Center / Midtown, Pasadena Playhouse, and Lake Avenue), and contribute to Downtown as a place to live, work, and play.

Transit-Oriented: Proximity to the Lake Avenue Light Rail Station presents an opportunity to encourage the recommended higher density housing, and incorporate a limited amount of neighborhood serving retail and office uses.

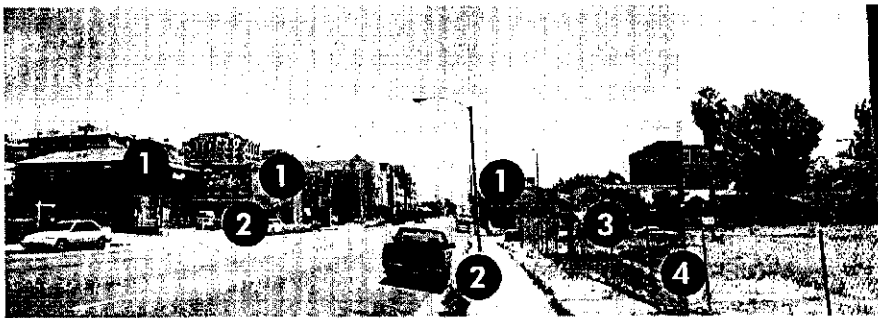
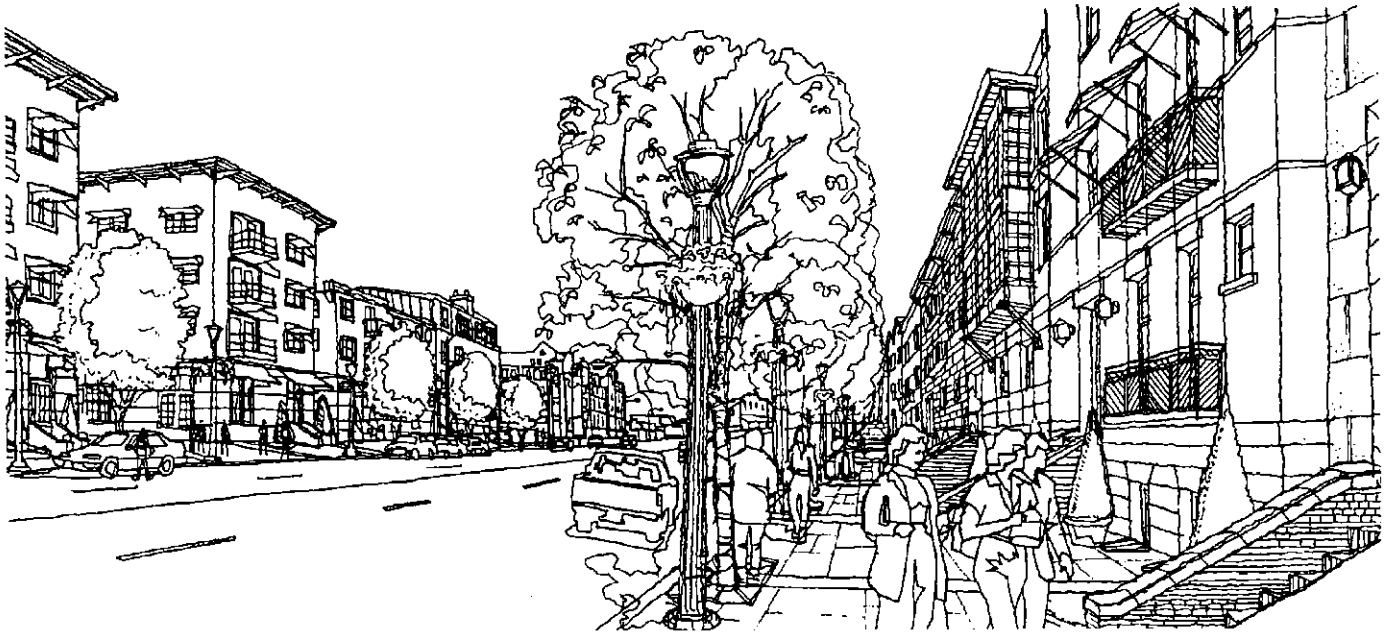
Pedestrian Linkages: Pedestrian linkages to the adjacent Civic Center, Pasadena Playhouse and Lake Avenue Sub-districts, as well as the Lake Avenue Light Rail Station, will support transit and pedestrian circulation, and closely connect the various functions found in these Sub-districts. Residents should be able to walk to nearby transit facilities, shopping, and work without generating additional auto trips. Streetscape improvements and pedestrian amenities along key pedestrian routes are recommended; Walnut Street is an important multi-modal link that would greatly benefit from a more consistent building frontage, increased sidewalk widths, street trees, and street furniture.

Recreational Facilities: With the anticipated growth in population, there is a corresponding need for parks and recreational facilities. Currently, this area is not conveniently served by a public park. To address this need the City should: 1) explore opportunities for pocket parks on underutilized land in the precinct, including publicly accessible facilities provided by private interests; 2) make improvements to streets so that they are conducive to walking and socializing; and 3) encourage well-designed communal outdoor space and recreational facilities with residential projects.

Institutional Precinct: The western half of this Sub-district will continue to be dominated by Fuller Seminary, however, additional housing (including student housing), local serving commercial, and support services are also among the appropriate uses for the Ford Place / Fuller Seminary Precinct. Development of the seminary should be accommodated in accordance with that institution's Master Plan, provided there is no conflict with this Specific Plan; emphasis should be placed on maintaining the integrity and supporting the adaptive reuse of historic structures in this precinct.



