

MOVEABOUT GOLD LINE TOUR



Please print your name here _____ Email _____
(So we can enter you into the raffle for great prizes!)

WELCOME TO MOVEABOUTS!

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

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

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

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

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

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

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

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

MOVEABOUTS?

What is this all about?

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

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

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

www.cityofpasadena.net/generalplan

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



Here are a few important considerations for the tours:

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

TOUR OVERVIEWS



ARTS BUS AND WALKING TOUR (pages 4-8)

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



BICYCLE TOUR (pages 9-13)

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



DRIVING TOUR - EAST (pages 14-18)

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



DRIVING TOUR – WEST (pages 19-22)

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



GOLD LINE TOUR (pages 23-27)

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



OPEN SPACE TOUR (pages 28-33)

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



GOLD LINE TOUR

START/END POINT: Del Mar Station

TIME: Approximately 1.5 to 2 hours, depending on wait time for the train and how much exploring you do. Buy a day pass so that you can get off at the various stops and walk around. *If you do the tour on Saturday August 29, you can pick up a **FREE** day pass between 9-11A.M. at the station.*

INTRODUCTION: With regard to the Gold Line, Pasadena has been a major beneficiary of this regional investment. Although the line has been operational for over five years, it is still in its infancy. Currently, Pasadena's easternmost edge marks the end, but funding is already partially in place to extend the line through the San Gabriel Valley to Montclair, with the eventual goal of reaching Ontario Airport.

The City has viewed this Metro line as a means to create and expand thriving urban places. Around many Gold Line stations, mixed-use developments allow people to live, work, and shop within their neighborhoods.

This tour includes visits to four of Pasadena's six Gold Line Stations. You will see some areas where the City has been able to take advantage of the proximity of the stations to encourage housing and commercial development, and other areas, where for various reasons, such development has not occurred.

NOTE: Mission Station, which has not been included in this tour because it is in South Pasadena, exhibits a well-executed example of a light-rail station anchoring a commercial and residential development. If you have time, it is well worth visiting. Explore the Mission Meridian development north of the station, as well as the retail areas immediately surrounding it.

STOP #1: DEL MAR STATION



Directions: *If you drove to the station, park your car at the lot for Gold Line riders. Come back up to the ground level and walk around the station area to get a sense of the Del Mar Station Transit Village, a 347-apartment and retail project that has been built surrounding the platform. Exit the station toward Arroyo Parkway (east) and walk one block north along Arroyo Parkway to Cordova Street. Walk one block east on Cordova Street. In this block are two new condominium developments: The Dalton (35 units) and street retail on the corner of Cordova Street and Arroyo Parkway, and Cinema Lofts (38 units) on the corner of Cordova Street and South Marengo Avenue.*



Walk south on Arroyo Parkway one block to Del Mar Boulevard. Turn right and walk west past the station and Central Park two blocks to De Lacey Avenue. Turn right and walk north. On your left is the Westgate Pasadena project, which will ultimately have 22,500 square feet of retail space and 820 rental and ownership units, 110 of which will be intended for families and individuals of restricted income. Turn right on Dayton Street and return to Del Mar Station. Get your passport stamped at Philly's Best (on the Raymond side of the station). Before you re-board the train, answer the questions below. Now board the train in the direction of Memorial Park and get off there.

QUESTION A: You have seen several examples of higher-density development at or near the Del Mar Station. Please circle below your **level of support for the design** (architectural style, height, setback, etc.) of these projects.

Strongly Support

1

Somewhat Support

2

Neutral

3

Do Not Support

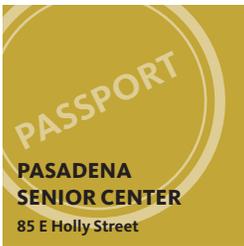
4

Strongly Oppose

5

Please use the space below to explain your answer. Describe what you like or dislike about individual buildings. (please print).

STOP #2: MEMORIAL PARK STATION



Directions: Exit the station up to Holly Street and turn left (east) toward City Hall. On your left, at Arroyo Parkway and Holly Street, is the Holly Street Village Apartments (374 housing units), opened in the early 1990s. Continue walking on Holly Street toward City Hall; stop at Marengo, turn around and walk back along Holly Street. As you pass the station, stop at the Pasadena Senior Center to your right and get your passport stamped. Go to the northeast corner of Holly Street and Raymond and turn right (north); look to your left across the street at the Raymond Renaissance (former Raymond Theater) mixed-use condominium and creative work space project (47 units). Continue walking north to the corner of Walnut and Raymond and look across the street at The TELACU senior housing project (70 units) at the southwest corner of Walnut and Raymond.

QUESTION B: You have seen three examples of higher-density developments that have been integrated into historic buildings. Please circle below your **level of support for this approach** to the reuse of historic buildings.

