

# 1.0 INTRODUCTION AND ORIENTATION



## 1.0 INTRODUCTION AND ORIENTATION

The purpose of this chapter is to provide background information on the development of the Revised East Pasadena Specific Plan.

This chapter is organized as follows:

- History
- Revised Specific Plan Preparation
- General Plan Guiding Principles
- Specific Plan Orientation
- Community Participation
- Organization of the Specific Plan

### 1.1 History of the East Pasadena Specific Plan Process

The vision for East Pasadena was first articulated in the Land Use Element of the General Plan, which was adopted in spring of 1994. The General Plan vision was based on the existing land uses and economic circumstances occurring in the city and the region at the time. For example, there was approximately 1,000,000 square feet of vacant industrial building space in East Pasadena when the Draft East Pasadena Specific Plan was being prepared. Of the seven Specific Plans called for in the General Plan, the Draft East Pasadena Specific Plan was the first to be initiated. Work on the plan started in 1993 and continued until the completion of the Draft East Pasadena Specific Plan which was approved by the City Council in January 1995. There was an extensive public participation

process including six community-wide meetings during the preparation of the plan.

During the preparation of the Draft Specific Plan, the Kodak Company decided to sell both its land and its Datatape business located along Sierra Madre Villa Drive. The Kodak Company agreed to participate in a group decision-making process to determine the desired options for the property. A committee, representing the city, property owners, neighborhood association leaders and residents was formed. This committee met seven times and developed the "Kodak Agreement", which provided for development of retail uses on the site.

Due to a lawsuit affecting the plan, which occurred after City Council approval, and prior to the completion of the Environmental Impact Report (EIR), the EIR and final Specific Plan were not completed.

Since the approval of the Draft East Pasadena Specific Plan in January 1995, the resolution of the lawsuit and, available funding to resume the Specific Plan process, several significant events occurred to influence the direction of the Revised Draft Specific Plan. The most significant change is the economic recovery and increased economic viability of the City and the region as a whole. Recommendations in this Revised Draft East Pasadena Specific Plan reflect the changes in the built form of the area, the new economic conditions, and the recent demand for research and development, engineering, biomedical and other new technology-based industries.

## 1.2 Revised Draft East Pasadena Specific Plan Preparation

The Revised Draft East Pasadena Specific Plan process was resumed in April 1998 with a meeting of neighborhood association presidents and other individuals significantly involved in the original process to determine the validity of the 1995 Draft Specific Plan. After this meeting and further discussions and review of the document, it was decided to pursue a revision to the Draft Specific Plan that had been given concept approval in January 1995.

Throughout the planning process, the Revised Draft East Pasadena Specific Plan has been designed to provide guidance to property owners and developers, and to assist in creating a vibrant, stimulating environment for the entire East Pasadena community, while creating the opportunity for the generation of new businesses and quality jobs for the community.

## 1.3 General Plan Guiding Principles

The General Plan contains the following seven Guiding Principles:

- 1) Growth will be targeted to serve community needs and enhance the quality of life.
- 2) Change will be harmonized to preserve Pasadena's historic character and environment.
- 3) Economic vitality will be promoted to provide jobs, services, revenues and opportunities.
- 4) Pasadena will be promoted as a healthy family community.

- 5) Pasadena will be a city where people can circulate without cars.
- 6) Pasadena will be promoted as a cultural, scientific, corporate, entertainment and education center for the region.
- 7) Community participation will be a permanent part of achieving a greater city.

## 1.4 Specific Plan Orientation

### 1.4.1 Purpose of the Specific Plan

The Specific Plan is enacted pursuant to Section 65450 et seq. of the California Government Code and other applicable laws, and is intended to provide for systematic implementation of the General Plan, as related to properties located within the boundaries of the East Pasadena Specific Plan area (Figure 1-1).

The General Plan sets forth overall goals and policies to guide the future development of the City, and is the framework for future development. The General Plan contains broad policy statements, but does not usually contain specific implementation procedures. The zoning ordinance and Specific Plans are needed to serve that function.