Exhibit 8: Walnut Housing Character Study



Looking east along Walnut Street toward the intersection of Walnut & Oak Knoll Avenue

Recommendations:*

1. Housing to replace existing (3-4 stories typical; limited ground floor commercial acceptable)

2. Extensive streetscape enhancements (street trees, street furniture, pedestrian-scaled light fixtures; sidewalks widened)

3. Infill housing development (3-4 stories typical; street orientation)

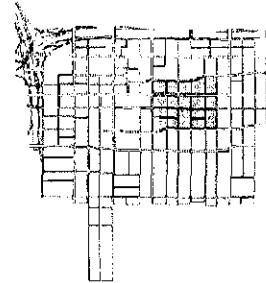
4. Housing provides a minor setback to accommodate wider sidewalks and entry stoops; window bays and balconies animate street facade

* conceptual not mandatory



Sub-district Concept: Pasadena Playhouse**Sub-district Character**

The Pasadena Playhouse Sub-district is often envisioned as a cultural and intellectual center for the Downtown, with a particular focus on the arts. This character is best exemplified by the Pasadena Playhouse – the State of California Historic Theater; located at the heart of the Sub-district, the Playhouse is both an architectural and cultural landmark. The Pasadena Playhouse Sub-district is also key to the transformation of Colorado Boulevard into a vibrant and grand, ceremonial street. *The objective of this Sub-district is to provide for a vibrant, mixed-use environment focused on Colorado Boulevard and the Playhouse that functions as a cultural and arts center for the community.*



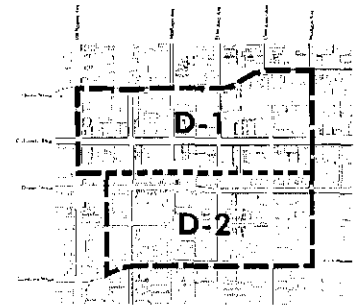
Pasadena Playhouse
"The Cultural & Arts Center"

Precinct Character

The following Precincts may be further distinguished within the Pasadena Playhouse Sub-district for their rather distinct character:

D-1. **Playhouse North / Colorado Boulevard:** Colorado Boulevard through the Pasadena Playhouse Sub-district is marked by concentrations of commercial activity and periodic landmark structures, such as the Sanwa Bank building. However, the lack of continuity should be remedied through more intense, mixed-use development; orientation to the street is critical. Connections to areas north are compromised by the relatively disjointed development pattern of Union Street, where there are a number of surface parking lots. This also makes for a rather unattractive streetscape leading up to the Civic Center; infill development is recommended.

D-2. **Playhouse South / Green Street:** Green Street through the Pasadena Playhouse Sub-district is a charming pedestrian-oriented place, featuring pleasantly scaled commercial buildings focused on the street. Antique and specialty shops, and restaurants are among the uses, and a consistent street tree canopy adds to the identity, physical comfort and human-scale of the street. New development must be especially sensitive to the established character. South of Green Street the structures and uses appropriately transition to the in-town residential neighborhood.

