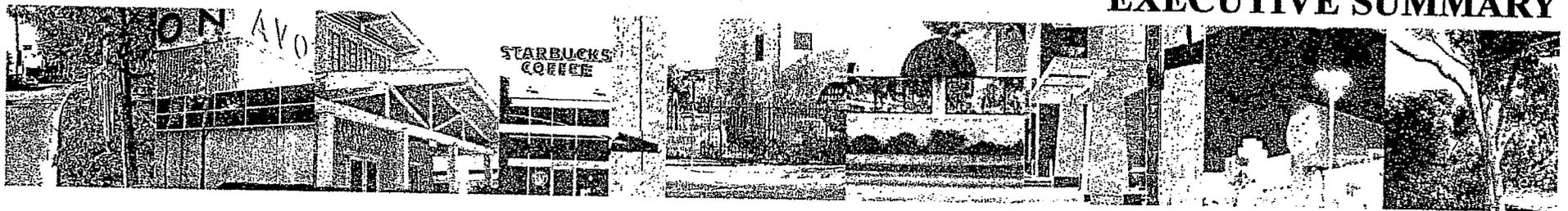


EXECUTIVE SUMMARY



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The 1994 Land Use Element of the General Plan called for the preparation of seven specific plans. The purpose of these specific plans is to direct new development in the city to areas along major corridors and adjacent to the Pasadena Blue Line Light Rail stations. An overall development approach for development in the East Pasadena Specific Plan was set forth in the Land Use Element of the General Plan. The vision for East Pasadena is of an economically viable and attractive environment with a full range of mobility options - auto, light rail, bus, bicycle and pedestrian. There are three major elements of the vision for East Pasadena that were developed to reflect the community's vision for the area. The East Pasadena Specific Plan responds to that direction.

Vision Element 1: A Revitalized Center of Economic Activity - the Private Realm

The Specific Plan envisions a revitalized area, consisting primarily of employment activities with some retail and entertainment, which serves the residential and business community of East Pasadena and the City as a whole.

Vision Element 2: A Unifying Identity - the Public Realm

The Specific Plan envisions a network of Streetscape Corridors, including the completion of Walnut Street, Kinneloa Avenue and Maple Street which will provide an attractive and unifying identity for East Pasadena as well as completing the citywide circulation system for the area.

Vision Element 3: Mobility Options

The Specific Plan envisions a variety of options for mobility including pedestrian, bicycle, and shuttle-bus related to both internal circulation and to connecting with the planned light rail station.

In addition to the three vision elements, the Specific Plan responds to the following quality of life goals established through the planning process:

1. Mitigate impacts of traffic;
2. Accommodate the transit site and maximize its use;
3. Enable preservation of the Stuart Company building;
4. Encourage high-tech/R&D land uses
5. Establish design and development standards.

The General Plan divided the East Pasadena Specific Plan area into three subareas: d1 - East Foothill Industrial District; d2 - Foothill, Rosemead, Sierra Madre Villa; d3 - Hastings Ranch/Foothill-Rosemead Shopping Center

The East Pasadena Specific Plan is divided into chapters, which address both the Public Realm (the City) and the Private Realm (property owners, and developers).

The Design Standards and Guidelines for the Public Realm address the key elements of the East Pasadena Vision - economic vitality, aesthetic enhancement and improved mobility. The Public Realm Design Standards and Guidelines

are guided by an Urban Design Framework and emphasize the accommodation of auto, bus, bicycle and pedestrian modes in the multi-modal Access Corridors, as well as the interrelation of the corridors to the Public Realm and urban open space. The Public Realm Design Standards and Guidelines also focus on the aesthetics of the Multi-modal Access Corridors. Finally, the Design Standards and Guidelines set a framework for private investment in terms of enhanced accessibility and a more attractive environment.

The purpose of the Private Realm Development Standards and Guidelines is to define the requirements for new construction and rehabilitation or reuse of existing buildings, including their relationship to the Public Realm. This chapter includes Land Use, Development Standards and Design Guidelines for each of the subareas, and Design Guidelines that are applicable to all subareas.

The question of height in the city has been of concern to both the residential and businesses in East Pasadena for a number of years. Currently, the permitted height in the Specific Plan area ranges from 36 and 45 feet north of Foothill Boulevard and from 45 to 110 south of Foothill Boulevard. The recommended height for properties north of Foothill Boulevard is to remain relatively the same to ensure consistency with existing development in the area.