A Specific Plan is a tool used by cities to guide community development in a defined geographic area. It is a method to implement the General Plan. It provides the bridge between goals and policies contained in the General Plan and individual development projects. The Specific Plan must be consistent with all facets of the General Plan, including policy statements. Once the East Pasadena Specific Plan is adopted, all future

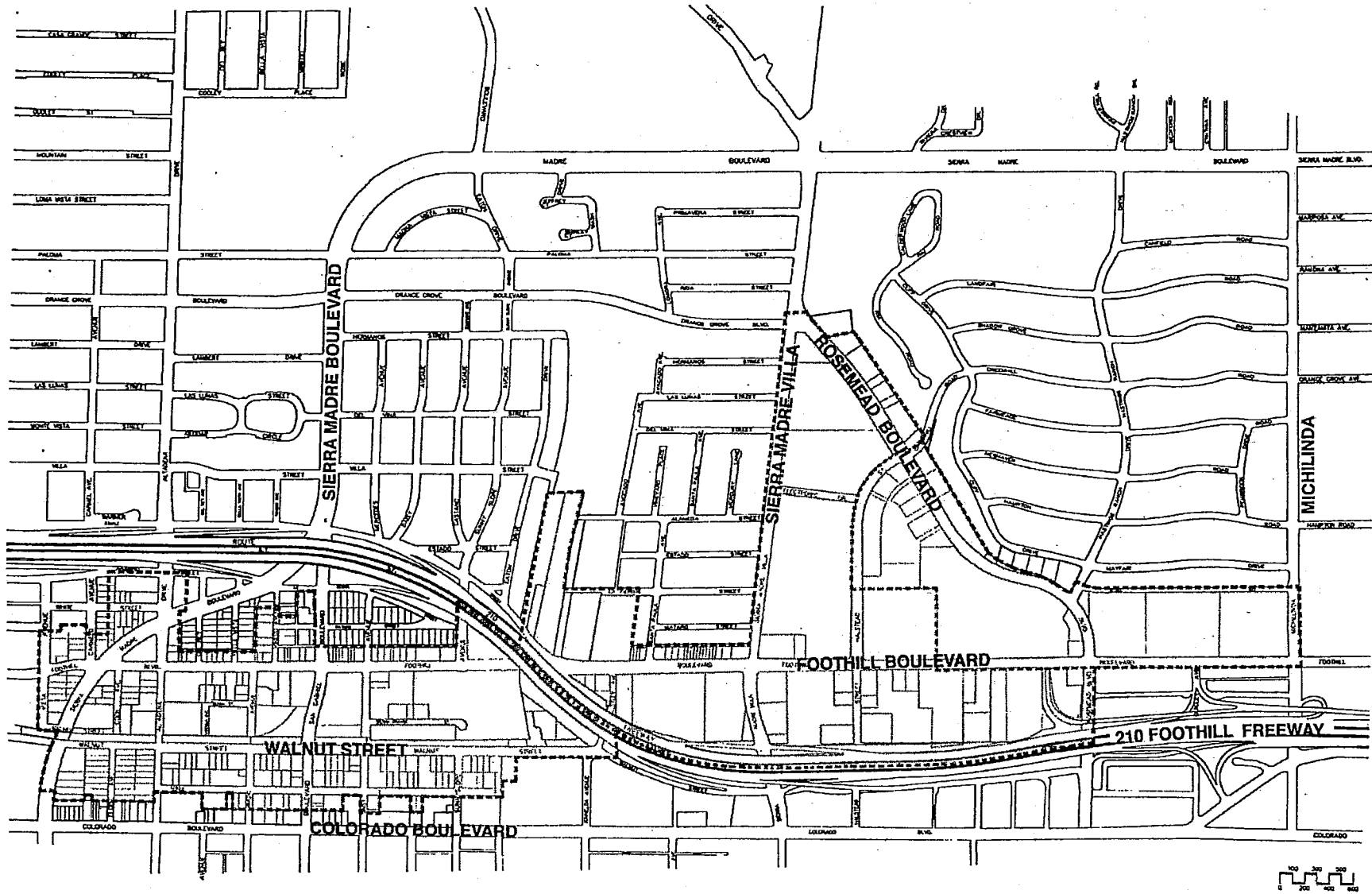


Figure 1-1.  
Specific Plan Boundaries

entitlements within the Plan area must be consistent with the Specific Plan.