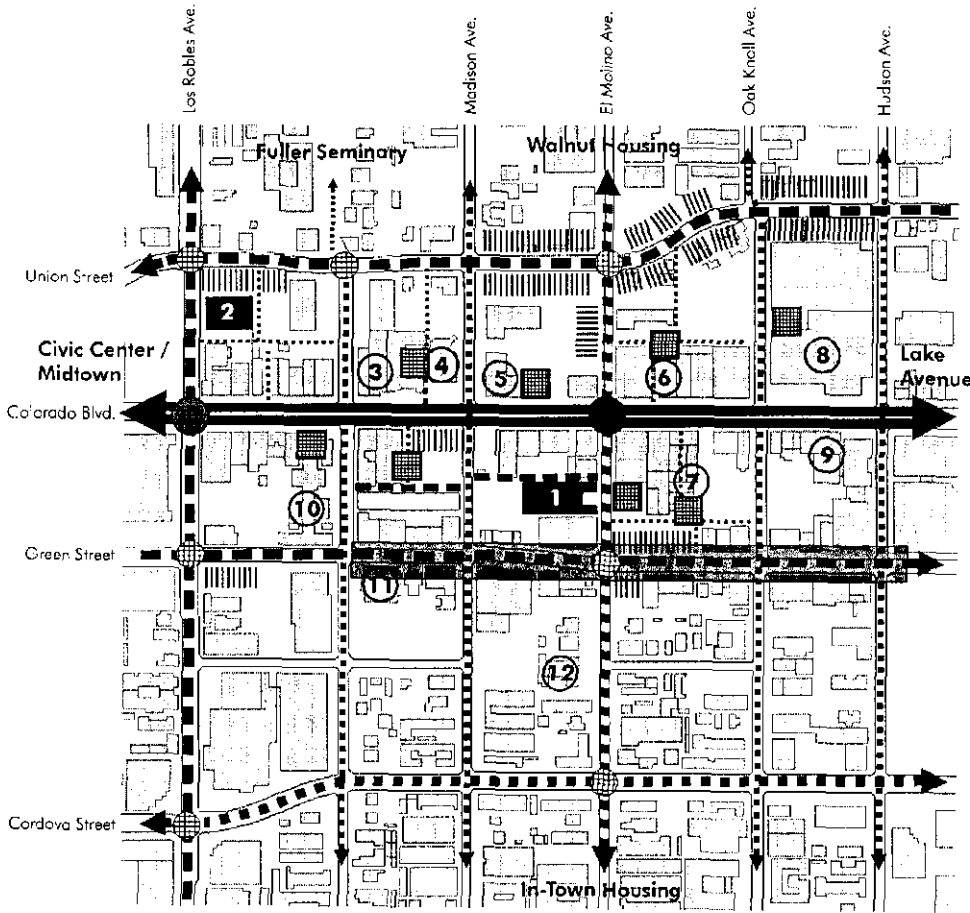


D-1: Playhouse North / Colorado Boulevard
D-2: Playhouse South / Green Street



Section 7 SUB-DISTRICT PLANNING CONCEPTS

Sub-district Map 4: Pasadena Playhouse Linkage Concept



Key Buildings / Landmarks

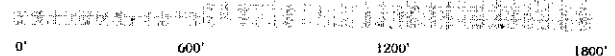
1. Pasadena Playhouse
2. Pacific-Asia Museum
3. Star News Building
4. Pasadena Presbyterian Church
5. First Trust Bank Building
6. Vroman's Bookstore
7. The Arcade
8. Target (former Robinsons Department Store)
9. State Theater
10. Pasadena Methodist Church
11. Christian Science Church and Reading Room
12. Miramonte Hotel

Key Places

- Primary Focal Intersection
- Secondary Focal Intersection
- Important Pedestrian Crossing
- Cultural Landmark
- Principal Outdoor Space

Key Connections

- Main Commercial Boulevard (streetscape priority / strong pedestrian-orientation)
- Multi-modal Corridor / Shopping Street (maintain streetscape / strong pedestrian-orientation)
- Multi-modal Corridor (streetscape priority / strong pedestrian orientation)
- Primary Pedestrian Connection (streetscape priority) (streetscape priority)
- Secondary Pedestrian Connection
- Alley Walkway
- Mid-block Passage
- Opportunity to "Repair Street Edge"



Sub-district Concept: Pasadena Playhouse

Pasadena Playhouse Proposal

Arts-Oriented Urban Environment: A broad range of cultural and commercial activities will strengthen this Sub-district's identity; an emphasis on arts-oriented uses will especially distinguish the area. Live theater, music venues, art galleries, professional art studios, design offices, and arts-related and specialized retail and dining are among the uses that should enrich and enliven the area. Public art should also be a prominent part of the Sub-district.

Mixed-use Development: A mixture of land uses, including urban housing, vertical mixed-use development projects and non-traditional housing types (i.e., work-live and loft style housing) will encourage full-time vitality that is in keeping with the culture and arts orientation of the area. Dwelling, working, commerce and recreation are all activities that should take place within the Sub-district.

Pasadena's Main Street: The physical orientation, massing and form of buildings along Colorado Boulevard will mark its preeminence and stature as Pasadena's "Main Street." As the central spine of the Sub-district, Colorado Boulevard should also communicate the unique cultural and arts identity of this particular area. An important measure will be to improve retail continuity along the street, as well as introduce new upper story residential and office development in support of retail activity; residential uses are not permitted on the ground floor along Colorado Boulevard.

Green Street Pedestrian Scale: The more intimate, pedestrian-oriented scale of Green Street should be retained and augmented. Rehabilitation, adaptive reuse, and contextual infill development are to be encouraged along and directly adjacent to Green Street. Walk-in and pedestrian-oriented commercial uses such as restaurants and retail sales are emphasized, and residential uses are not permitted on the ground floor along Green Street.

Union Street Infill: Union Street should offer a more compelling entrance to the Civic Center from the east. Infill development of the rather expansive parking lots will eliminate physical gaps in the street wall and improve the visual quality of the street. Consistent planting of street trees is also recommended. At the same time, the character and scale of development should not compete with Colorado Boulevard, while allowing occasional glimpses of the City Hall dome.



Sub-district Concept: Pasadena Playhouse

Pedestrian Network: Comfortable streets, courts and passages should penetrate blocks, diminish scale, and invite exploration and activity throughout the Sub-district.

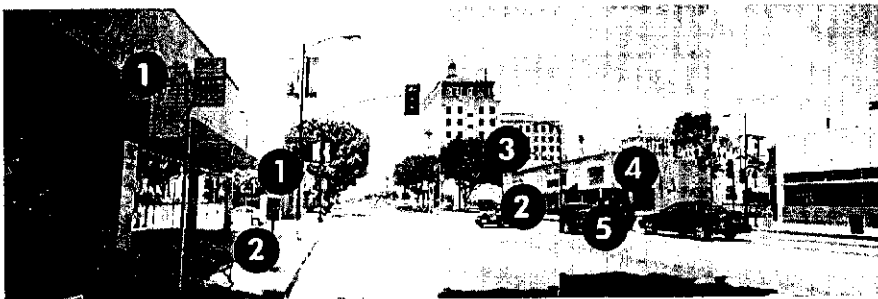
- Because of the Sub-district's central location within the Downtown, a continuous network of walkable paths will facilitate pedestrian movement between the Pasadena Playhouse, Civic Center, Lake Avenue, and the adjacent In-town Residential Sub-districts.
- Improve sidewalk connections with Colorado Boulevard; connecting side streets frequently lack the visual interest and comfort that will draw pedestrians from residential areas located to the north and south. Streetscape enhancements and infill development that will make the Sub-district's streets more appealing and close gaps in the street wall are recommended.
- Measures that improve the character of Union Street and El Molino Avenue are especially encouraged. El Molino is the main north-south axis at the heart of the Sub-district and provides the front door address to the Playhouse.
- The Pasadena Playhouse District Concept Plan for Streetscapes, Walkways and Alleys (April 1996) and the Approved Design Elements (November 1996) provide measures for achieving this network. This plan should be implemented, although a review and update is suggested to address changing conditions.

Architectural Precedent: New development should build upon the character established by significant and noteworthy buildings in the Sub-district, and present a level of design excellence and creativity appropriate to an arts-oriented district. This notion also emphasizes the preservation and rehabilitation of historically and culturally significant buildings.



