

# Chapter II

## LAND USE & COMMUNITY DESIGN

### 2.1 INTRODUCTION

The Land Use Element of the General Plan is often considered the “umbrella” element - encompassing the issues and policies that are considered in greater detail in the other elements of the Plan. For example, land-use policies have a direct bearing on the local street system described in the Circulation/Accessibility Element. Housing issues and needs identified in the Housing Element are linked to land use policies and implementation strategies. Furthermore, the impact of the Land Use Plan on public infrastructure and services has a direct bearing on the fiscal analysis made a part of this General Plan update and on policies and implementation strategies related to the provision of public facilities and services now and in years to come. Even issues and policies related to safety, noise, and the natural environment are directly related to the policies of this Element.

#### 2.1A Purpose of the Element

The goals, policies and *Land Use Policy Map* contained in this Element serve as the framework for the rest of the General Plan.

The policies of this Element reinforce the *Vision Statement* and the resultant *Guiding Principles* will set the theme for South Pasadena’s growth for the next 15 years:

- Managed change
- Economic development/commercial revitalization
- Neighborhood protection
- Preservation/conservation of the “built” and “natural” environments
- Housing balance
- Quality in new development
- Reduced auto dependence/circulation without cars
- Fiscal and economic viability
- Regional coordination

By way of example, this Element directs incompatible higher-density growth away from single-family neighborhoods, promotes the preservation and adaptive reuse of historic resources, identifies a number of non-residential Focus Areas for specific policy direction, encourages a mixing of uses as a means of insuring the continuing vitality of the City’s central district, fosters the development of compatible forms of infill, and attempts to maintain a city-wide balance between single-family and multi-family housing. In addition, this Element seeks to emphasize pedestrians over cars in portions of the City, by better defining “pedestrian-oriented” and “auto-oriented” uses.

Most importantly, the Land Use Element provides the necessary direction to manage change, nurturing new growth and economic opportunity while at the same time protecting and conserving existing uses and resources.

## **2.1B Authorization and Scope**

The Land Use Element, in accordance with California Government Code § 65302(a), establishes land-use goals and policies, and supporting standards, for the various categories of land-use - public and private - envisioned within the community: residential, commercial, professional office, business and light-industry, institutional, civic and community facilities, open space and recreation.

The goals and policies of this Element are further interpreted in the form of a diagram, referred to as Land Use Policy Map, which defines the general location and development intensity/density of these uses within the City.

The expected level of development represented by the Plan is quantified, reflecting the building intensity and population density standards for various areas and other territory set forth by the Plan.

Community design issues and policies, which invariably permeate the land-use decision process, have been incorporated with the land-use discussion to create a combined Land Use/Community Design Element.

## **2.1C Relationship to Other Elements**

There are particularly strong relationships between the Land Use Element and the Circulation/Accessibility Element, inasmuch as the Land Use Element seeks to establish a development pattern and densities which support the Circulation Element's strategies for reducing auto dependence, and between the Land Use Element and the Economic Development Element, from which the Land Use Element derives much of its direction and to which it hopefully offers viable means to attain fiscal balance.

As required by State law, the Land Use Element must be consistent with all other elements of the City's General Plan, including the Housing Element adopted by the City in 1984.

## 2.2 EXISTING CONDITIONS

### 2.2A Current Land Use

Land-use analysis in 1963 revealed South Pasadena to be a relatively mature and predominantly residential community, with 47% of its land allocated to homes and apartments. With the exception of the Monterey Hills, then about to be developed, most of the land area within the city was occupied.

Today, nearly 62% of South Pasadena’s acreage is devoted to residential uses of varying residential densities. Approximately 3.87% or 86.6 acres of the nearly 2221 acres of the City is allocated to general commercial, professional office, mixed-use, and auto sales uses, and 0.6% to light manufacturing. In contrast, 21.4% of the total land in the City is used for circulation purposes. The remaining 12.9% of the land is distributed among open space/parks, institutional uses, commercial-recreation, and flood control or is vacant. Of the vacant land in the City outside of hillside areas, 90% is used for surface parking.

These percentages are materially unchanged from the last General Plan that was adopted in 1963.

Since South Pasadena is effectively a “built out” city, where nearly all sites are actively occupied but not developed to zoning limits, new development and growth will largely involve the redevelopment of underutilized parcels and the renovation of existing structures.

Table II-1 provides a statistical summary of land uses in South Pasadena.

Existing Land Use	Acres	Percentage of City
Very Low Density Residential	389.8	17.55
Low Density Residential	654.1	29.45
Medium Density Residential	160.0	7.20
High Density Residential	175.0	7.88
General Commercial (Retail/Services)	40.6	1.80
Professional Office	24.8	1.11
Mixed Use (Commercial/Office)	14.6	0.65
Light Manufacturing	12.7	0.57
Auto Sales/Repair	3.3	0.15
Vacant/Parking	47.6	2.14
Community Recreation	50.0	2.25
Open Space	44.0	1.98
Parks	36.6	1.65
Government and Civic	6.7	.30
Schools (Public and Private)	56.6	2.54
Institutional (Churches)	18.0	.81
Circulation	474.7	21.37
Flood Control	8.6	0.38
<b>TOTAL</b>	<b>2221.0</b>	<b>100</b>

Source: The Planning Center and Stanley R. Hoffman & Associates







## **2.2B Past Population and Estimated Past Projections**

The population of South Pasadena registered 20,562 on April 1, 1962. The 1960 Federal Census reported 8,377 dwelling units and a population of 19,706 in the City. It was estimated in 1960 that by 1980 the population of the City would increase to between 28,950 and 31,270, with the primary source of this growth to result from the development of residential lots in the Altos de Monterey and increased development of apartment units. The “Altos” Redevelopment Project alone was expected to add 1,900 new residents.

If the 1963 General Plan land-use proposals were to be developed to their full intensity, it was anticipated that the population of South Pasadena would ultimately rise to between 42,000 and 46,000 persons at build-out, when all sites are developed to the limit established by zoning. The “low projection” called for total dwelling units on the order of 12,550, 48.4% of those to be single-family. Built-out population was estimated at 28,700 assuming 2.29 persons/unit. By mid-1990’s, none of these projections was realized.

## **2.2C Current Population, Projections and Demographics**

South Pasadena’s total population as of January 1, 1994 was estimated at 24,400, according to the California State Department of Finance. During the period of 1980 to 1990, the City’s population grew from 22,681 to 23,936, an increase of only 1,255 over ten years. This represents average annual population growth of about 0.5 percent. In contrast, Los Angeles County population increased on average about 1.7 percent during the same time period.

The 1990 Census and historic housing data reveal significant trends. The average household size in South Pasadena has risen steadily in recent years, from 2.24 per household in 1980 to about 2.34 in 1993. Over the same period, the non-white population share has increased from 17.5 percent to 30.2 percent, driven primarily by growth among Asians and people with Spanish surnames. Household structure has changed also, with increasing numbers of seniors. These trends indicate a diversification of South Pasadena’s population in terms of housing requirements, ethnicity and living arrangements.

## **2.2D Housing**

South Pasadena’s housing growth has been slow in recent years, as the City nears build-out, where all sites are occupied but not developed to zoning limits. Between 1980 and 1990, South Pasadena added 370 housing units. Of these units, about 58% were multi-family. Over the same period, the residential vacancy rate has risen steadily, from 3.92% in 1980 to 4.64% in 1993. Going back to years prior to 1980, South Pasadena’s housing mix has shifted gradually from single-family to multi-family. Single-family homes, although not decreasing in number, have declined as a percentage of total units. In the 1963 General Plan, about 63% of the City’s housing stock was single-family; currently, this figure is 50.6%. The increased pressure for multi-family units is expected to continue as land values and the short supply of buildable land lead to densification within the current zoning envelope. The serious shortage of affordable housing countywide is anticipated to lead to increased demand for multi-family units.

The Southern California Association of Governments (SCAG) projects the overall housing supply to increase by an additional 873 (1993-2010) units by 2010, about 8% over the current number of units. Housing growth in the Arroyo-Verdugo Subregion - consisting of Burbank, Glendale, La Canada Flintridge, Pasadena and South Pasadena - is projected to increase by 13% by 2010, over twice the growth rate of South Pasadena prior to 1980. SCAG projects an increase of about 32% in housing units during the same period in Los Angeles County, and an increase of 45% for the six county regions. Managing these housing projections is a primary goal of the General Plan.

Table II-2 provides summary housing statistics for South Pasadena

Table II-2 Historic and Projected Residential Trends: 1980-2010					
Year	Single Family		Multi-Family		Total Units
	Units	Percent	Units	Percent	
1980	6520	63.0 %	3829	37.0 %	10349
1990	5434	50.7 %	5285	49.3 %	10719
1994	5456	50.6 %	5325	49.4 %	10780
2000*	5409	48.0 %	5861	52.0 %	11,270
2010					11,652*
2015					11,876*
2020					12,076*

Source: \* Estimates provided by SCAG and Department of Finance

## 2.2E Employment

Employment projections for the region and local area are extremely variable due to the restructuring of the national economy. In addition, accurate information concerning local employment totals is not presently available.

It is estimated that 1990 employment in South Pasadena totaled 8,755 jobs, based on the floor area of South Pasadena structures available for non-residential use. South Pasadena will provide 9,324 jobs in 2010 (6.3% growth), if non-residential development continues as projected in this Element. This may be contrasted to the City of Pasadena, where 1990 employment totaled 95,170 jobs, expected to grow to 127,108 in 2010 (33.6% growth). SCAG estimates that there were 4,640,681 jobs in Los Angeles County in 1990. The SCAG forecast for Los Angeles County employment in 2010 is 5,699,072 jobs (22.8% growth).



## 2.3 FUTURE CONDITIONS

### 2.3A Residential Land Use

Since residential land is virtually “built out” in South Pasadena, land use proposals primarily reflect a re-categorization of developed land into appropriate density categories. Multi-family land use - the high-density category - reflects a reduction in acreage, while single-family - low, estate and medium density - reflect slight increases. The reduction in multi-family acreage is a result of reclassification of existing land uses according to current development patterns and does not create non-conforming uses. The increase in the estate category is the result of proper classification of large lot single-family homes that were formerly in the low-density category. The slight decrease in overall residential acreage is due to various parcels in the downtown area and Mission Street area that were reclassified to commercial uses.

Table II-3 shows existing and proposed residential land uses by acreage.

Density Category	Existing Acres		Proposed Acres	
High	165.9	12.1%	129.7	9.5%
Medium	150.6	10.9%	168.0	12.2%
Low	620.8	45.0%	624.9	45.5%
Estate	205.3	14.9%	214.8	15.6%
Altos de Monterey	236.3	17.1%	236.3	17.2%
<b>TOTAL</b>	<b>1378.9</b>	<b>100%</b>	<b>1373.7</b>	<b>100%</b>

The impact of the proposed residential land use changes is projected to be minimal, since the primary purpose is to preserve and reinforce existing residential patterns. Projected increases in dwelling units, as discussed above, are the result of intensification on parcels that are currently developed below the allowable envelope in response to housing demand and rising land values over the long term. Average density for residential developments in the medium and high categories is projected to increase from about 17 units per gross acre to about 21 units per gross acre by 2010.

Table II-4 summarizes the current and projected acreage, units and average density for single and multi-family land uses.