The East Pasadena Specific Plan will function like a zoning ordinance for the area by providing land use regulations, development standards, and design guidelines for new developments. It will also include economic development strategies and other implementation tools.

The Land Use Element of the General Plan divided the East Pasadena Specific Plan boundaries into three subareas: d1 – East Foothill Industrial District; d2 – Foothill, Rosemead, Sierra Madre Villa; and d3 – Hastings Ranch/Foothill-Rosemead Shopping Center Areas.

#### **1.4.2 Application and Conformity with the Specific Plan**

The provisions of this Specific Plan shall apply to all properties included in the Specific Plan area. All construction, modification, addition, placement or installation of any building or structure, as well as the commencement of any new use on any lot, on or after approval date of this Specific Plan shall conform to the provisions of this Specific Plan.

#### **1.4.3 Applicability**

The provisions of this Specific Plan shall not apply to development projects for which a completed application has been received by the appropriate city office as of the date of the adoption of this Specific Plan; provided, applicants for such projects may elect to comply with any of the provisions hereof, in lieu of the former provisions.

### **1.5 Community Participation**

In order to ensure community input into the preparation of the Specific Plan, a steering committee was formed of residents, neighborhood leaders, property owners, business owners, and members of the Transportation and Planning Commissions. On November 11, 1998, the first East Pasadena Specific Plan Steering Committee meeting was held. The Steering Committee, which met 11 times, provided input and guidance to staff and consultants as the Specific Plan was being prepared.

The staff and consultants conducted an all-day meeting with individuals and groups of "Stakeholders" to receive direct input from various groups who will be affected by decisions in the Specific Plan area. Stakeholders were defined as property owners, residents, and members of the Steering Committee who, in some cases, represent larger constituencies, such as neighborhood groups, and business owners. In addition, there were several meetings directed solely toward receiving input from business property owners in Subarea d1. Property owners who were in the process of moving forward with new plans, including expansion of existing businesses, were invited to speak to the Steering Committee.

On January 14, 1999, a community meeting was held at La Salle High School to solicit comments and concerns from a wide audience regarding their perceptions of what has been occurring within the boundaries of the Specific Plan area. After the preparation of the Revised Draft Specific Plan and prior to formal commission hearings, the document was taken to neighborhood associations, property owners and business owners to solicit their comments. These comments were brought to the Commissions to inform their understanding of

the views of these groups. As required by the City's California Environmental Quality Act (CEQA) Guidelines, a public hearing was held before the Planning Commission on the Draft Environmental Impact Report.

## 1.6 Organization of the Specific Plan

The East Pasadena Specific Plan is organized into ten chapters. The information contained within each section is as follows:

**Chapter 1.0 – Introduction and Orientation.** Included in this section is the context of the preparation of the document and its relationship to state law and procedures.

**Chapter 2.0 – Existing Conditions.** Included in this section is the history of East Pasadena, East Pasadena's relationship to the region, its natural environment, the City of Pasadena, and the development of light rail. Also included in this section is information on the land use inventory, zoning and a discussion of the market conditions in each subarea.

**Chapter 3.0 – Land Use Strategy and Urban Design Concept.** Included in this section is a discussion of the parameters that led to the recommendations contained in the following three chapters.

**Chapter 4.0 – Public Realm Design Standards and Guidelines.** This section addresses three key elements of the East Pasadena Vision – economic vitality, aesthetic enhancements, and improved mobility.

**Chapter 5.0 – Design Guidelines for the Transit Station Site.** This section makes recommendations for the development of the transit site station.

**Chapter 6.0 – Private Realm Development Standards and Guidelines.** This section defines the requirements for the Private Realm, including its relationship to the Public Realm. The chapter discusses land use, development standards, and design guidelines for each of the three subareas.

**Chapter 7.0 – Mobility.** This section discusses mobility issues for the Specific Plan area.

**Chapter 8.0 – Infrastructure.** This section discusses the infrastructure support needed for the land use plan.

**Chapter 9.0 – Implementation.** This section provides a detailed discussion about the costs of and strategies for implementing the Specific Plan.

### APPENDIX A. General Plan Consistency

### APPENDIX B. East Pasadena Specific Plan Chronology of Public Meetings and Notification