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

Exhibit 9: Pasadena Playhouse Character Study



Looking west along Colorado Boulevard toward the intersection of Colorado & El Molino Avenue

Recommendations:*

1. *Mixed-use development to replace existing (ground floor retail with upper floor office or housing; retail includes high degree of transparency)*

2. *Streetscape enhancements (consistent street tree planting, street furniture, pedestrian-scaled lights, etc.)*

3. *Mixed-use development to replace existing (ground floor retail w/ upper floor office or housing; height and massing to respect adjacent historic structure)*

4. *Strong corner massing at intersection of Colorado & El Molino*

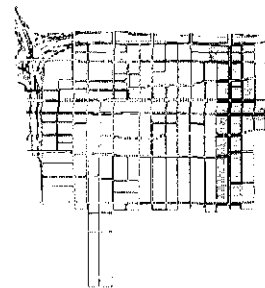
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Sub-district Concept: Lake Avenue

Sub-district Character

Lake Avenue is Downtown's primary north-south commercial spine. Some of Pasadena's leading financial institutions, corporate headquarters, and fine retail stores are found within this Sub-district. However, Lake Avenue's character varies considerably along its length, and its significance is compromised by the poor connection between uses north of Colorado Boulevard, and the retail environment further south. The opportunity to unify Lake Avenue rests in its image as a high-quality commercial street. *The objective of this Sub-district is to encourage a pedestrian-oriented character along the entire length of the street, while accommodating a range of commercial activities, emphasizing regional office space north of Green Street and local shopping south of Green Street.*

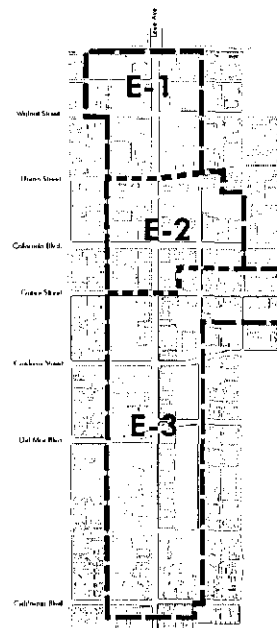


Lake Avenue
"North-South Commercial Spine"

Precinct Character

The following Precincts may be further distinguished within the Lake Avenue Sub-district for their rather distinct character:

- E-1. **Northeast Office Portal:** This precinct is an important entry to Downtown from the 210 Freeway, distinguished by Class A, mid-rise office developments. However, a generally poor streetscape and a number of underutilized parcels detract from the area's appearance and limit pedestrian activity. A more intense and consistent street-oriented development pattern, and streetscape improvements are recommended.
- E-2. **Colorado / Lake Node:** This precinct has developed as an important office and employment center that complements the shopping area to the south. The intersection of Colorado Boulevard and Lake Avenue is among the most visible Downtown, and development in the area should reinforce its prominence.
- E-3. **South Lake Shopping Area:** This is a significant retail location serving a more local market than Old Pasadena. Typically, buildings and uses are oriented to Lake Avenue with consolidated surface parking lots to the rear, making for a pedestrian friendly retail street. Public amenities such as street trees and street furniture add to the precinct's appeal. The area should continue in this role, although the rear parking lots present an opportunity for compatible, residential and mixed-use infill development in conjunction with structured parking.

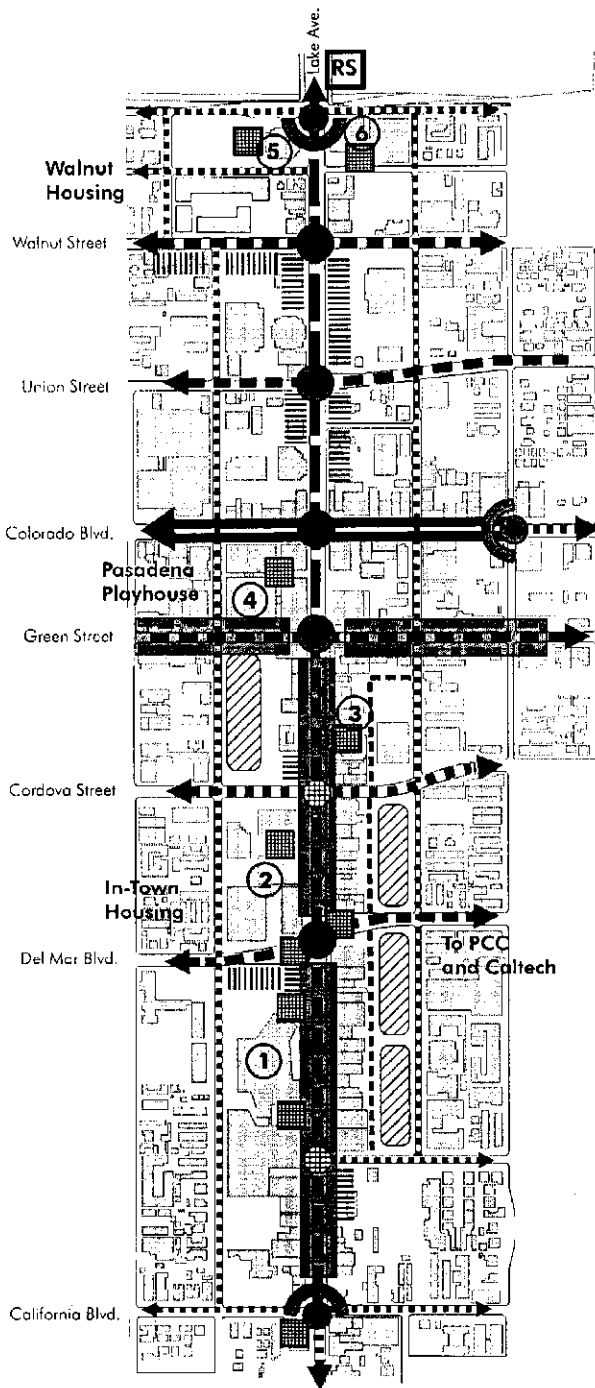


E-1: Northeast Office Portal
E-2: Colorado / Lake Node
E-3: South Lake Shopping Area