	Single-Family	Multi-Family	Total
<b>Existing Residential Land Uses as Built at 1994</b>			
Existing Acreage	996.5 acres	316.5 acres	1,212.0 acres
Existing Units	5,463 units	5,316 units	10,779 units
Average Density	5.5 units/acre	16.8 units/acre	8.2 units/acre
<b>Projected Residential Land uses at 2010</b>			
Proposed Acreage	1,076 acres	297.7 acres	1,373.7 acres
Projected Units	5,463 units	6,189 units	11,652 units
Average Density	5.1 units/acre	20.8 units/acre	8.5 units/acre

### 2.3B Non-residential Land Use

This section discusses the non-residential development currently in South Pasadena, and the potential for increased non-residential development under the proposed General Plan. Four general types of non-residential uses are analyzed:

- **Commercial:** Commercial development includes retail stores and commercial office uses. Commercial office uses include those that are suited for inclusion with retail uses, such as real estate offices, financial institutions, insurance and travel agencies.
- **Professional Office:** Professional office uses include legal offices, accounting, engineering and other professional services. This land use designation is intended to establish professional offices as the dominant use within the boundaries of the designation along with such appropriate residential and commercial uses as office support services, retail coffee, food, and restaurants. Professional office uses may also occur in commercial areas subject to appropriate zoning regulations.
- **Manufacturing:** Manufacturing-uses include light-industrial, business parks, research and development, and ancillary laboratory and office uses.
- **Public and Community Facilities:** Public, community facility uses and private institutions include the city hall, library, senior center, city yard, fire stations, parks/recreation buildings, schools and churches.

Table II-5 presents statistics on these land-use categories for existing land-uses in South Pasadena and for the proposed general plan.

Table II-5 Existing And Proposed Non-Residential Uses			
	Acres	Square Feet	Floor Area Ratio (FAR)
<b>A. Existing Land Uses</b>			
General Commercial	50.3	655,500	0.30
Professional Office	29.3	333,195	0.26
Light-Industrial	21.9	328,700	0.34
<b>Total:</b>	<b>101.5</b>	<b>1,317,395</b>	<b>0.30</b>
<b>B. Proposed General Plan</b>			
Commercial	83.4	1,300,900	0.36
Professional Office	17.0	371,300	0.50
Light-Industrial	13.0	453,900	0.80
<b>Total:</b>	<b>113.4</b>	<b>2,126,100</b>	<b>0.43</b>
Source: Stanley R. Hoffman Associates, Inc. The Planning Center			

- **Existing Non-Residential Uses**

As shown in Table II-5, there are currently 101.5 acres of non-residential uses in South Pasadena, with 1.37 million square feet of floor space. This information is based on a computerized map analysis on a parcel-by-parcel basis, including measurements of all building footprints and identification of multi-story buildings. General commercial uses comprise 665.5 thousand square feet, followed by professional office uses at 333.1 thousand square feet. Manufacturing activities include 328.7 thousand square feet.

- **Proposed General Plan Land Uses**

As Shown in Panel B of Table II-5, the proposed general plan would include 113.4 acres of non-residential uses, slightly above the existing 101.5 acres. This acreage estimate assumes 11.2 acres of mixed use development in both commercial and professional office uses.

A total of 2.12 million square feet of non-residential space could be accommodated under the new commercial, professional office and light-industrial designations. The overall FAR for non-residential uses under the proposed general plan is 0.43, as compared to 0.30 for existing development.

- **Potential Change in Non-Residential Uses**

The potential change in non-residential uses is shown in Table IV-1 of the Economic Development and Revitalization Element. In total, some 800 thousand square feet of development could be accommodated through increased acreage and intensification. The most significant increase is shown in commercial use. This increase would be consistent with economic development policies for increased employment and diversity of employment. The increase in commercial development can be accommodated within existing demand parameters for South Pasadena, as reflected in the development calculations within the Economic Development Revitalization Element. Currently, the city captures about 60% of locally generated demand, therefore, sufficient demand exists to provide viability for the increased commercial development

The decline in manufacturing space reflects the reconfiguration of manufacturing opportunities within the Mission Street Specific Plan area and the shift in manufacturing emphasis toward research and development and local crafts manufacturing activities in the Ostrich Farm Focus Area. Finally, the increase of 50.6 thousand square feet of public uses will provide opportunities for increased facilities to serve South Pasadena.

## 2.4 ISSUES

### 2.4A Managing Change

South Pasadena prides itself on its small town character. One of the guiding principles of this Plan is to manage change within this context. Given the inevitability of growth and change, the City of South Pasadena General Plan must provide the framework to ensure that both are managed to meet the needs and goals of the community. With a comprehensive strategy, the adaptive reuse can be controlled and channeled to provide maximum benefit to the City's residents.

"Managed Change" shall be focused on areas where direction is needed and on considering the special needs of various areas in the City:

- **Stable Areas** - little or no change is anticipated and changes should be managed to preserve the prevailing character of the area;
- **Transition Areas** - due to factors such as the mix of uses and market forces, intensification and changes in development may be occurring and will continue as permitted under the zoning code;
- **Focus Areas** - transition in land use and/or intensity and focus is encouraged in order to support the rehabilitation and revitalization of an area's special character.
- **Directed Development Areas** - areas that have unique character and/or conditions that require special planning consideration, such as the Mission Street Specific Plan area.

As a "built-out" city, where all sites are occupied but not developed to zoning limits, the City's strategy for managing change shall involve six dimensions: type, amount, location, timing, design quality, and benefit/cost implications. The strategy will define acceptable levels of growth, direct change to where it is most needed or desired and can be accommodated and shape growth to optimize benefits.

### 2.4B Targeting Growth and Development: Intent and Direction

The Land Use Element targets higher density development into specific areas in order to protect residential neighborhoods and to create synergistic mixed use environments oriented to transit and pedestrian activity. This targeted development is intended to be of high quality and reflect the historic scale and character of South Pasadena while ensuring the continued vitality of South Pasadena's economy.

The potential for development in other parts of the City will be reduced through rezoning to enhance and to encourage the status of the targeted development areas as the preferred location for growth.

Targeted development will not compromise the quality of life. The Land Use Element contains policies to provide safe and well-designed public spaces, preserve the city's heritage, ensure accessibility, and sustain the natural environment.

### 2.4C Reinforcing Community Structure

The small town character, the human scale, and “walkability” of South Pasadena must be reinforced by policies of the Land Use Element.

Key components of this character are: a walkable “heart of the City” central business district, surrounding and extending out from the intersections of Fair Oaks and Mission Street; the nearby Library and City Hall, providing convenient centralized access to the City’s information resources and administrative functions; six intimate tree-shaded parks, the city’s oldest -Library Park, Garfield Park, Eddy Park, Arroyo Park, Orange Grove Park and Legion Park - located on or just off the Fair Oaks and Mission spines and within walking distance of the downtown “crossroads”; the period brick commercial buildings of the Mission Street Historic District, the original downtown, now adaptively reused as a specialty commercial zone; and a surrounding fabric of well-kept residential architecture fronting tree-lined streets and sidewalks and harkening back to the turn of the century.

A number of small commercial nodes, offering convenience goods within walking distance to the adjoining neighborhood, are located about the community: Mission at Grand, Pasadena Avenue at Monterey, Huntington at Fremont, Huntington at Fletcher.

Said to run counter to the historic “everything within walking distance” pattern, but adding economic vitality to the City, are newer, larger scale, more auto-dependent retail nodes - nodes oriented to the auto by the nature of goods sold there or the broader inter-community market served: on north Fair Oaks at the Pasadena Freeway, on south Fair Oaks at Monterey Road, and on Huntington Drive at Garfield. Professional office uses have begun to infill adjacent to or between these newer nodes and the more historic retail and civic components of the City. Managed change must be targeted and scaled to reinforce this structure.

## **2.4D Reducing Auto Dependence**

The principal mode of transportation for the past forty years in Southern California has been the automobile. As our freeways and local roadways have reached capacity, and driver frustration has increased, there is now an increasing demand for alternative modes of transportation, for rethinking how our energy, air quality, and transportation goals will be met, and for how land-use decisions impact these goals.

Land-use planning began as an effort to prevent undesirable adjacencies while promoting those configurations and adjacencies that seemed beneficial. Unfortunately, in the effort to separate incompatible uses, planning often results in over-correction, creating too many land-use categories and separating them unnecessarily. This segregation of land uses, has produced environments which are essentially pedestrian-unfriendly, favoring supposed efficiency over quality of life. Certain kinds of commercial land uses i.e. drive through and drive-in businesses are not compatible within the community. It is the intent of this Plan to restore the concept of the mixed-use commercial/residential areas that marked our earlier beginnings, and to enhance the walkability of the community, creating a distinction between pedestrian-oriented and auto-oriented uses.

Fair Oaks Avenue and Mission Street are and will continue as the City’s primary transportation corridors, but the creation of activity nodes and increased density at select locations along these corridors can create the ridership to support different types of transportation. The definitions of Focus Areas, defined by distinct objectives and guidelines and implemented through the preparation of specific plans, defining precise land-use patterns, zoning, setbacks, and design within defined boundaries, can do much to encourage transit-oriented and pedestrian-oriented development. By such means, the Land Use/Community Design Element and the Circulation/Accessibility Element take on a mutually supporting relationship.

## **2.4E Assuring Economic Vitality**

South Pasadena is a full-service city. As such, the City is especially proud of the qualities that make it unique. Looking ahead to the next century, decision-makers will be faced with the necessity to continue a full range of public services that they may find extremely difficult to finance. The City has in the past been reluctant to charge residents for the full cost of services. However, the City will soon be faced with increasingly severe reductions in federal and state assistance.

Business and industry have contributed much to the economic well being of South Pasadena over the past 100 years. Not only have commerce and manufacturing provided jobs and services to the population, they have also contributed tax revenue required to provide health, safety and social services to citizens. Today, increased competition between cities throughout the Los Angeles area has the potential to erode South Pasadena's market share, making it very important that South Pasadena follow a comprehensive economic development plan. Efforts must be made to secure an appropriate share of the region's investment. Significant efforts are required not only to encourage new business, but also to retain existing companies. Programs must address the negative impacts of fluctuating market conditions.

A strengthened economic base for the City of South Pasadena is essential. It can be segmented into the following categories:

- Employment Base
- Retail Base
- Cultural Attractions
- Fiscal Viability

For more on these categories, see Chapter IV of this document.

## 2.5 GOALS & POLICIES

### 2.5A Managing Change

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**GOAL 1:** To manage change and target growth by type and location to better serve community needs and enhance the quality of life.

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#### *Policies:*

- 1.1: **Continuously monitor and define Focus Areas.** Monitor change within the Focus Areas and continuously re-assess the objectives of each Focus Area by re-allocating resources when necessary.
- 1.2: **Encourage intensification within Focus Area boundaries.** Direct higher-density development away from residential neighborhoods and into these targeted areas, creating an exciting interaction of economic, housing, cultural and entertainment opportunities.
- 1.3: **Encourage Mixed-Use.** Authorize, encourage and facilitate “mixed-use” development within targeted areas, including horizontally or vertically-integrated housing, live-work spaces, professional office and retail commercial uses.
- 1.4: **Encourage pedestrian-oriented development.** Adopt specific plans, zoning designations and development standards for targeted areas appropriate to assure compatible scale and orientation of permitted and conditionally-permitted uses, effective site planning, building design, massing and signage, shared parking and the joint use of facilities, and an emphasis on transit and bicycle access.
- 1.5: **Promote inclusion of art and amenities.** Encourage and require, where feasible, the incorporation of public art, gardens, light and water features, courtyards and passageways, and public plazas into the design of public improvements and private projects.
- 1.6: **Coordinate capital improvement.** Coordinate new City capital improvements consistent with concentrated development in specified Focus Areas.
- 1.7: **Support managed change.** Utilize means available to the City - including code enforcement, permit fee waiver, tax abatement, shared parking offsets, and offerings of expedited plan processing - to facilitate change as necessary.