One of the major goals of the specific plan is to encourage high tech businesses. For properties south of Foothill Boulevard, east of the 210 Freeway to the city's eastern boundary, except for the site of the Light Rail Joint Development, the Specific Plan recommends a height of 60 feet. For the Joint Development site the height is recommended at 85 feet to

accommodate essential HVAC equipment for bio-medical industries need for higher floor to floor space, i.e., 15 to 16 feet between floors. The height will be measured from Foothill Boulevard.

One of the most significant issues facing the East Pasadena Specific Plan is traffic. Today, the East Pasadena area has traffic issues that the community would like to see addressed prior to new development. Included in the Specific Plan is a chapter addressing Mobility. Because of the scope of the expanded traffic study, which included neighborhoods north of the Specific Plan boundaries, the mitigation measures in the EIR reflect measures for those areas as well including measures for the Neighborhood Protection Program.

Affordable Housing

In conjunction with the update of the Housing Element, the City is preparing an inclusionary zoning ordinance. When this ordinance becomes effective, new residential and mixed-use projects in the Specific Plan area will be required to include an affordable housing component. Affordable housing will be provided in the Specific Plan area.

Interim Limit for Development

The General Plan recommends 2.1million square feet of net new development for the East Pasadena Specific Plan area. A component of the Specific Plan is the construction of the three proposed roadway extensions - Kinneloa, Walnut and Maple Streets which are addressed as part of the citywide transportation network. Throughout the development of the Plan, issues were raised by the East Pasadena Specific Plan

Steering Committee and the Planning Commission about the amount of growth - net new as well as ambient growth.

The FEIR states that if the three roadway extensions are not complete then an alternative mitigation measure requiring major right-of-way acquisition will be required. The mitigation measure proposed for the intersection of Sierra Madre Villa and Foothill Boulevard (Intersection 18) mitigates that intersection. (See Section 7.2.9.2 Sierra Madre Villa Avenue and Foothill Boulevard, page 7-5)

During Planning Commission review, there were discussions regarding the vision of the Specific Plan, including traffic concerns. Because levels of traffic are of major concern, the Specific Plan establishes an interim limit of 1,357,455 square feet of non-residential development and 235 dwelling units. Development exceeding this interim limit will be allowed only if Kinneloa and Walnut Streets are extended. Although the Maple Street extension is currently included in the Mobility Element, the Public Works & Transportation Department will determine, during the current update of the Mobility Element, whether the extension is necessary and beneficial to warrant its cost. In any case, development should not exceed 2.1 million of net new non-residential floor area as allocated in the General Plan and 500 dwelling units as recommended in the Specific Plan.

Therefore, the following is the reduced allocation for the non-residential and residential allocations allowed by sub-area:

Sub-area d1 - Foothill Industrial District

Land Use	Square Feet	Units
General Commercial	65,800	

Industrial	329,000	
Institutional	23,500	
Residential		47
Sub-Total	418,300	47

Sub-area d2 - Foothill, Rosemead, Sierra Madre Villa

Land Use	Square Feet	Units
General Commercial	856,527	
Industrial	29,733	
Institutional	2,648	
Residential		188
Sub-Total	888,908	188

Sub-area d3 - Hastings Ranch/Foothill/Rosemead Shopping Center Area

Land Use	Square Feet	Units
General Commercial	50,247	0
Sub-total	50,247	0

Total Development Non-Residential Square Feet and Residential Units

Land Use	Square Feet	Units
Commercial	972,574	
Industrial	358,733	
Institutional	26,148	
Residential		235
Total Development	1,357,455	235

The following summarizes the assumptions and goals of the Specific Plan for each of the sub-areas and the recommended strategies for both land use and mobility.

Subarea d1 - Foothill Industrial District

Based on the existing industrial uses in this sub-area, recent resurgence in research and development and technology based industries in southern California in general, and Pasadena specifically, the intent of this district is to retain its existing industrial base and encourage new research and development uses. Further, in recent years, there has been an interest in the artist community for live/work housing in this area.

The following summarizes the major strategies and recommendations for the area.

Strategies and Recommendations

Land Use Recommendations

- Protect industrial uses and provide opportunities for start-up of new businesses, including biomedical, research & development technology based industries.
- Recommend a two-story parking garage, or two, to be constructed in the abandoned right-of-way on Walnut Street to provide parking for existing and future businesses.
- Add a total of 100 dwelling units to Sub-area d1 for Live/Work opportunities, with a maximum of 47 units to be constructed under the Interim Limit for Development.