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**




Sub-district Map 5: Lake Avenue Linkage Concept










Key Buildings / Landmarks

1. Macy's
2. Corporate Center Pasadena
3. The Commons
4. Pasadena Towers
5. 301 North Lake
6. Gateway Plaza

Key Places

-  Central District Gateway
-  Primary Focal Intersection
-  Secondary Focal Intersection
-  Important Pedestrian Crossing
-  Principal Outdoor Space
-  Rail Station
-  Infill Housing Opportunity Site (over retail parking)

Key Connections

-  Main Commercial Boulevard (streetscape priority / strong pedestrian-orientation)
-  Multi-modal Corridor / Office Corridor (streetscape priority / strong pedestrian-orientation)
-  Multi-modal Corridor / Shopping Street (maintain streetscape / strong pedestrian-orientation)
-  Multi-modal Corridor (streetscape priority / strong pedestrian-orientation)
-  Primary Pedestrian Connection (streetscape priority)
-  Secondary Pedestrian Connection
-  Alley / Alley Walkway
-  Opportunity to "Repair Street Edge"



Sub-district Concept: Lake Avenue**Lake Avenue
Proposal**

Commercial Spine: Lake Avenue should strengthen its position as one the City's major commercial spines, with an emphasis on high quality office, retail, dining, and service use. To secure this role, restrictions on housing along Lake Avenue and Colorado Boulevard should be upheld as presented in the District-wide land use and urban design concepts. This includes recommendations for pedestrian-oriented commercial uses along the ground floor. Nonetheless, housing within nearby areas and on adjacent parcels is encouraged, as this will contribute to the vitality of the street.

Northern Office Portal: Lake Avenue north of Colorado Boulevard should continue as a high quality (Class A) office district, with opportunities for new construction and streetscape improvements that will add to the prestige of the entire Central District. This is important, as Lake Avenue is a key gateway into Downtown from northern Pasadena and the 210 Freeway, and forms the first impression of many arrivals to Pasadena.

Office-Light Rail Connection: The proximity of the light rail station will support new employment opportunities along Lake Avenue. Pedestrian and transit linkages, continuity of ground floor retail and walk-in commercial, and streetscape improvements will encourage walking between offices and transit.

Colorado - Lake Node: This is a critical juncture, as Colorado Boulevard and Lake Avenue are Downtown's most important commercial streets. This node is also the best opportunity to connect the two poles of Lake Avenue, and set the tone for Colorado Boulevard as the City's "Main Street." The massing and design of buildings surrounding this intersection should identify it as one of the City's most prominent places. High quality office and mixed-use projects with ground floor retail, support service, and walk-in commercial oriented to the street will generate abundant activity.

South Lake Shopping Area: Lake Avenue, south of Green Street should maintain its identity as an active and primarily (but not exclusively) local serving shopping and dining area, recognizing that there is a transition from more intense office to walk-in commercial uses between Green and Del Mar Boulevard. Infill and new construction projects should reinforce South Lake's role as a pedestrian-oriented shopping street. Mixed-use projects with upper floor residential (for instance, loft housing) are generally acceptable along this stretch of Lake, provided a building is primarily devoted to commercial use.



Sub-district Concept: Lake Avenue

Housing Opportunity: Potential exists for the redevelopment of rear surface parking lots with structured parking and multi-family residential use that will strengthen the market for the area.

Development in this manner must be sensitive to the adjacent residential neighborhoods, and minimizing the visual and traffic impacts of parking structures along Hudson and Mentor Avenues.

Sensitive Transitions: Development bordering residential areas shall provide sensitive transitions in use, height, scale, massing and architectural design. This includes potential infill development along Hudson and Mentor Avenues, as well as development on the few parcels assigned to the Central District located south of California Boulevard at Lake Avenue. FAR and height restrictions significantly limit allowable intensities south of California at Lake, as these parcels border a low density residential area.