## 2.5B Economic Development/Commercial Revitalization

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**GOAL 2:** To maintain the character of South Pasadena’s “main street” commercial areas, support the proprietary businesses of the city, avoid deterioration of commercial areas and the business tax base, and promote those forms of economic development that will provide additional jobs, services and opportunities to the city and its residents.

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### *Policies:*

- 2.1: **Limit the spread of non-residential development.** Keep the downtown retail core and specialty and neighborhood commercial areas well-defined. Limit the spread of non-residential development outside presently established limits.
- 2.2: **Strengthen retail.** Encourage retail and sales tax producing businesses to remain in, expand in, or come to South Pasadena to promote healthy retail areas.
- 2.3: **Ensure balance.** Facilitate a broad mix of retail goods and services in South Pasadena.
- 2.4: **Encourage ground floor retail.** Encourage sales generating uses.
- 2.5: **Intensify use in select locations.** Concentrate higher density and mixed-use development adjacent to transit or transportation corridors.
- 2.6: **Establish controls.** Adopt appropriate specific plans, zoning designations, development standards and code enforcement procedures to assure compatible scale and orientation of buildings, effective site planning, shared parking and the joint use of facilities, with an emphasis on transit and bicycle access.
- 2.7: **Facilitate revenue generating uses and development.** Permit uses and structure zoning districts and development mechanisms that will generate revenue to the City. Encourage development that will produce continuing revenues to the City.
- 2.8: **Require new development to pay its own way.** Ensure that new development pays its own way rather than burdens existing business and residents with increased costs for services and infrastructure needs.
- 2.9: **Consider the General Plan in the budget process.**
- 2.10: **Promote fiscal health.** Encourage a business climate that contributes to the City’s fiscal well-being.
- 2.11: Minimize adverse impacts of commercial development on adjacent low-density residential neighborhoods.

## 2.5C Reduced Auto Dependence/Circulation Without Cars

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**GOAL 3: To emphasize pedestrians over cars in portions of the city.**

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*Policies:*

- 3.1 **Prohibit Drive-through Businesses.** Maintain the prohibition of businesses that promote “drive-through” operations.
- 3.2: **Downscale the street where appropriate.** Consider introducing medians and street trees to reduce the scale of the street where appropriate.
- 3.3: **Increase vehicular/pedestrian separation.** Provide greater physical separation between vehicles and pedestrians, such as restricting and consolidating curbcuts and by narrowing the vehicular right-of-way with the addition of protected curbside parking bays. Add bollards to protect pedestrians at corners, additional street trees to enhance sense of visual separation, and add textured paving to demarcate improved crosswalks.
- 3.4: **Increase pedestrian amenities.** Provide increased amenities such as street furniture, bike racks, planters, supplemental lighting, widened walks, and textured paving to encourage walking and bicycling.
- 3.5: **Promote Mobility.** Promote mobility for those who do not drive, particularly seniors, youth and disabled.
- 3.6: **Encourage sidewalk interaction and “night-life”.** Encourage sidewalk dining; promote uses which extend the life of downtown into the evening hours without infringing upon the adjacent residential fabric.
- 3.7: **Encourage neighborhood and pedestrian linkages.** Encourage linkages between projects and between projects and the surrounding neighborhood by means of walkways.
- 3.8: **Discourage street closures.** Discourage street closures which impede access to adjacent neighborhoods and create blocks so long that walking is discouraged; encourage use of existing alleyways to access block interiors.
- 3.9: **Mitigate visual impacts of parking.** Promote methods to mitigate the visual impact of large expanses of at-grade parking wherever possible.
- 3.10: **Encourage convenience business.** Encourage the appropriate “convenience” commercial to serve residents within walking distance of homes.
- 3.11: **Locate Multi-family convenient to major vehicular corridors.** Locate more intense residential uses convenient to if not along major vehicular corridors, avoiding single-family neighborhoods.
- 3.12: **Encourage higher density in closer proximity to public transit.** Encourage higher residential densities and a reduced reliance on the automobile in the design of projects in proximity to public transit.
- 3.13: **Promote mixed-use development.** Maintain compaction and encourage vertically mixed-use (ground floor retail, office and residential above) to create nodes of activity and to promote the pedestrian use concept.

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**GOAL 4:** To ensure that an adequate supply of parking is available to meet the demands generated by land use.

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*Policies:*

- 4.1: **Improve parking management.** Promote greater efficiency in existing parking arrangements and management to reduce the amount of land devoted to frequently vacant parking lots.
  - 4.2: **Consider diagonal parking.** Consider use of short-term “diagonal” parking along curbsides in select locations to increase availability and add to convenience.
  - 4.3: **Create new parking.** Provide incentives to create new parking to meet the demand of development.
  - 4.4: **Encourage parking alternatives.** Seek a complementary mixture of land uses so that parking may be shared. Consider all concepts relating to joint use shared parking and off-peak demand to maximize utilization.
  - 4.5: **Facilitate parking districts.**
  - 4.6: **Encourage proposals that offer additional parking beyond project requirements.**
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**GOAL 5:** To provide a system of streets that meet the needs of current and projected levels of local traffic throughout the city.

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*Policies:*

- 5.1: **Ensure a balanced roadway system.** Develop and maintain a road system that is based upon and is in balance with the Land Use Element of the General Plan.
  - 5.2: **Protect residential neighborhoods.** Protect residential neighborhoods from through traffic impacts. Discourage use of residential streets as alternate routes during peak travel periods, and discourage street closures.
  - 5.3: **Require traffic impact mitigation.** Require that proposals for new development include a traffic impact analysis that identifies measures to mitigate the traffic impacts of new development.
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**GOAL 6:** To encourage the provision of and use of alternative modes of transit (bicycle, bus, light-rail).

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*Policies:*

- 6.1: **Increase availability of public transit.** Increase the availability of public and private transit and encourage transit use through improving services, stations and connections.

- 6.2 **Promote a regional approach.** Promote a regional approach to transportation services in cooperation with other Cities.
- 6.3: **Improve transit accessibility.** Increase accessibility to all public transportation services.
- 6.4: **Facilitate pedestrian movement.** Intersections and streets within transit oriented developments shall be designed to facilitate pedestrian movement.
- 6.5: **Enhance pedestrian and bicycle amenities.** Provide additional amenities such as street trees and furniture, supplemental lighting, widened walks, bikeways and narrowed vehicular right-of-ways to encourage non-vehicular usage.
- 6.6: **Promote bicycle paths.** Street network system improvements shall endeavor to provide bicycle connection paths to transit-oriented development, commercial areas and transit stops.
- 6.7: **Provide pedestrian/bicycle shelters.** Transit stops in a transit-oriented development shall provide shelter for pedestrians, and secure bicycle storage; bicycle facilities shall also be encouraged throughout commercial areas.

## 2.5D Community Design and Appearance

### *Urban Design*

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**GOAL 7:** To preserve South Pasadena’s historic character, scale and “small town” atmosphere.

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#### *Policies:*

- 7.1: **Reaffirm urban design objectives.** Maintain urban design guidelines encouraging pedestrian-oriented development, emphasizing ease of access to all parcels, uses, transit stops and public spaces; requiring human scale in building massing and detail; encouraging varied and articulated facades; requiring regular visual (as in the use of first floor windows with clear glass) and physical access for pedestrians; requiring that ground floor residential and commercial entries face and engage the street; and encouraging pedestrian-oriented streetscape amenities.
- 7.2: **Use Specific Plans where appropriate.** As a principal implementation tool where appropriate, utilize Specific Plans containing development standards, distribution of land uses, infrastructure requirements and implementation measures.
- 7.3: **Stress building and entry orientation.** Encourage a balance in the configuration of entrances to shops in the downtown for pedestrian-oriented uses; assure visibility and accessibility; anchor stores shall orient to the street and transit stops in addition to parking lots, and smaller shops shall orient primarily to pedestrian street entrances and to urban open spaces.
- 7.4: **Assure pedestrian access.** Encourage clear, direct and comfortable pedestrian access to street and parking.
- 7.5: **Promote public open space in new developments.** Where a park, natural open space or urban open space is adjoining new development, these features should be incorporated into the development as open space amenities.
- 7.6: **Discourage street front parking lots.**

### *Quality in New Development*

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**GOAL 8:** To harmonize physical change to preserve South Pasadena’s historic character, scale, and “small town atmosphere.”

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*Policies:*

- 8.1: **Require contextual, compatible and responsible design.** Encourage new development to respect South Pasadena’s heritage by requiring that it “respond to context” - the distinctiveness of the locality and region as well as the scale and special characteristics of the fabric of the site’s immediate surroundings; require that it be compatible with the traditions and character of the City, and minimize adverse impacts on the privacy and access to light and air of its neighbors.
- 8.2: **Maintain high quality design principles and guidelines.** Urban design principles and design guidelines shall be maintained and regularly reviewed to address issues at both the Citywide and neighborhood level. Priority shall be given to the Focus Areas defined in this Plan.
- 8.3: **Assure architectural and site design excellence.** Actively promote and publicly acknowledge architectural and site design excellence in new buildings, public and private outdoor spaces, and capital improvements, while at the same time discouraging poor quality development or incongruent development, e.g., “mini-malls”.
- 8.4: **Promote sensitivity to human values.** Development should be encouraged to reflect concern for the well-being of all citizens - for residents, workers, visitors, neighbors and passersby - and improve the environment of the public. New development should be accommodating, inspiring, inviting and enduring and should embody the cultural values of the community.
- 8.5: **Increase public awareness of the City’s heritage.** Promote a greater public awareness of the architectural, urban design and cultural heritage of the City.

## 2.5E Preservation of the “Built” Environment

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**GOAL 9:** To conserve and preserve the historic “built” environment of the city by identifying the architectural and cultural resources of the city, by encouraging their maintenance and/or adaptive reuse, and by developing guidelines for new and infill development assuring design compatibility.

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### *Policies:*

- 9.1: **Maintain and augment the historic resource inventory.** Document, and evaluate the significance of individual historic and cultural resources and districts identified by the Citywide historic resource survey, and continue the City’s long-range program of conducting intensive surveys of historic neighborhoods.
- 9.2: **Promote Historic Districts and Landmark designations.**
- 9.3: **Prepare preservation plan.** Prepare a preservation plan that identifies strategies to protect or minimize negative impacts to historic resources, including provisions to deter demolition of historically, architecturally, or culturally significant structures.
- 9.4: **Encourage adaptive reuse.** Encourage and promote the adaptive reuse of South Pasadena’s historic resources.
- 9.5: **Explore Incentive Programs for Historic Preservation.**

### *Neighborhood Protection*

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**GOAL 10:** To preserve the scale, architectural character, infrastructure and landscape assets of South Pasadena’s established residential neighborhoods.

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### *Policies:*

- 10.1: **Prevent mansionization.** Ensure that remodeling or infill development in established residential neighborhoods is harmonious in scale and building form with its context and that “mansionization” is both avoided and prevented.
- 10.2: **Limit subdivisions.** Ensure that lot subdivisions are consistent with the prevailing size and character of lots in the immediate vicinity, and that the subdivision would not have a substantial adverse impact on adjacent residences.
- 10.3: **Prohibit development on unimproved streets.** No development on unimproved streets will be approved until adequate infrastructure improvements can be in place to support the development.

- 10.4: **Maintain and upgrade infrastructure.** Continue to implement capital improvements that will maintain or rehabilitate infrastructure, including improvements related to upgrading the water supply system and sewer system.
- 10.5: **Monitor and control through traffic.** Continue to monitor through-traffic impacts on established neighborhoods; control access and provide diversion or speed control when appropriate.
- 10.6: **Increase code enforcement.** Increase zoning and building code enforcement in residential neighborhoods.
- 10.7: **Maintain the character of medium density neighborhoods.** Encourage retention of existing structures when additional units are added in the Medium Density Residential designation.
- 10.8: **Develop zoning regulations for adaptive reuse.** Review and amend zoning regulations and other development standards to ensure adaptive reuse.
- 10.9: **Protect hillsides.** In recognition of the special character of the hillsides throughout the city, continue strict protections through city grading and hillside ordinances.
- 10.10: **Minimize the adverse impacts of commercial development on adjacent low-density residential neighborhoods.**

## *Housing Balance*

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**GOAL 11:** To assure the retention and maintenance of existing inventories and to encourage the creation of affordable housing throughout South Pasadena by providing land and density opportunities.