Strongly Support

1

Somewhat Support

2

Neutral

3

Do Not Support

4

Strongly Oppose

5

Please use the space below to explain your answer. Describe what you like or dislike about individual buildings. (please print).



Direction: Return to Memorial Park Station and board the train for the Lake Avenue Station, where you will get off.

STOP #3: LAKE AVENUE STATION



Direction: Exit the train at the Lake Avenue Station. Walk up the stairs to the street and walk to the south (away from the mountains) one-and-one-half blocks to the corner of Lake Avenue and Walnut Street.

At this intersection are two examples of recently built high-rise, dense development. On the northeast corner is a mixed use project – called Lake@Walnut – with 106 condominium units, five live-work units, and over 8,300 square feet of ground floor retail space. On the southwest corner (888 E. Walnut Street) is a commercial office building with 235,000 square feet of office space.



did you know?

The high-rise office buildings on both sides of the intersection of Lake Avenue and Corson Street directly south of the station were built under prior planning rules. Buildings of this scale would not be permitted today. The new buildings at the corners of Walnut Street and Lake Avenue are much more representative of the kind of development that is allowed under current rules.



Direction: Turn around and head north (toward the mountains) on the east side of Lake Avenue, past the station to the corner of Maple Street and Lake Avenue. Turn right and go one block to Mentor Avenue. Turn left and walk one block north to Villa Street and turn left. Walk one block to Lake Avenue. Visit El Taquito Mexicano to get your passport stamped. Walk back to the Gold Line Station. Answer the questions below before boarding the train.

QUESTION C: On your walk around this station, you have seen examples of higher-density development, as well as potential areas of future development north of the freeway. You also saw an adjacent residential neighborhood that could be impacted by future development along Lake Avenue.

Given these observations, please circle below your level of support for the following statement: **“The City of Pasadena should continue to encourage higher-density office and mixed-use development around the Lake Avenue Station.”**

Strongly Support

1

Somewhat Support

2

Neutral

3

Do Not Support

4

Strongly Oppose

5

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

QUESTION D: In the space below, please describe other businesses or services that are needed in this area (please print).



Directions: Board the train continuing east and ride it to the end of the line – Sierra Madre Villa Station.

did you know?

Plans are underway to build a pedestrian bridge from Sierra Madre Villa Station to the south side of the freeway.



STOP #4: SIERRA MADRE VILLA STATION

Directions: Exit the train, climb the stairs to the bridge, and walk to the parking structure. Take the elevator or stairs to the ground floor and exit the station to Sierra Madre Villa Avenue. Walk north along Sierra Madre Villa Avenue to Foothill Boulevard and turn right. Walk half a block to the entrance of The Stuart at Sierra Madre Villa apartment complex (188 units, including 12 apartments affordable to lower-income households). Enter the complex and tour around it. Once you have seen the development to your satisfaction, return the way you came to the station.

The Stuart of Sierra Madre Villa is an example of a high-density residential development adjacent to a Gold Line Station and one that, like the examples you saw around the Memorial Park station, makes use of historic buildings or building facades. Also in this area, observe the multi-story office buildings to the east and west along Foothill Boulevard. Some employees in these buildings may use the Gold Line to get to work.

QUESTION E: The total number of residential units currently allowed under the specific plan will reach the cap with construction of the final phase of the Stuart Project. Additional units could be built in this area to continue to promote reliance on the light rail. Circle your level of support for allowing additional multi-family residential to be built east of Sierra Madre Villa Avenue between Foothill and Rosemead.

Strongly Support

1

Somewhat Support

2

Neutral

3

Do Not Support

4

Strongly Oppose

5

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

QUESTION F: How often do you use the Gold Line?

Daily

1

Weekly

2

Monthly

3

Once or twice a year

4

Today was the first time in years

5

Please describe why you do or don't use the Gold Line. Is there anything that could be changed that would encourage you to use the train (please print)?