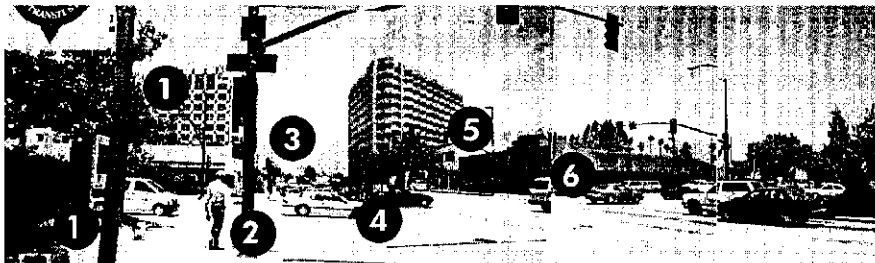
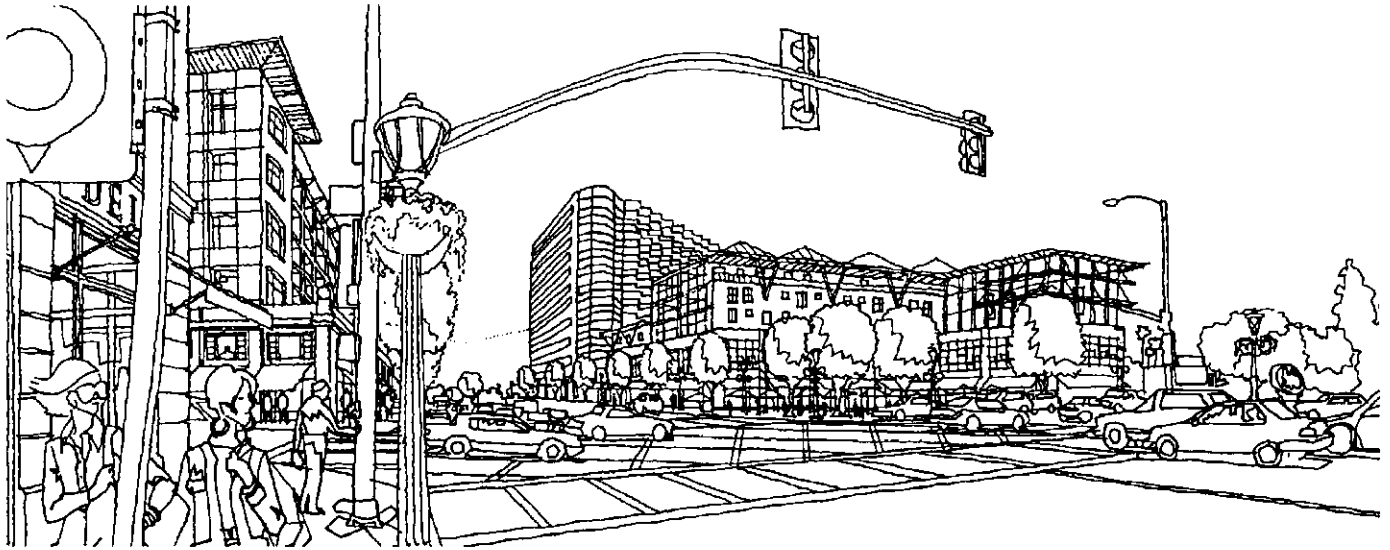
Quality Streetscape: The length of Lake Avenue should be consistently excellent in appearance. Streetscape and pedestrian improvements north of Green Street should reflect the quality, but not necessarily duplicate the design of the shopping area further south. This also has the function of creating a more comfortable pedestrian connection along the street, uniting office workers north of Green with retail and dining experiences available further south.

Public Space: The length of Lake Avenue demands the periodic provision of publicly accessible forecourts, plazas, courtyards, and similar outdoor spaces that are visually and physically connected to the street. Typically, these will be provided in conjunction with mixed-use and commercial development projects, and offer a respite from the activity of the street. The intersection of Lake Avenue and Del Mar Boulevard offers a singular opportunity to develop a visual node that includes public outdoor space; an attractive intersection design that incorporates landscape improvements with the existing or modified traffic islands should be explored.



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

Exhibit 10: Lake Avenue Character Study



Looking north along Lake Avenue toward the intersection of Lake & Walnut Street

Recommendations:*

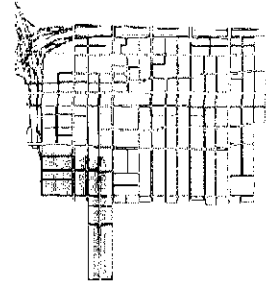
- 1. Office w/ ground floor retail to replace existing (retail includes high degree of transparency)
- 2. Streetscape enhancements (consistent street tree planting, street furniture)
- 3. Framed view of San Gabriel Mountains
- 4. Intersection /crosswalk enhancement (special paving)
- 5. Office w/ ground floor retail to replace existing (varied height and massing)
- 6. Corner plaza (framed by building w/ peripheral retail)

** conceptual not mandatory*



Sub-district Concept: Arroyo Corridor / Fair Oaks**Sub-district Character**

This Sub-district's significance lies in its role as a primary gateway to Downtown. Unfortunately, the visual quality of the area is the poorest among Downtown's Sub-districts, exhibiting a rather haphazard collection of buildings and uses. The opening of the nearby Del Mar Station will likely increase the area's appeal to business enterprise, with the opportunity to establish a more consistent and identifiable character. *The objective of this Sub-district is to establish Arroyo Parkway as a visually appealing entrance corridor, as well as to provide an attractive opportunity for employment-generating uses adaptable to changing economic conditions, such as arts, technology, and knowledge-based enterprise, within a revitalized low-scale, mixed-use setting at the periphery of Downtown,*

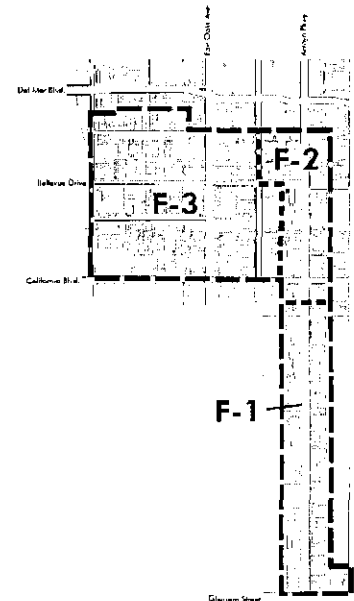


Arroyo Corridor / Fair Oaks
"Gateway to Downtown"

Precinct Character

The following Precincts may be further distinguished within the Arroyo Corridor / Fair Oaks Sub-district for their potentially distinctive character:

- F-1. **Arroyo Entrance Corridor:** The Arroyo Parkway directly leads from the end of the 110 Freeway into the heart of Downtown. Road function, width, and volume of traffic generally dictate an auto-oriented pattern that currently supports a mix of retail, office, and industry, although parking should not be the dominant visual element. A processional street scene encompassing properly scaled buildings, landscape, and street trees is recommended.
- F-2. **Arroyo Corridor Transition:** This section of Arroyo Parkway should begin the transition toward a more pedestrian- and transit-oriented, mixed-use character, integrating residential use.
- F-3. **Fair Oaks Employment Village:** This precinct currently accommodates a variety of building types and uses, including residential, office, convenience shopping, and light industrial uses. However, the trend in recent years is toward non-residential development. This should continue with an emphasis upon employment generating uses developed at moderate intensities. This focus also recognizes the proximity of anticipated urban housing resources and the light rail station to the north, and Memorial Hospital and the South Fair Oaks Tech Corridor to the south.