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### *Policies:*

- 11.1: **Encourage Mixed-Use development.** Encourage upper-floor residential and office uses as a permitted secondary use in commercial districts.
- 11.2: **Allow second units in specified locations.** Revise conditions and boundaries defining the overlay district permitting construction of a detached second or “granny” housing unit on a designated single-family lot; establish architectural design standards for such a unit.
- 11.3: **Permit Artists Lofts as means to adaptive reuse.** This is intended to facilitate the adaptive reuse of otherwise obsolete structures and to promote the growth of the arts in the community. The conversion of structures consistent with this Policy would be permitted or conditionally permitted, and defined more fully during the revision of the zoning code.
- 11.4: **Provide density bonus for affordable housing.** Consider the development of residential units in excess of the General Plan limits if the units are ownership units affordable to low or moderate income households.

- 11.5: **Reclaim excess right-of-way properties.** Seek City’s exclusive right-to-negotiate with CalTrans on excess Route 710 right-of-way for purposes of providing ownership of affordable housing or open space amenities.
- 11.6: **Require replacement housing as mitigation.** Mitigate the loss of existing affordable housing units by requiring applicants for new projects to replace affordable housing demolished by construction or to pay “fees-in-lieu.”

### *City “Gateways” or Entries*

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**GOAL 12:** To define and enhance the primary entryways into the city.

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#### *Policies:*

- 12.1: **Maintain “gateway” embankment at Pasadena Freeway and Arroyo Drive Over-Pass.** Assure proper planning, adequate maintenance and nighttime illumination of this most important and highly visible natural sign for the City.
- 12.2: **Create gateways for other entries.** Amend the zoning ordinance as appropriate to establish requirements for gateway site dimensions, landscape design standards, site design standards, signs (including off-site signs for non-commercial purposes such as imparting visitor information, to be integrated into the on-site sign program approved for development), uses, development projects that would result in upgrading or creation of designated gateway sites, and other requirements as necessary.
- 12.3: **Seek broad participation in gateway maintenance.** Work with appropriate State and County agencies, private organizations (such as the Chamber of Commerce), service clubs, and property owners to develop and maintain the city gateways identified in the Focus Areas.

### *Street and Alleys*

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**GOAL 13:** To maintain and enhance the desirable character, scale and appearance of the City’s streets, highways, and parking facilities.

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#### *Policies:*



- 13.1: **Affirm roadway “beautification” as policy.** Because the City is a developer, the City will make every effort to beautify and improve the appearance of its streets, highways, and parking facilities.
- 13.2: **Prioritize median and parkway landscape.** Affirm the beautification merits of additional landscaped medians and parkway improvements along major arterials; consider additional street tree plantings.
- 13.3: **Reduce extent of paving where appropriate.** The amount of paving and the apparent width of streets, where they can be reduced, shall be reduced; widening shall be considered carefully and only as a last resort.
- 13.4: **Plant and maintain street trees.** A citywide pattern of healthy street trees shall be sought.
- 13.5: **Increase pedestrian “amenities”.** Provide increased amenities such as street furniture, bike racks, planters, supplemental lighting, widening walks, and textured crosswalks to encourage walking and bicycling.
- 13.6: **Address “remainder” areas.** Landscape the “remainder” areas that result from changes to parking or traffic patterns on City streets.
- 13.7: **Encourage private sector participation.** The City shall encourage private sector participation in the landscaping of parkways.

## *Street Trees*

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**GOAL 14: To Provide and maintain a city-wide pattern of healthy street trees coincident with the city’s reputation as “A City of Trees.” (See also, Policies 16.2 and 16.3, pg. II-26).**

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### *Policies:*

- 14.1: **Establish a Master Plan of street trees.** Prepare and adopt a street-tree planting and management program, establishing varieties, size and spacing standards, maintenance and replacement standards, priority, planting schedules, etc.
- 14.2: **Continuously review planting and maintenance priorities.** Periodically review and re-establish priorities, with emphasis on those areas of the City where established street-trees are in decline or threatened.
- 14.3: **Encourage private-sector contributions.** Develop various landscaping themes that define neighborhood character as an urban design strategy; encourage private sector participation in implementation.

## *Signs*

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**GOAL 15: To convey information while eliminating visual cluster.**

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*Policies:*

- 15.1: **Refine sign regulations.** Establish or refine sign ordinance regulations with respect to design quality and permitted location. Regulate such items as banners, pennants, balloons, flags, signs posted on the inside of glass display windows, and freestanding signs.
- 15.2: **Develop citywide directional Sign Master Plan.** Prepare a comprehensive informational/directional sign program for the City; encourage the installation of tasteful directional signs (to downtown and other points of interest) along important thoroughfares in the City.
- 15.3: **Prohibit billboards.**

## 2.5F Conservation of the “Natural” Environment.

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**GOAL 16:** To preserve both the natural plant and animal life of the city as an exercise of responsible stewardship of the natural setting in which we live.

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### *Policies:*

- 16.1: **Consider natural constraints.** Consider natural constraints and hazards in determining the location, type and intensities of development.
- 16.2: **Protect “heritage” trees.** Encourage the property-owner retention and protection of designated heritage trees, significant native trees or any mature tree in excess of 12” caliper.
- 16.3: **Maintain and strengthen the Tree Preservation Ordinance.** Maintain and strengthen the Tree Preservation Ordinance, and permit development only when it demonstrates compliance with that ordinance.
- 16.4: **Enforce tree replacement standards.** Require that mature trees, where replacement has been permitted, must be replaced on a four-to-one, kind-for-kind basis.
- 16.5: **Preserve native plant communities.** Encourage preservation of the wide variety of plant communities in the hillside areas, communities that support a diversity of wildlife species. Discourage removal of native vegetation and watershed that “clearcuts” slopes and reduces important food resources and cover for wildlife.
- 16.6: **Ensure ridgeline protection.** Prohibit grading of any type of natural feature that could be considered a ridgeline, including but not limited to knolls, ridgetops or saddles.
- 16.7: **Preserve “Wildlife Corridors.”** Encourage the preservation or creation of wildlife travel corridors and vital links necessary to allow relatively free, sheltered movement between green areas and habitat throughout the City. Avoid site development that isolates an area without a natural and year-round link to other habitat areas.
- 16.8: **Identify potential “Open Space Reserves”.** Identify key resources and habitats of wildlife and acquire easements or land title to maintain natural open space reserves throughout the City.
- 16.9: **Encourage land dedications.** Encourage developer dedication of valuable hillside open space and wildlife habitat rather than payment of in-lieu fees for parkland acquisition.
- 16.10: **Develop plans for the Arroyo Seco.** Participate in and complete comprehensive planning for, and implementation of plans for the Arroyo Seco Watershed.
- 16.11: **Establish permitted uses for the Arroyo Seco.** Commercial development, excluding existing recreational facilities on parklands in the Arroyo Seco, shall be discouraged. (See also, Policy 2.2, pg. VII-16)
- 16.12: **Encourage restoration of the riparian corridor or habitat containing the flood channel in the Arroyo Seco.**

16.13: **Develop a preferred landscape palette.** Encourage the use of native, water conservation and regionally appropriate landscaping.

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**GOAL 17:** To protect sensitive ecological areas, significant stands of trees and vegetation, geologic features, riparian areas and watercourses from unnecessary encroachment or destruction.

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*Policies:*

- 17.1: **Ensure cumulative mapping of resources.** Ensure the mapping of sensitive resources as they become identified, and incorporate this cumulative mapping in the General Plan by reference.
- 17.2: **Ensure exploration of plan alternatives.** Permit development in sensitive ecological areas only when less-destructive plan alternatives have been exhausted and mitigation is provided.
- 17.3: **Ensure that sensitive resources be identified.** Ensure that sensitive ecological areas, significant stands of trees and vegetation, and significant topographic, geologic or hydrologic features in hillside areas be identified on all plans submitted for City review.
- 17.4: **Establish a Monterey Hills Hillside Overlay Zone.** Ensure the preservation of its natural habitat, open space, hillside beauty, and the protection of the abundant wildlife in the Monterey Hills Hillside Overlay Zone.
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**GOAL 18:** To conserve the air, water and energy resources about us as an exercise of responsible stewardship of the natural setting in which we live.

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*Policies:*

- 18.1: **Improve air quality.** Improve the air quality in South Pasadena and the region.
- 18.2: **Increase the efficiency of water resource use.** Increase the efficiency of water use by the City and among South Pasadena residents and commercial and industrial users by promoting conservation, controlling irrigation, and encouraging graywater recycling.
- 18.3: **Increase the efficiency of energy use.** Conserve energy-use and improve efficiency by the continuing refinement of building regulations and by encouraging the use of new technology.

## 2.5G Hillside Development

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**GOAL 19:** To ensure that new development within hillside areas of South Pasadena does not adversely impact the character of the city. (see also, Goal 6, pg. VII-18)

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### *Policies:*

- 19.1: **Regulate all hillside development.** Closely monitor all hillside development, paying particular attention to properties exceeding five acres; require design review of all projects.
- 19.2: **Maintain and enhance zoning standards for hillside development.** Create zoning standards which will control residential development in sensitive areas; compute hillside densities using “net” rather than total acreage. For purpose of this general plan, “net” density refers to that land remaining for development after all development constraints, extreme slopes, significant ecological areas, and hazards have been deducted from total acreage. For the purpose of this policy, “constraints” shall be defined to include:
- Significant topographic, geographic, geologic and hydrologic features such as ridgelines, knolls, fault lines, liquefaction zones, and other similar features determined by the Community Development Department to be important to the physical and environmental character of the property.
  - Significant environmental areas and features of the site including but not limited to riparian habitat, significant ecological areas, slopes exceeding 30%, fault zones including Alquist-Priolo Special Studies Zones; drip lines of significant and heritage trees as defined by City ordinance.
  - Fuel modification zones required by City ordinance.
  - Subsurface or surface utility easements and right-of-way not held by the responsible agency to be suitable for construction of residential structure.
- 19.3: **Augment existing grading standards.** Maintain hillside development standards that eliminate the negative visual effects of grading, require the preservation of unique natural features, and encourage a range of architectural and site planning responses.
- 19.4: **Require adequate mitigation on all projects.** Ensure that all hillside development blends with its surroundings by reducing building heights and massing, and by incorporating natural materials and native landscaping into project designs.
- 19.5: **Discourage over-development.** Discourage over-development and prohibit oversized projects on large parcels of unimproved and/open space on hillsides.

- 19.6: **Prohibit grading of ridgelines.** Prohibit grading on any type of feature that would be considered a ridge, which includes but is not limited to knolls, ridgetops or saddles.
- 19.7: **Discourage Hillside Grading.** Discourage hillside grading which damages the integrity of hillside areas in order to create views.
- 19.8: **Establish slope/density restrictions.** Establish clear slope/density restrictions to implement plan objectives; effectuate standards by ordinance.
- 19.9: **Prohibit grading of slopes in excess of 30%.**

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**GOAL 20:** To ensure that the development of hillside areas in adjacent Los Angeles is compatible with that in South Pasadena and has adequate utilities and public services.