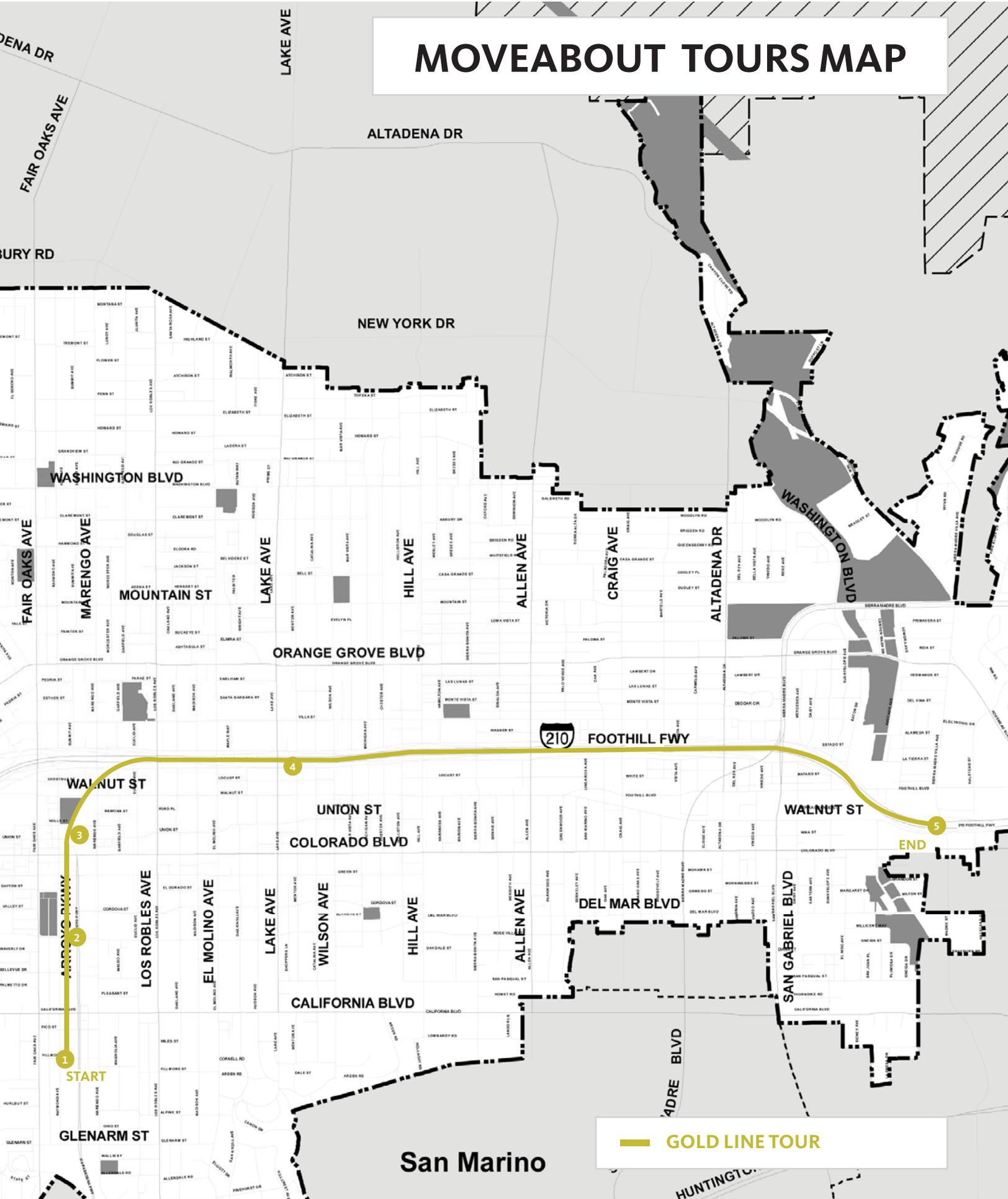
did you know?

The retail center across Foothill Boulevard from The Stuart development could not be built in this location today under new zoning standards. In areas immediately surrounding Gold Line stations, the City of Pasadena has limited the parking that businesses or residences can provide as a means of encouraging higher-density development and use of transit and discouraging orientation around automobile use and access. The parking spaces that large-scale retail businesses need to thrive are far greater than allowed by the City now in areas next to a Gold Line station.

THIS COMPLETES THE GOLD LINE TOUR

ADDITIONAL COMMENTS/NOTES:

MOVEABOUT TOURS MAP



— GOLD LINE TOUR

Upcoming General Plan Update Community Outreach Opportunities

Mark your calendar for the following events:

MOVEABOUT TOURS

August 22 - September 28, 2009

SPEAKERS SERIES

September 16 and 30

October 14 and 28

November 4

6:30 P.M. Locations to be announced

COMMUNITY WORKSHOPS

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

Jackie Robinson Center

1020 N. Fair Oaks Avenue

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

La Casita Del Arroyo

177 South Arroyo Boulevard

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

First Church of the Nazarene of Pasadena

3700 East Sierra Madre Boulevard

Saturday, September 26, 3 P.M.

Pasadena Conference Center

300 East Green Street

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

Pasadena Boys & Girls Club

3230 East Del Mar Boulevard

COUNCIL DISTRICT WORKSHOPS

Council District 1

Councilwoman Jacque Robinson

Tuesday, October 6

Council District 2

Councilwoman Margaret McAustin

Wednesday, October 21

Council District 3

Councilman Chris Holden

Thursday, October 15

Council District 4

Councilman Steve Haderlein

Wednesday, October 7

Council District 5

Vice Mayor Victor Gordo

Tuesday, October 20

Council District 6

Councilman Steve Madison

Tuesday, October 13

Council District 7

Councilman Terry Tornek

Thursday, October 1

COMMUNITY-WIDE OPEN HOUSE

November 14, 2009

1 - 5 P.M.

Location to be announced

For all updates and information, check out www.cityofpasadena.net/generalplan