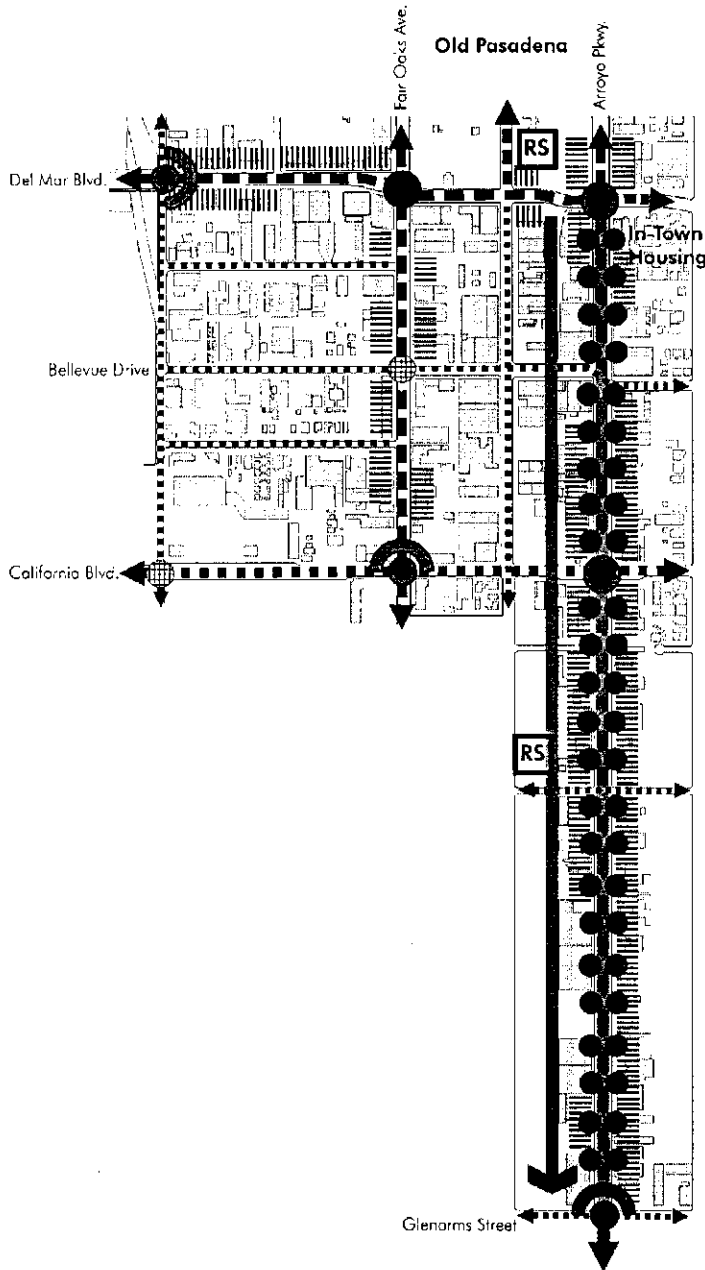


F-1: Arroyo Entrance Corridor
F-2: Arroyo Corridor Transition
F-3: Fair Oaks Employment Village



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

Sub-district Map 6: Arroyo Corridor / Fair Oaks Linkage Concept



Key Places

- Central District Gateway
- Primary Focal Intersection
- Secondary Focal Intersection
- Important Pedestrian Crossing
- Rail Station

Key Connections

- Multi-modal Corridor
- Primary Pedestrian Connection (streetscape priority)
- Secondary Pedestrian Connection
- Auto-oriented Entrance Corridor (tree-lined processional)
- Opportunity to "Repair Street Edge"
- Rail Tracks



Sub-district Concept: Arroyo Corridor / Fair Oaks

**Arroyo Corridor /
Fair Oaks
Proposal**

Non-residential Character: Emphasis should generally be placed on attracting non-residential uses. The District-wide land use concept details restrictions on residential development throughout most of the Arroyo Corridor / Fair Oaks Sub-district, while substantial housing resources are provided for within the adjacent Sub-districts. Those enterprises that will advance Pasadena's stature as a cultural and scientific center are especially appropriate, and will add to the diversity of Downtown's employment base.

Employment Generating Uses: Among the preferred uses for this area are employment generators, including those with strong links to education, technology, research, and the arts.

- Proximity to the Del Mar and Fillmore Rail Stations, Huntington Hospital and the South Fair Oaks Tech Corridor suggests an opportunity for expansion of knowledge-based enterprise and their support services.
- Del Mar Boulevard provides an effective connection to Caltech located east of Downtown. On the other hand, Fair Oaks and Raymond Avenue provide links to the activity and excitement of Old Pasadena's core. Regular transit service will allow business and employees to take advantage of these resources.

Village Atmosphere: The physical quality of the Fair Oaks Employment Village Precinct is inferior to much of Downtown, presenting a generally inconsistent and broken development pattern. This area will greatly benefit from new development that contributes to a more recognizable character and identity.