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*Policies:*

- 20.1: **Establish a natural buffer between communities.** Establish a natural buffer zone between the two communities if feasible.
- 20.2: **Promote General Plan compatibility.** Work with the City of Los Angeles to ensure that land-use proposals within its hillside sphere are consistent with or compatible with the policies of this General Plan.
- 20.3: **Encourage annexation for service extensions.** Encourage annexations as a condition of the extension of City utilities and public services.

## 2.6 STRATEGIES

### 2.6A The Land Use Policy Map

The goals and policies of this Chapter have been interpreted, given physical dimensions, and composited graphically in the form of the *Land Use Policy Map* (see pg. II-35), the primary geographic reference tool intended to guide the General Plan's implementation. Many goals and policies in other chapters are reflected on the Map, in that the map directly or indirectly supports their goals.

Table II-6 is a statistical representation of each land use category both existing and proposed. Table II-9 shows how each of the proposed land use categories corresponds to established zoning districts.

The Land Use Policy Map is divided into several categories of land-use. These categories include residential, commercial, professional office, business park/research & development and light manufacturing, institutional and community facilities, and open space. The boundaries of the Focus Areas are identified: ultimately specific plans may determine more precise land-use patterns, building intensities, pedestrian circulation and other defining details within these Focus Area boundaries.

Land Use Category	1963 Adopted General Plan		1994 Existing Land Use		Proposed General Plan	
	Acres	Percent	Acres	Percent	Acres	Percent
<b>RESIDENTIAL</b>						
Altos de Monterey	---	---	236.3	10.6	236.3	10.7%
Estate/Very Low Density	314	14.1%	205.3	9.2%	214.8	9.7%
Low Density	450	20.3%	620.8	27.9%	624.9	28.2%
Medium Density	208	9.4%	150.6	6.8%	168.0	7.6%
Medium-High Density	240	10.8%	---	---	---	--
High Density	96	4.3%	165.9	7.5%	129.7	5.8%
<b>Subtotal:</b>	<b>1,308</b>	<b>58.9%</b>	<b>1,378.9</b>	<b>62%</b>	<b>1,373.7</b>	<b>62%</b>
<b>COMMERCIAL</b>						
Neighborhood	19	0.9%	19	0.8%	---	---
General	28 <sup>1</sup>	1.3%	31	1.3%	83.4 <sup>5</sup>	3.7%
<b>Subtotal:</b>	<b>47</b>	<b>2.1%</b>	<b>50</b>	<b>2.1%</b>	<b>83.4<sup>5</sup></b>	<b>3.7%</b>
<b>OFFICE</b>						
Professional	16	0.7%	29	1.3%	17	.7%
Other	16 <sup>2</sup>	0.7%				
<b>Subtotal:</b>	<b>32</b>	<b>1.4%</b>	<b>29</b>	<b>1.3%</b>	<b>17</b>	<b>.7%</b>
Mixed Use <sup>4</sup>			15	0.7%	---	---
Light Industrial	49	0.2%	22	1.0%	13	0.5%
Community Facilities	128	5.7%	84	3.9%	80.4	3.6%
Other Uses <sup>3</sup>	657	29.6%	642	29%	653.5	29.4%
<b>Total/All Uses:</b>	<b>2,221</b>	<b>100.0%</b>	<b>2,221</b>	<b>100.0%</b>	<b>2221</b>	<b>100.0%</b>
Notes:	1. Includes 1963 General Plan categories Central Business District commercial and Highway commercial. 2. Includes 1963 General Plan category Combined Office and R&D. 3. Other uses include parks, open-space, streets, highways and rail transit. 4. Does not reflect the Mission Street Specific Plan adopted in 1996. 5. Includes Neighborhood and General Commercial General Plan Land Use categories					

### Land Use Designations used in the Land Use Policy Map:

- Altos de Monterey Residential (1 unit per lot)

Single-family units may be built only at one unit per lot in the Altos de Monterey Residential category, per recorded Tract Map 25588. This area is also governed by the Altos de Monterey Overlay Zone in the zoning ordinance.

- **Estate and Very-Low Density Residential (1-3.5 units per acre)**

Single-family units may be built to a density of 3.5 dwelling units per acre (one acre is equal to 43,560 square feet) in the “estate” and “very-low residential” category. For properties so designated situated in hillside settings, clustering of units is anticipated and encouraged. Population density for this category could range from zero to ten persons per acre, assuming an average household size of 2.8.

In portions of the city, due to environmental constraints (steep slopes, problem geology and soils, significant stands of trees, potential fire hazard or limited access), some areas in this category may not be developable. All developments in the category must first undergo a detailed constraints analysis prepared by the project applicant to determine the extent of the development that would be feasible. On substandard lots, the density range may be exceeded under a conditional use permit, provided that the lot was legally created.

Residential densities in hillside areas shall be computed on the basis of “net” rather than “gross” density. For purposes of this General Plan, “net” density refers to that land remaining for development after all development constraints, significant ecological areas, and hazards have been reduced from total acreage.

- **Low Density Residential (3.5-6 units per acre)**

This category will permit detached single-family units at a density of 3.5 - 6 units per acre. This is South Pasadena’s prototypical land use and density, reflective of the standard lot of the city’s subdivisions, 50’x150’. Population density for this category could range from 10-17 persons per acre, assuming an average household size of 2.8. (See Figure II-4, Land Use Policy Map) This designation has been applied to the majority of existing single-family neighborhoods to protect and maintain their character and to prevent encroachment of higher density development.

- **Medium Density Residential (6-14 units per acre)**

The medium density residential category allows for the development of duplexes, triplexes, fourplexes and other attached dwellings at a density of 6-14 units per acre, not exceeding two stories, or in combination with single-family dwellings as “bungalow courts”. This designation invites flexibility in site design and unit type. Population density for the designation could range from 16 to 36 persons per acre, assuming an average household size of 2.6. The medium density residential land use category is intended to maintain the character of medium density neighborhoods and to encourage maintenance of existing structures when additional units are added to the medium density residential designation.

- **High Density Residential - (14-24 Units per acre)**

This multiple-family residential category is intended primarily for 14-24 units per acre on the same site that may be in the same building or in separate buildings. Courtyard housing, townhouses and apartments are examples.

Population density for this designation could range to 54 persons per acre, assuming an average household size of 2.2.

- **General Commercial**



This category incorporates all commercial land uses within the City. General Commercial provides for a variety of retail, service, office, automotive establishments, entertainment facilities, convenience goods and services to residents in the immediate neighborhood, and parking facilities. In addition, this category includes “convenience” commercial uses that provide retail goods and services to residents in the immediate neighborhood. Detailed development regulations and guidelines for focus areas identified in the underlying General Commercial land use designation may be addressed in the future through land use planning tools including specific plans and overlay zones.

- **Professional Office**

This designation includes primarily general business offices and professional offices including legal, accounting, engineering, and other professional offices. This designation is intended to establish professional offices as the dominant use within the boundaries of the designation along with such appropriate residential and commercial uses as office support services, retail coffee, food, and restaurants. Professional Office uses may also occur in commercial areas subject to appropriate zoning regulations. Professional Office uses may also occur in combination with the medium and high density residential designations, subject to conditional use permit approval, and/or as second floor uses in all commercial areas.

- **Business Park/Research & Development and Light Manufacturing**

Retail and service commercial, professional office, research and light-industrial uses in combination are allowed on property with this land use designation. Well-designed, master-planned, campus-type developments for employers who will contribute significantly to the City’s objective of increasing employment densities is the intent.

The designation seeks to emphasize business park or corporate headquarters office space, often with supporting amenities, either with or in lieu of light manufacturing uses, in a garden or campus-like setting, distinct from the office-above-retail mixed use of the Fair Oaks Corridor or Mission Street Specific Plan Area. The availability of superior access and a stronger automobile orientation is an additional determinant for application of this use designation.

Public improvements would enhance the development potential of any such area to include desirable support retail and restaurant space, health clubs, daycare centers and a host of other uses. An automobile orientation is also expected because of locational advantages.

- **Community Facilities**

This type of land-use includes institutional, academic, governmental and community service uses. Such buildings as the Library/Community Room/Senior Center, the Historical Museum, the City Hall, Police and

Fire Stations, private and parochial schools, churches, the War Memorial Building, Eddy House as well as public utility substations and the City yard all represent this land use.

The designation also includes hospitals, convalescent hospitals, and nursing homes, which are effectively permitted under any land use designation subject to a conditional use permit. If any of these special facilities undergoes additional development or a change in use, a master plan must be prepared and approved by the City.

- **Open Space**

The open space category includes city parks and playgrounds, commercial recreation, natural open space, recreational trails and linkages, utility easements and flood control channels.

- **Mission Street Specific Plan**

The Mission Street Specific Plan Area includes the Mission Street right-of-way from Pasadena Avenue to Fair Oaks Avenue. The Plan was developed to address the impacts of the proposed Blue Line station on Mission Street and to implement the community vision of Mission Street as south Pasadena's pedestrian-oriented, historic shopping street. The Plan includes detailed regulatory mechanisms tailored to the particular needs of the Mission Street area.

## **Specific Sites Noted on the Map:**

- **Blue Line Station**

The proposed station site for the regional "Blue Line" light rail transitway along the former Santa Fe rail right-of-way and related facilities are included in this category.

- Rail Transit

The former Santa Fe rail right-of-way proposed for the “Blue Line” light rail transitway.

## **Other Areas, Sites, and Uses Noted in the General Plan:**

- **Focus Area**

The boundaries of the Focus Areas for which more detailed objectives and guidelines have been established by this Element have been identified. The Focus Area use designations define development potential that is more specific in intent than the underlying land use designations. The intent is to provide insight on how the underlying use should be interpreted when actual development proposals are being considered. Focus Areas are numbered, as follows:

- |                         |                              |
|-------------------------|------------------------------|
| 1. Huntington-Garfield  | 4. Raymond Hill              |
| 2. Fair Oaks-Huntington | 5. Fremont Corridor          |
| 3. Fair Oaks Corridor   | 6. Mission St. Specific Plan |
| a. Central District     | 7. Ostrich Farm              |
| b. Upper Fair Oaks      | 8. Arroyo Annexation         |
| c. Lower Fair Oaks      |                              |

- **Historic Districts and Landmarks** (See Historic Preservation Element, Chapter V)

Formally designated historic landmarks and adopted historic districts are depicted.

- **City Gateways**

Important entries into South Pasadena are identified. It is intended that extraordinary treatment of these gateways (e.g. through streetscape, signs, lighting, building setbacks and massing) will impart a sense of entry into the city.

- **Proposed Freeway Corridor**

The right-of-way of the proposed Route 710 Freeway Corridor is depicted on the circulation component of the Circulation Element, due to a court order, C#57393. The City opposes this freeway extension.

- **Bed and Breakfast**

Bed and Breakfast type lodging is a permissible use in areas so designated, subject to the conditional use permit process.

- **Second Unit - “Granny Flat”**

Second units or “granny flats” may be permitted in certain residential areas of the City as appropriate pursuant to the conditional use permit process.

- **Artist Loft - A Land-Use Option**

This is intended to facilitate the adaptive reuse of otherwise obsolete structures and to promote the growth of the arts in the community. Older commercial and industrial buildings located on properties with non-residential land use designations may be wholly or partially converted into combined studio/workshop and living quarters for artists, artisans and crafts person engaged in activities commonly considered artistic in nature. This Policy will be applied equally to new construction. The residential aspect of this use will be allowed only in combination with individual studio or workshop space of the residents and is intended to provide an integrated working/living environment. Other uses, such as galleries, antique dealers, restaurants and the like, may be incorporated as deemed appropriate. The conversion of structures consistent with this Policy will be permitted or conditionally permitted, and defined more fully during the revision of the zoning code.