Mobility Recommendations

In order to provide for improved mobility in the East Pasadena area, including south of the 210 Freeway, the following is recommended:

- Continue support of the Kinneloa Street Extension
- Connect Walnut Street to Kinneloa Street
- Improve Walnut Street with curb, gutter, sidewalks and landscaping.
- Neighborhood Mitigation Program

Subarea d2 - Foothill, Rosemead, Sierra Madre Villa

The vision for this area is to return to the historical direction of the area and encourage research and technology based jobs and office jobs in general. However, the parcels located south of Foothill Boulevard are some of the most desirable land parcels in the city for reuse and the value of the land is relatively high for industrial space. There will be competing market pressure for the land to be developed into various commercial uses.

Housing

The General Plan called for 400 housing units (300 at or near the light rail station). In order to provide housing opportunities in this area and to support the development of a Transit Oriented District the Specific Plan has retained these 400 units, with a maximum of 188 units constructed under the Interim Limit for Development.

Pasadena Blue Line

The Sierra Madre Villa Light Rail station joint development is to be built at the former Stuart Company building site which is listed on the National Register of Historic Places. Sierra Madre Villa Technology Partners has been chosen as the developers of the site. The General Plan, through its policies and objectives, has targeted development around light rail stations. Chapter 5 - Design Guidelines for the Transit Station site presents criteria for developing the transit site while still preserving some of the historical portions of the Stuart Company building.

The Mobility Chapter addresses street improvements for this area. The following summarizes the major strategies and recommendations.

Strategies and Recommendations

Land Use Recommendations

- Rezone parcels located immediately east and west of the Sierra Madre Villa Transit Station from IG (Industrial) to CG (Commercial Office/R&D) to provide opportunities for the development of more office space and encourage research and development businesses, as well as provide for transit-oriented opportunities to support the Light Rail station. See Figure 6-5.
- Recommend housing be added as a permitted use in the CG district to encourage housing around or near the transit site.
- Prohibit "Big Box" Retail which is generally not a transit supportive use, nor ancillary to industrial uses.

- Continue to support and protect industrial uses and provide opportunities for start-up of new businesses, including research and development technology-based industries.
- Provide incentives to preserve the significant elements of the Stuart Company building.
- Establish Floor-Area-Ratios for the area based on potential development of parcels.

Mobility Recommendations

- Extend Maple Street from Sierra Madre Villa Avenue to Titley Avenue.

Subarea d3 - Hastings Ranch/Foothill-Rosemead Shopping Center Area

When the General Plan was adopted in 1994, the square footage allocated for this area was only 35,000. As new development has occurred, this allotment has been reduced and only 16,676 s.f. remain. In order to accommodate existing businesses as they desire to become more competitive in the marketplace and to serve the local neighborhoods more efficiently, the Specific Plan recommends increasing the square feet from 35,000 to 60,100, with a maximum of 50,247 square feet under the Interim Limit for Development.

The General Plan did not allow for housing in this subarea. However, if a proposal should come forward that would further the goals and policies of creating a transit-oriented district, a public hearing before the Planning Commission for using a portion of the housing allocation in Subarea d2 shall be followed.

Strategies and Recommendations

- Continue to support retail uses in this subarea which serve the needs of the Pasadena community.
- Raise the amount of new non-residential square feet from 35,000 to 60,100, with a maximum of 50,247 square feet under the Interim Limit for Development.
- If a proposal for a housing project should come forward in Subarea d3, transferring residential units from Subarea d2 to Subarea d3 will be permitted. However, if demolition of non-residential square feet is involved, no credit for such space will be given.

Definitions

The zoning code is currently being updated and through this specific plan process, the following definitions are to be defined and then included in the update.

Research and Development - to be located in both General Commercial and Industrial Zones.

"Research and Development: Facilities for scientific research, and the design, development and testing of electrical, electronic, magnetic, optical and mechanical components in advance of product manufacturing that do not involve the mass manufacture, fabrication, processing, or sale of products"

Big Box Retail - A retail or wholesale store over 75,000 square feet, with centralized cashiering

Currently the Zoning Code has three separate use classifications for industrial uses. A. Industry, Standard; B. Industry Restricted; and C. Small-Scale. Based on the types

and nature of small scaled industries (or start-up businesses and industries) that is occurring. Small scale is modified as follows:

"Limited to a maximum gross floor area of 5,000 square feet.