- The character of development should identify this as a moderate density employment zone with suitable transit and pedestrian links to adjacent areas; low-rise buildings that generally do not exceed 35 feet in height are most appropriate.
- Infill development and adaptive reuse are encouraged; reuse is especially appropriate for the historic industrial and warehouse buildings along Raymond Avenue.
- New development should establish a more consistently street-oriented pattern. Consideration should also be given to a logical transition between adjacent buildings and uses, especially where historic residences have been or are likely to be adapted to commercial use.



Sub-district Concept: Arroyo Corridor / Fair Oaks

- Housing in this Precinct is restricted to work-live accommodations, in keeping with the emphasis on non-residential use, yet appropriate to the introduction of technology and the arts.

Entrance Corridor: Arroyo Parkway extends beyond Downtown proper, but as one of the principle entrances it should be tied to the Downtown experience and provide a dignified procession to the heart of the City. More consistent treatment of the buildings and landscape that line the street is critical to the creation of a visually appealing entrance corridor.

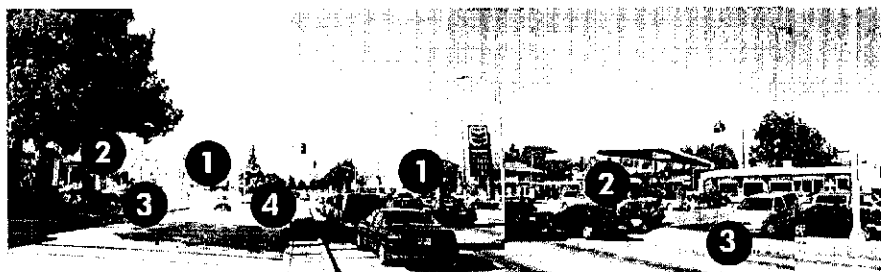
- The scale of use and design should recognize the corridor's auto-orientation; residential use is restricted just south of the intersection with California Boulevard.
- Nonetheless, pedestrians should be well accommodated especially as Arroyo Parkway approaches California Boulevard; key intersections should be intensified and offer friendly crossings, and buildings and their entrances should orient to the street, with parking placed to the side or rear of buildings.
- Existing street trees along sidewalks and within medians should be maintained provided they are healthy and not misshapen. However, the existing planting needs to be augmented; for instance, a regular planting of palms will achieve a highly identifiable formal rhythm with a processional quality.
- Lighting and signage should also highlight the procession to and from Downtown, and orient visitors to Pasadena.

Key Intersections: Key intersections along the corridor, namely California - Arroyo and near Del Mar - Arroyo should be redeveloped with a denser, street-oriented and mixed-use character. It is at these locations that housing is most suitably introduced into the Sub-district. This recognizes the transition toward the center of Downtown, and the proximity of the Del Mar and Fillmore Rail Stations.



Section 7 **SUB-DISTRICT PLANNING CONCEPTS**

Exhibit 11: Arroyo Corridor / Fair Oaks
Character Study



Looking north along
Arroyo Parkway
toward the intersection
of Arroyo & California
Street

Recommendations:*

1. *Mixed-use development to replace existing auto-oriented use (office or residential w/ ground floor retail); street orientation & strong corner massing*

2. *Mixed-use infill development (office or residential w/ ground floor retail); street orientation & strong corner massing*

3. *Streetscape enhancements (widen sidewalks, reinforce street tree & median planting, add street furniture)*

4. *Intersection /crosswalk enhancement (special paving)*

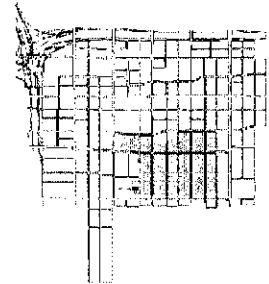
** conceptual not mandatory*



Sub-district Concept: In-Town Housing

Sub-district Character

This is Downtown’s established residential area, generally consisting of low-rise, medium to high density housing. An important feature of this area is its pleasant, well-shaded streets. *The objective of this Sub-district is to protect the existing residential character from incompatible intrusions, including requirements for sensitive infill development based on Pasadena’s City of Gardens standards.*



In-Town Housing
 “Downtown’s Residential Neighborhood”

In-Town Housing Proposal

Neighborhood Conservation: The protection and safety of residential neighborhoods is a priority for Downtown. This includes protection of the in-town residential area from erosion of character and environmental quality due to the intrusion of incompatible uses and inappropriate building scale.

Historic Dwellings: There are a number of historically significant and architecturally compelling dwellings within this Sub-district, including single family dwellings, bungalow courts and courtyard housing. New development that removes or negatively impacts these dwellings should be discouraged.

Traditional Development Patterns: New residential development should respect traditional development patterns. Housing development within the Sub-district north of Del Mar Boulevard and close to Lake Avenue may accommodate multi-family housing to a maximum of 48 dwelling units per acre. New residential construction within the remainder of the Sub-district should continue the pattern of low-rise, medium density dwellings to a maximum of 32 dwelling units per acre. In general, however, the scale of new construction should relate to adjacent residences, and residential buildings and their entrances should orient to the street.

Multiple-Use School District Property: Maximize use of the “School District Property” for public benefit. Lands should augment the limited availability of active recreational facilities in the area and offer additional opportunities for local and continuing education.

Green Connections: This area thrives because of its proximity to the City’s centers of commerce, culture, and entertainment, just as those areas should prosper from the nearness of this stable multi-family residential neighborhood. The wonderful, mature and spreading canopy trees help set this place apart and make this neighborhood an especially desirable place to walk. A similar quality should extend to and connect adjacent Sub-districts.