## 2.6B Development Potential

Since residential land is virtually all built out in South Pasadena, land use proposals primarily reflect a re-categorization of developed land into appropriate density categories. Multi-family land uses - the high and medium categories - reflect a reduction in acreage, while single family uses - low and estate and medium densities reflect slight increases. The reduction in multi-family acreage is a result of reclassification of existing land uses according to current development patterns and does not create non-conforming uses. The increase in the estate category is the result of proper classification of large lot single-family homes that were formerly in the low-density category. The slight decrease in overall residential acreage is due to various parcels in the downtown area that were reclassified to commercial uses.

Table II-7 shows existing and proposed residential land uses by acreage.

Density Category	Existing Acres		Proposed Acres	
	High	165.9	12.1%	129.7
Medium	150.6	10.9%	168.0	12.2%
Low	620.8	45.0%	624.9	45.5%
Estate	205.3	14.9%	214.8	15.6%
Altos de Monterey	236.3	17.1%	236.3	17.2%
<b>TOTAL</b>	<b>1378.9</b>	<b>100%</b>	<b>1373.7</b>	<b>100%</b>

The impact of the proposed residential land use changes is projected to be minimal, since the primary purpose is to preserve and reinforce existing residential patterns. Projected increases in dwelling units, as discussed above, are the result of intensification on parcels that are currently developed below the allowable envelope in response to housing demand and rising land values over the long term. Average density for residential developments in the medium and high categories is projected to increase from about 17 units per gross acre to about 21 units per gross acre by 2010.

## 2.6C Zoning Consistency

The South Pasadena Zoning Code provides the land use regulations and processes to implement the land use designations reflected in the City's 1963 General Plan. Table II-8 identifies the zoning categories that implement each of the existing general plan land use designations.

Table II-8 1963 - GENERAL PLAN/ZONING DESIGNATION	
General Plan Designation	Existing Zoning Code Designation
Low Density	Estate Zone
Low Density	R1 - Single Family R2- Two-Family
Medium Density	R2A- Multi-Family R2A - Low Density
Medium-High Density	R2B - Multi-Family R3 - Multi-Family
High Density	R3A - Multi-Story Apartment
Central Business District Neighborhood Center	General Commercial
Manufacturing	Manufacturing
Light Manufacturing / <i>Business Park</i>	Light Manufacturing / <i>Business Park</i>
Neighborhood Park City Park Golf Course	Open Space
Public Facilities Religious Facilities	-----

Table II-9 identifies the current zoning categories that most closely implement each of the proposed general plan land use designations. Others may be developed to implement the general plan.

Table II-9 1998 - GENERAL PLAN/ZONING DESIGNATION	
General Plan Designation	Intended Zoning Code Designation
Estate/ Very Low Density	Estate Zone/R-1 (15,000 sq. ft.)
Low Density	R1 - Single Family (10,000 sq. ft.) R1 - Single Family (7,500 sq. ft.)
Medium Density	R2 - Multi-Family/R-1 Single Family (5,000 sq. ft.)
High Density	R3 - Multi-Family
General Commercial	General Commercial, Mixed-Use, Neighborhood Commercial, Auto-oriented, Parking
Office Professional	Office Professional, Mixed-Use
Light Manufacturing/Business Park	Business Park/Research & Development and Light Manufacturing
Neighborhood Park City Park Golf Course	Open Space
Community Facilities Religious Facilities	Community Facilities -----

## 2.7 SPECIFIC FOCUS AREAS

### 2.7A Focus Areas Defined

South Pasadena is a city with few vacant sites available for development. Since many sites are developed to the capacity of current zoning standards, redevelopment, adaptive re-use and new development are, however, essential to economic vitality.

South Pasadena can absorb growth and still remain a healthy and vibrant community if this growth is managed and is directed to areas that can best accommodate it. The key is concentration - within the Central Business District and at strategic points of arterial or transit connection - to create vibrant, pedestrian-oriented activity nodes and corridors.

Targeting the type and location of new growth facilitates the enhancement of those areas of the City in need of improvement to add jobs and housing without increasing traffic or intruding on the neighborhood quality of life.

The following eight Focus Areas have been identified for special attention, and are listed below. The Focus Area designation is intended to define development potential which is more specific in intent than the underlying land use designations. The intent is to provide insight on how the underlying use should be interpreted when actual development proposals are being considered. (For development of Focus Areas, refer to Chapter IV.)

1. Huntington-Garfield
2. Fair Oaks-Huntington
3. Fair Oaks Corridor
4. Raymond Hill
5. Fremont Corridor
6. Mission St. Specific Plan Area
7. Ostrich Farm
8. Arroyo Annexation
- a. Central District
- b. Upper Fair Oaks
- c. Lower Fair Oaks

The Land Use Element outlines the objectives for each Focus Area and provides direction on the mix of land uses to be encouraged. Guidelines may call for multi-use or mixed-use, residential intensification, theme implementation, greater intensity or increased flexibility in use as appropriate to each situation. Linkages to transit and the fostering of pedestrian activity by clustering mixed-use projects are emphasized. Ultimately, specific plans may determine precise land-use patterns, zoning standards and design guidelines within each areas defined boundaries.





## **2.7B Objectives and Guidelines**

Specific objectives and guidelines for achieving the intended character of each Focus Area have been developed to respond to unique attributes and conditions and emphasize their maintenance or managed transition to a pedestrian-oriented or auto-oriented environment. These objectives and guidelines are intended to support the overall goals and policy statements found within the General Plan. Additionally, these identified focused areas may be the precursor of future specific plans, thus the unique layer of guidelines and objectives may also serve as the framework for the development for those future specific plans.

Individual Focus Areas and their objectives and guidelines follow:

## 1. *Huntington - Garfield*

This Focus Area, presently developed with only a large supermarket, offers significant opportunity for the intensification of commercial uses as a “hub” to serve San Marino and Alhambra as well as South Pasadena. Highly accessible by virtue of its location at the important cross-roads of Huntington Drive, Garfield and Atlantic but at the edge of the City, it has the potential to attract retail dollars to South Pasadena from surrounding communities with minimal traffic impacts. Excellent visibility is another strong point.

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### **OBJECTIVE 1.1: OPTIMIZE USE OF LARGE COMMERCIAL PARCELS.**

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**Guideline 1.1:** **Prevent parcel fragmentation.** Discourage the division of assembled parcels and fragmentation of use. Encourage smaller users to locate in Central District or along Mission Street.

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### **OBJECTIVE 1.2: FOCUS LAND USE TO INCREASE SALES TAX REVENUE.**

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**Guideline 1.2:** **Intensify commercial use.** Intensify use with additional commercial offerings to increase sales tax revenue.

**Guideline 1.3:** **Restrict professional office uses.** De-emphasize professional office uses, redirecting them to the City’s primary office districts.

**Guideline 1.4:** **Seek Complementary uses.** Seek a complementary mixture of secondary or support uses to encourage “one-stop” shopping.

**Guideline 1.5:** **Maintain “auto-orientation”.** Maintain the existing auto-orientation of the area, taking advantage of the adjacency of three major arterial roads.

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**OBJECTIVE 1.3      ENHANCE “GATEWAY” IDENTITY AND IMAGE.**

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**Guideline 1.6:**      **Visually strengthen this important City entry.** Encourage the involvement and participation of abutting property owners in design and implementation of public and private sector improvements within and adjacent to the Huntington, Garfield and Atlantic Boulevard rights-of-way to enhance and effectively demarcate this important entrance to the City.

**Guideline 1.7:**      **Define a desired architectural image.** Establish individual project design performance standards compatible with gateway location.

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**OBJECTIVE 1.4      ENCOURAGE PARKING EFFICIENCY.**

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**Guideline 1.8:**      **Encourage parking.** Provide incentives to promote parking to add to shopping convenience and to enhance compaction; design parking access so as not to interfere with pedestrian activity.

**Guideline 1.9:**      **Mitigate visual impacts of parking.** Consider fragmenting large expanses of at-grade parking, screen views, and suppress parking wherever possible.

**Guideline 1.10:**      **Encourage shared parking.**

## 2. *Fair Oaks - Huntington*

This Focus Area - 3.3 acres on the north side of Huntington Drive, 4.4 acres on the south side - serves as the visual anchor to Fair Oaks. Split by major traffic arteries - Fair Oaks, Huntington and Fremont - the area nonetheless has the potential for being more pedestrian-friendly while remaining auto-oriented. A vertical and horizontal mixing of uses, including both neighborhood retail and community-level retail in combination with professional office and residential, is to be encouraged.

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### OBJECTIVE 1.1      **CREATE A COHESIVE COMMERCIAL DISTRICT.**

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- Guideline 1.1:**      **Encourage “Neighborhood” orientation.** Encourage more uses that serve neighborhood needs (e.g., local grocery); permit traditionally “auto-oriented” uses if able to conform to “pedestrian-friendly” design criteria of the neighborhood.
- Guideline 1.2:**      **Seek Complementary uses.** Seek a complementary mixture of land uses so that parking may be shared.
- Guideline 1.3:**      **Encourage parking with adequate access.** Encourage parking to add to shopping convenience and to maintain compaction; design parking access so as not to interfere with pedestrian activity.
- Guideline 1.4:**      **Develop a unified visual image.** Develop a unified visual image for the area by establishing design guidelines and development standard. A specific plan is recommended. Encourage projects sensitive to this image.
- 

### OBJECTIVE 1.2      **FOSTER A PEDESTRIAN-FRIENDLY ENVIRONMENT.**

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- Guideline 1.5**      **Develop and maintain design standards.** Maintain “zero-setbacks” except to accommodate outdoor dining, sidewalk-level plazas, or architectural affects; encourage ground-floor retail with a majority of display windows and at least one entrance along the streets; foster attention to building scale and detail through the Design Review process.
- Guideline 1.6:**      **Establish design incentives.** Establish design incentives (e.g., increased FAR, exceptions to height limitations for special architectural features, etc.) so that buildings surrounding the intersection increasingly contribute to create a cohesive whole and adequately denote this important visual terminus of Fair Oaks.
- Guideline 1.7:**      **Encourage neighborhood and pedestrian linkages.** Encourage linkages between projects and between projects and the surrounding neighborhood by means of walkways.
-

### 3. *The Fair Oaks Corridor*

This Focus Area is actually comprised of three inter-related subareas, including the “heart” of the City, the Central District and two adjacent activity areas, Upper Fair Oaks and Lower Fair Oaks.

Though heavily impacted by traffic, its existing historic storefronts, zero setbacks, smaller-scale retail uses, and physical site constraints combine to encourage the strengthening of the Central District as a “pedestrian-oriented” environment. The comparative ease of access and larger development parcels of the two adjacent sub areas argue for their accommodation of more auto-oriented characteristics. As the Central District undergoes revitalization, the adaptive re-use and selective transition of uses essential to a pedestrian-oriented environment within the general core area may expand into the two peripheral subareas. The integration of the three components into the larger Fair Oaks Corridor is the key to the ultimate vitality of this Focus Area.

#### a. *The Central District*

This Focus Area is defined by Hope Street to the north, Monterey Road to the south, Brent Street to the east, and Mound Avenue to the west. Possibly the most land-use and design-sensitive of all the Focus Areas, the Central District offers the key to commercial revitalization in the City.

Revitalization, adaptive re-use, and new development should capitalize on the historic architectural fabric of commercial shops and storefronts fronting both Mission and Fair Oaks, and the Rialto Theater, a national register and locally designated historic landmark. Retention of the historic street walls, the nurturing of entertainment-oriented retail commercial offerings to complement the Rialto, the replacement of surface parking with structured parking to improve compaction, and the addition of office and residential above ground-floor retail are paramount objectives.

The CRA-Block, a formally-adopted redevelopment project area provides acreage of largely interior parcels presently used for parking, housing, offices, and nursery offers a unique opportunity for infill and design innovation with minimal disruption to established uses.

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#### **OBJECTIVE 1.1      NURTURE ESTABLISHED CHARACTER OF DISTRICT**

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- Guideline 1.1:**      **Maintain small town character and scale.** Maintain the human-centered, walkable-scale of the downtown, defined by the street-wall, the existing uses, and the building forms. Require contextual sensitivity and consistency of setback with historic fabric. Utilize Design Review to manage change.
- Guideline 1.2:**      **Encourage community-commercial orientation.** Reinforce the established community orientation of downtown retail and service uses. At the same time, allow limited infill of complementary neighborhood-oriented small commercial enterprises.

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**OBJECTIVE 1.2      INCREASE LEVEL OF PEDESTRIAN ACTIVITY.**

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- Guideline 1.3:**      **Encourage ground-floor convenience uses.** Encourage ground-floors of all structures to accommodate retail and service commercial, restaurant and entertainment uses. (See also Policy 2.4, pg. II-16)
- Guideline 1.4:**      **Add mixed-use upper stories.** Foster vertically mixed-use to develop synergism and increased activity, specifically second floor offices and inclusion of housing above retail (alternatively at rear of courtyard uses).
- Guideline 1.5:**      **Encourage Increased Density.** Consider building height limitations, lot coverage, shared parking, and structured parking, generally allowing two levels of housing and/or office-use above retail on buildings fronting Fair Oaks; two stories on building fronting on Mission Street (office or housing to occupy upper floor), and three stories on buildings on interior parcels including above, at-grade, and sub-grade parking.
- Guideline 1.6:**      **Encourage retrofitting.** Encourage retrofitting of existing frontages that are non-conforming with respect to display windows and sidewalk entrances.
- 

**OBJECTIVE 1.3      PRESERVE HISTORIC BUILDING FABRIC AND STRENGTHEN “STREET-WALL”**

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- Guideline 1.7:**      **Maintain the street wall.** Maintain the historic street wall on Fair Oaks and Mission to the fullest degree possible, requiring zero-setbacks except to accommodate outdoor dining, sidewalk-level plazas, or architectural effects; encourage infill between buildings and in existing setback areas to promote continuity of storefronts.
- Guideline 1.8:**      **Concentrate on preservation and adaptive re-use of structures.** Focus intensification on less developed portions of Focus Area. Maintain the historic street wall. Preserve, rehabilitate and adaptively reuse historic commercial structures on The Historic Resources Survey: Inventory of Addresses; encourage restoration of historic storefronts. (Refer also to Policy 4.2, pg. V-11)
- Guideline 1.9:**      **Encourage or assist in rehabilitation.** Encourage or assist in the rehabilitation of non-historic storefronts to be compatible with the historic fabric of the district.

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**OBJECTIVE 1.4      PROMOTE OR “SEED” ECONOMIC REVITALIZATION.**

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- Guideline 1.10:**      **Encourage creation of a new block, internally focused, and linked to existing perimeter of storefronts.** Concentrate intensification on under-developed interior portions of Focus Area, capitalizing on the already-established redevelopment project area.
- Guideline 1.11:**      **Promote new entertainment-oriented commercial.** Encourage development of new entertainment-oriented ground-floor retail and restaurant uses complementary to the Rialto Theater on interior CRA-Block parcels while maintaining ring of established commercial uses; consider large Von’s parcel south of Oxley as secondary, lower-priority site for such uses.
- Guideline 1.12:**      **Generate new revenue and improve parking.** Foster new economic activity and an additional source of revenue for City, at the same time providing development with incentive to provide additional parking.
- Guideline 1.13:**      **Explore marketing and management strategies.** Explore new marketing and management strategies for the district.
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**OBJECTIVE 1.5      FURTHER DEFINE “DISTRICT” DESIGN OBJECTIVES.**

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- Guideline 1.14:**      **Adopt district design guidelines.** Adopt district design guidelines encouraging architectural quality and compatibility with the pedestrian concept: i.e., ground-floor retail to have a majority of display windows and at least one entrance along the street. Consider a specific plan as a vehicle.
- Guideline 1.15:**      **Provide incentives.** Establish incentives (i.e., exceptions to height limitations for special architectural features, reduced parking requirements, expedited permits, etc.) to encourage rehabilitation and infill development. Publicize new construction and retrofitted projects sensitive to this desired image.
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**OBJECTIVE 1.6      ENHANCE AVAILABILITY OF PARKING.**

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- Guideline 1.16:**      **Improve parking management.** Promote greater efficiency in existing parking arrangements and management.
- Guideline 1.17:**      **Provide additional parking and access.** Provide incentives to create parking to maintain compaction and destination proximity. Design access so as not to interfere with pedestrian activity.
- Guideline 1.18:**      **Promote flexible parking standards.** Seek a complementary mixture of land uses so that parking may be shared. Consider flexible parking standards.
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**Guideline 1.19: Facilitate parking districts.** Provide City support to proposals offering parking potentials beyond project requirements.

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**OBJECTIVE 1.7 PROMOTE PEDESTRIAN FRIENDLY ENVIRONMENT.**

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**Guideline 1.20: Reexamine the Fair Oaks “streetscape”.** Consider introducing medians and substantial street trees to reduce the scale of the street and to demarcate the downtown and enhance the pedestrian environment.

**Guideline 1.21: Increase vehicular/pedestrian separation.** Provide greater separation between vehicles and pedestrians by restricting and consolidating curbcuts. Add bollards to protect pedestrians at corners, add street trees to enhance sense of separation, and add textured paving to demarcate unimproved crosswalks.

**Guideline 1.22: Increase pedestrian amenities.** Provide increased amenities such as street furniture, bike racks, planters, supplemental lighting, widened walks, and textured paving to encourage walking and bicycling.

**Guideline 1.23: Encourage sidewalk interaction and night-life where appropriate.** Encourage sidewalk dining; promote uses which extend the life of downtown into the evening hours (theater, restaurants, etc.).

**Guideline 1.24: Encourage pedestrian linkages.** Encourage inviting pedestrian linkages between any internal parcel development and arterial-fronting uses.

**Guideline 1.25: Discourage street closures.** Discourage street closures that impede access to adjacent neighborhoods and create blocks so long that walking is discouraged. Encourage use of existing alleyways to access block interiors. (See also Policy 3.8, pg. II-17)



**b. Upper Fair Oaks**

The Upper Fair Oaks subarea of the Fair Oaks Corridor encompasses properties on both sides of Fair Oaks between Mound and Brent, south of the Pasadena Freeway to Hope Street. Presently established uses include largely auto-oriented specialty commercial and fast food as well as professional offices. Though auto-oriented now, this subarea represents an opportunity over the longer term to expand the pedestrian-friendly core-uses and character of the Central District.

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**OBJECTIVE 1.1      CONTAIN COMMERCIAL GROWTH SO AS NOT TO WEAKEN EFFORTS TO INCREASE DENSITY IN CENTRAL DISTRICT**

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- Guideline 1.1:**      **Establish priorities for Fair Oaks Corridor.** Encourage intensification first in Central District, then in Upper Fair Oaks subarea and finally in Lower Fair Oaks subarea.
- Guideline 1.2:**      **Limit new development to two-stories.** Limit new development to two stories until the Central District reaches an overall FAR of 1.0, then apply objectives and guidelines similar to those of Central District.
- Guideline 1.3:**      **Allow mixed-use.** Encourage the integration of presently established auto-oriented uses with pedestrian-friendly ground-floor commercial (any retail/restaurant) and second-floor commercial or office, fronting Fair Oaks at this gateway to the City.
- Guideline 1.4:**      **Promote shared parking.** Develop shared parking and landscaped parking concepts responsive to development strategy.

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**OBJECTIVE 1.2      RE-ESTABLISH THE “STREET-WALL”.**

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- Guideline 1.5:**      **Promote design guidelines.** Encourage restoration of the historic street-wall on Fair Oaks to the fullest degree possible, requiring zero-setbacks except to accommodate outdoor dining, sidewalk-level plazas, or architectural effects. Foster infill between buildings and in existing setback areas to promote continuity of storefronts. Encourage features such as display windows and sidewalk entrances.
- Guideline 1.6:**      **Provide transition to surrounding land-use.** Provide adequate scale transitions and amenity buffers to adjacent development. Second-story setbacks and varied land setback rules shall be incorporated in development proposals where appropriate.
- Guideline 1.7:**      **Encourage retrofitting.** Encourage retrofitting of existing frontages which are non-conforming with respect to display windows and sidewalk entrances.
- Guideline 1.8:**      **Improve pedestrian access.** Require markets and retail to have a majority of display windows and at least one pedestrian-friendly entrance along Fair Oaks Avenue, or to put other sidewalk retail in front of such uses.

**OBJECTIVE 1.3      INCREASE SAFETY OF THE PEDESTRIAN.**

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**Guideline 1.9:**      **Improve circulation.** Review one-way traffic on Brent and Mound Avenues.

c. *Lower Fair Oaks*

The Lower Fair Oaks sub-area of the Fair Oaks Corridor is defined by Monterey Road to the north and Rollin Street to the south. The area could be said to serve as the southerly gateway or portal to the City's Central District. Its accessibility to a significant portion of the residential fabric is relatively unmatched, as is its ease of vehicular access. It also contains one of the largest single-ownership parcels in the City and abuts another, totaling nearly eleven acres combined, and presently the location of two community-level supermarkets.

Presently south of Monterey Road on the east-side of Fair Oaks are automobile sales and a significant cluster of professional office uses. South of the Pavilion's parcel on the west-side are more professional offices and a spot of mixed community and neighborhood-level commercial (bank, restaurant, other service commercial).

Due to the size of assembled land parcels and ease of access, future use of the major corner sites should be devoted to maintaining auto-oriented commercial uses with significant space requirements. Additional clustered professional office development in a garden-setting should be encouraged to locate further north along Fair Oaks in the Central District proper.

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**OBJECTIVE 1.1:           CONTAIN COMMERCIAL GROWTH SO AS NOT TO WEAKEN EFFORTS TO INCREASE DENSITY IN CENTRAL DISTRICT.**

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- Guideline 1.1:**       **Maintain auto-oriented commercial uses.** Permit major auto-oriented retail and service use(s) with substantial space requirements to locate south of Monterey.
- Guideline 1.2:**       **Promote compatible parking solutions.** Encourage the development of alternative types of parking rather than structured parking.
- Guideline 1.3:**       **Encourage additional large single-tenant office uses only.** Consider only the addition of new large single-tenant professional office uses. Encourage location of smaller professional office users in Central District to support retail and restaurants.
- Guideline 1.4:**       **Apply goals and policies.** Apply the Central Fair Oaks' goals and policies to Lower Fair Oaks when Upper Fair Oaks reaches an overall FAR of 1.0.
- Guideline 1.5:**       **Require zero setbacks.** Require zero setbacks except for gas stations and for significant architectural effects (as determined by Design Review)
- Guideline 1.6:**       **Promote design guidelines.** Promote design guidelines to maintain a high quality of architectural environment including minimum areas for display windows and frequency of sidewalk entrances.
- Guideline 1.7:**       **Prohibit curb cuts.** Prohibit curb cuts along Fair Oaks Avenue where alternative access points are available.

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**OBJECTIVE 1.2:           MAINTAIN LARGE PARCEL ASSEMBLIES.**

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**Guideline 1.8:**     **Prevent parcel fragmentation.** Discourage the division of assembled parcels and fragmentation of use. Encourage smaller users to locate in Central district or along Mission Street.

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**OBJECTIVE 1.3:**     **RE-ESTABLISH THE “STREET-WALL” SOUTH OF MONTEREY TO BANK STREET.**

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**Guideline 1.9:**     **Affirm street-wall design guidelines.** Affirm design guidelines established for the Central District by re-establishing the street-wall south of Monterey Road.

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**OBJECTIVE 1.4:**     **AFFIRM HIGHER DENSITY HOUSING SOUTH OF BANK STREET.**

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**Guideline 1.10:**    **Permit high-density housing south of Bank Street.** Allow up to three stories of housing on parcels fronting Fair Oaks south of Bank Street, designated as high-density residential compatible to existing housing character.

**Guideline 1.11:**    **Control setbacks.** Permit setbacks where appropriate south of Bank Street consistent with existing housing along Fair Oaks. Require residential as ground-floor use.

#### 4. *Raymond Hill*

This predominantly multi-family residential enclave, developed in the late 1950's and early 1960's and located atop one of the highest hills in the City, has warning signals of potential early decline. Bordered on the west by Fair Oaks Avenue, on the south and east by the Pasadena Freeway, and on the north by an unimproved State Street and the Pasadena municipal power plant, the area is both blessed and cursed by proximity to regional thoroughfares and limited access. Tremendous views, some of the highest residential densities in the city, sub-standard parking, and a lack of design character typify the neighborhood. At the base of the hill fronting Fair Oaks is a mixture of auto-oriented and neighborhood-focused commercial enterprises.

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##### **OBJECTIVE 1.1      STRENGTHEN IMAGE AND IDENTITY.**

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- Guideline 1.1:**      **Define this important “gateway” to the City.** Define a coordinated package of public and private sector improvements within and adjacent to the right-of-way of Fair Oaks to enhance and effectively demarcate this important entrance to the City. Encourage the involvement and participation of abutting property owners in design and implementation.
- Guideline 1.2:**      **Develop “hill-town” design standards.** Study the unique existing characteristics on the hill and develop vision for future development, possibly hill-town design standards.
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##### **OBJECTIVE 1.2      ENHANCE WALKABILITY AND ACCESS.**

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- Guideline 1.3:**      **Improve pedestrian linkages.** Encourage the inclusion of dramatic pedestrian linkages (Spanish steps, water features, etc.) from the lower commercial areas to a publicly-accessible hilltop space or use, in order to permit community-wide appreciation of the exceptional views.
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##### **OBJECTIVE 1.3      ASSURE ACCESSIBLE AND VIABLE RETAIL SERVICES.**

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- Guideline 1.4:**      **Foster a strong, visible neighborhood focus.** Encourage revitalized mixed-use development at the neighborhood's southwestern edge with strong identity, a defining design theme, at least one community-level commercial anchor, and improved accessibility to the adjacent residential neighborhood.
- Guideline 1.5:**      **Maintain “auto-orientation” of retail.** Maintain the auto-orientation of existing retail while encouraging increased project design amenities and neighborhood access.
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**OBJECTIVE 1.4      NURTURE PROPERTY UPKEEP AND IMPROVEMENT**

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**Guideline 1.6:**      **Coordinate municipal improvements.** Consider near-term capital program elements (lighting, bus shelters, street trees, paving) that reinforce the design theme and enhance neighborhood appearance.

**Guideline 1.7:**      **Prevent physical decline.** Vigorously pursue building code and off-street parking enforcement; encourage establishment of neighborhood association(s) to encourage property maintenance.

## 5. *Fremont Corridor*

This Focus Area is defined by a mixture of residential and small-scale professional office uses lining the busy and heavily traveled section of Fremont Avenue from Monterey Road north to the Pasadena Freeway.

Although impacted by traffic and noise, the primary land use is now and is intended to remain residential. Small-scale professional offices have infiltrated the predominantly residential building fabric, either through adaptive reuse of structures or new construction, and should continue to be allowed to locate in the area. The transition in use reflects a trend already underway and provides a graduation to the scale and uses at the northern end of the Fair Oaks Corridor.

Maintenance of the existing fabric of historic structures, their adaptive reuse, and possible infill with relocated “structures-of-merit” is to be emphasized over demolition and new building. Continued residential use is not precluded.

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### **OBJECTIVE 1.1      ENCOURAGE NEIGHBORHOOD CONSERVATION/HISTORIC PRESERVATION.**

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- Guideline 1.1:**      **Permit multi-use to continue.** Permit the continued inter-mixture of small-scale professional offices with residential uses (multi-use) as a means to sustain neighborhood vitality with minimal physical disruption.
- Guideline 1.2:**      **Encourage adaptive reuse of structures.** The adaptive reuse of historic residential structures as professional offices shall be encouraged as a means of preservation, while in no way precluding residential use.
- Guideline 1.3:**      **Preserve existing institutional structures.** Preserve existing institutional structures and require compatibility for new institutional structures, including maintaining existing setbacks.
- Guideline 1.4:**      **Allow limited commercial growth.** Allow limited commercial growth in this area by applying the goals and policies of upper Fair Oaks Avenue to the portion of Fremont Avenue at Mission Street.
- Guideline 1.5:**      **Discourage demolition and rebuilding.**

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**OBJECTIVE 1.2      MAINTAIN QUALITY IN NEW DEVELOPMENT**

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- Guideline 1.6:**      **Ensure appropriate structural alterations and rehabilitations.** Ensure that all structural alterations and rehabilitations adhere to high standards of historical and architectural appropriateness.
- Guideline 1.7:**      **Ensure compatible infill projects.** Ensure that new infill construction be compatible with the residential style and scale of existing fabric. No new structure shall exceed two stories. In all cases, established setbacks shall be maintained. The relocation of threatened historic structures-of-merit to this location is encouraged.
- Guideline 1.8:**      **Explore opportunities for shared parking and parking access.** Shared parking opportunities and access to parking from side or rear shall be explored wherever possible. No front yard parking should be permitted.
- Guideline 1.9:**      **Minimize lot consolidation.** Lot consolidation should be permitted only if the desired scale and architectural character of the neighborhood is maintained.



## 6. *Mission Street Specific Plan Area*

The Mission Street Specific Plan will provide development standards for land-use in this area. Guidelines for the sub-area surrounding the proposed Blue Line Station are set forth here.

### **Transit Station Environs**

This sub-area is largely defined by a quarter-mile walking distance radiating outward from the intersects of Mission and Meridian Streets and the proposed Blue Line transit station.

### **Adjacent Residential Area**

Proximate to the Historic District core are a substantial number of residential properties acquired and now owned by CalTrans in the former Route 710 corridor, northeast along the light-rail line to the Pasadena city limits.

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#### **OBJECTIVE 1.1 FOSTER ACTIVITY AND PEDESTRIAN USAGE.**

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- Guideline 1.1:** **Encourage Higher density in proximity to transit.** Encourage higher residential densities and a reduced reliance on the automobile in the design of projects in proximity to public transit.
- Guideline 1.2:** **Promote and maintain mixed-use development.** Maintain compaction and encourage vertically mixed-use (ground floor retail, office and residential above) to promote the pedestrian-use concept.
- Guideline 1.3:** **Encourage pedestrian and bicycle activity.** Provide additional amenities such as street trees and furniture, supplemental lighting, widened walks, bikeways and narrowed vehicular right-of-ways to encourage non-vehicular usage.
- 

#### **OBJECTIVE 1.2 ENHANCE AVAILABILITY OF PARKING.**

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- Guideline 1.4:** **Improve parking and access.** Increase curbside parking to add to the convenience of Mission West shopping. Provide incentives to create structured parking to maintain compaction and destination proximity. Design access so as not to interfere with pedestrian activity.
- Guideline 1.5:** **Seek complementary uses.** Seek a complementary mixture of land uses so that parking may be shared.

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**OBJECTIVE 1.3      NURTURE ESTABLISHED CHARACTER OF DISTRICT.**

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**Guideline 1.6:**      **Maintain historic district character and scale.** Maintain a human-centered scale in permitted uses, building forms and signage. Require contextual sensitivity and constancy of setback with historic fabric. Use Cultural Heritage Commission and/or Design Review Board oversight where appropriate to implement.

**Guideline 1.7:**      **Foster neighborhood-orientation.** Foster intermixture of emerging “neighborhood” oriented small commercial uses with established “boutique” and “antique” retail.

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**OBJECTIVE 1.4      ASSURE A RANGE OF AFFORDABLE HOUSING IN THE CITY.**

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**Guideline 1.8:**      **Encourage residential uses above retail.** Encourage development of residential above retail.

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**OBJECTIVE 1.5      NEIGHBORHOOD CONSERVATION/PRESERVATION**

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**Guideline 1.9:**      **Infill residential.** Seek opportunities to acquire, rehabilitate, and/or redevelop CalTrans-owned properties for creating affordable housing.

## 7. *Ostrich Farm*

Recycling of this 13.95 acre area as an efficiently-platted business park is recommended. Supporting retail and service commercial would also be allowed. Well-designed, campus-type developments for employers who will contribute to the City's objective of increasing employment densities are the objective. Present ownerships should be encouraged to redevelop and offered the financial incentive to convert.

The possible location here of public improvements could enhance the development potential of desirable support retail and restaurant space, health clubs, daycare centers and a host of other uses. An automobile-orientation is also expected because of the area's locational advantages.

Lot consolidation is encouraged to achieve this development opportunity. A maximum FAR of 0.8, a three-story height limit, and site coverage not to exceed 50 percent is anticipated.

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### OBJECTIVE 1.1      **RECOGNIZE CITY "GATEWAY" OPPORTUNITY.**

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**Guideline 1.1:**      **Visually strengthen this important City entry.** Encourage the involvement and participation of abutting property owners in design and implementation of public and private sector improvements within and adjacent to the York Boulevard/Monterey Road right-of-way to enhance and effectively demarcate this important entrance to the City.

**Guideline 1.2:**      **Define a desired architectural image.** Establish individual project design performance standards commensurate with gateway location.

**Guideline 1.3:**      **Capitalize upon exceptional views and access.**

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### OBJECTIVE 1.2      **EXPLORE INTENSIFICATION OR MORE-EFFICIENT USE.**

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**Guideline 1.4:**      **Encourage office space and supporting retail or services.** Seek to emphasize business park or corporate headquarters office space, often with supporting amenities, either with or in lieu of light manufacturing uses, in a garden or campus-like setting, distinct from the office-above-retail mixed use of the Fair Oaks corridor or Mission Street. Discourage additional uses that compete with the Fair Oaks corridor or Mission Street.

**Guideline 1.5:**      **Seek to intensify employment/point-of-origin sales.** Nurture appropriate revenue-benefiting uses and activities.

**Guideline 1.6:**      **Foster lot consolidation.** Explore means to foster lot consolidation and redevelopment of area.

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**OBJECTIVE 1.3      “SEED” REDEVELOPMENT OPPORTUNITY.**

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**Guideline 1.7:      Encourage property owners to form an improvement district.**

**Guideline 1.8:      Provide financial incentives to encourage redevelopment.**

## 8. *Arroyo Annexation*

This open space Focus Area is presently located in the City of Los Angeles, between the Pasadena Freeway and the South Pasadena city limits. Inaccessible from Los Angeles, it represents a natural extension of Arroyo Seco parkland and offers the potential for placing fallow land north of the Arroyo Seco channel into recreational use by South Pasadena.

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### **OBJECTIVE 1.1      PRESERVATION OF OPEN SPACE FOR RECREATIONAL PURPOSES.**

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**Guideline 1.1:**      **Explore Annexation.** Initiate dialogue with the City of Los Angeles with respect to acquisition of the parcel for recreational or open space uses.

## **2.7C Development Potential**

The objectives and guidelines corresponding to the eight (8) Focus Areas result in new development and revenue-generation potential. For a detailed analysis of these potentials, see Chapter IV-Economic Development and Revitalization, Table IV-1.



# CHAPTER II

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