

## PART 2

### Vision and Guiding Principles

The central vision of this plan is to conserve and reinvest wisely by:

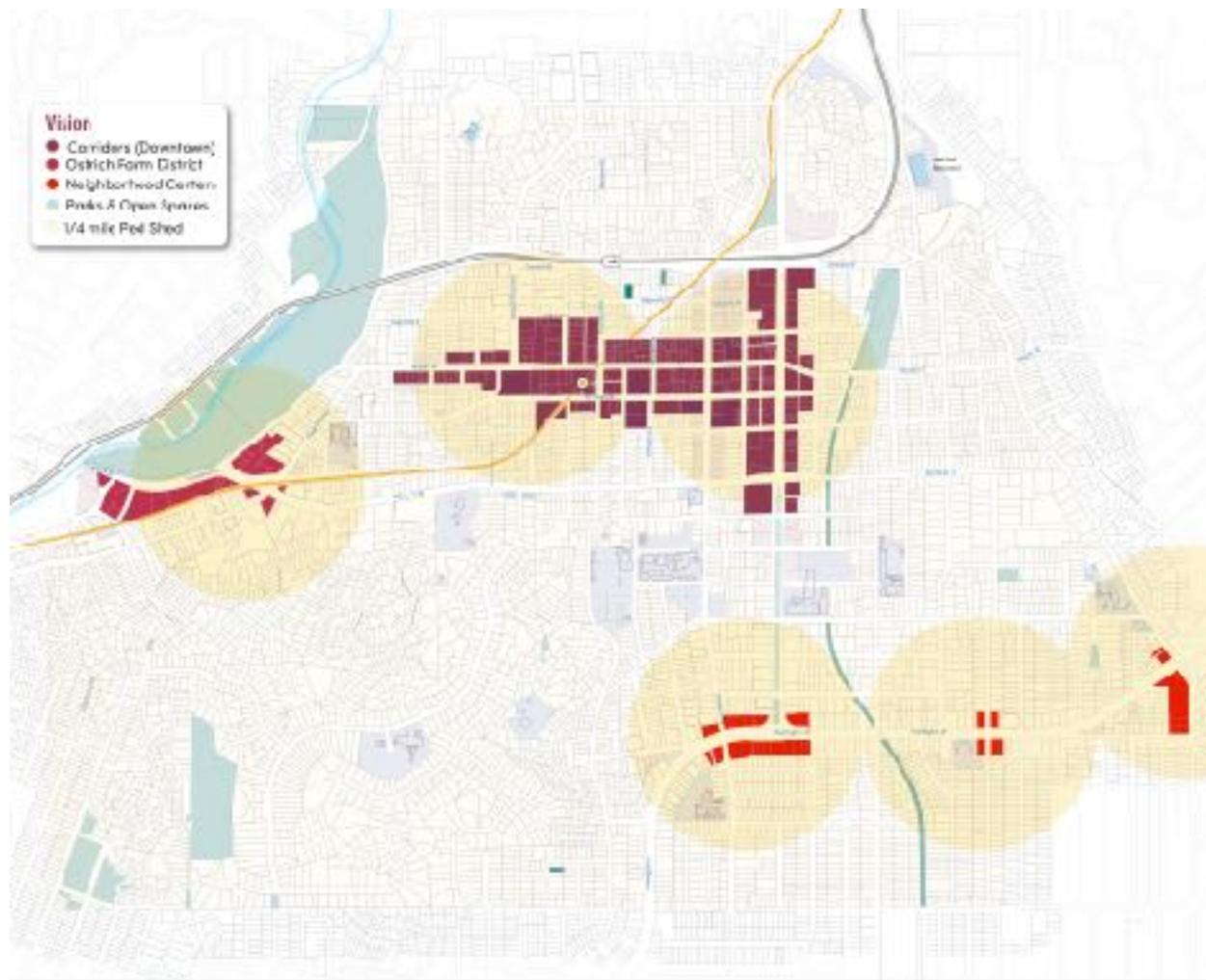
- Preserving the distinctive stable residential neighborhoods; and
- Directing new growth to Downtown corridors, Ostrich Farm, and neighborhood centers.

Through a visioning process the community has identified the character, intensity, and scale of contextual infill development desired for vacant and underutilized tracts on Fair Oaks Avenue and Mission Street in the downtown area; Ostrich Farm area; and neighborhood centers on Huntington Drive. The community wants new development to be respectful of the place; contribute to the vibrancy of the human experience; and have positive impacts on place-making, health, economy, and the environment.

Place is a combination of factors that generates a sense of genuine identity and appeal across a range of scales: from an individual street or building to an entire city. The act of organizing these individual pieces - streets, blocks, buildings, open spaces, businesses - around something larger than themselves is the act of generating place. The fundamental factors that contribute to South Pasadena's ability to generate and maintain its quality of 'place' are: 1) walkability; 2) completeness; 3) diversity; and 4) accessibility.

A healthy community is powered by a vibrant economy that generates multiple opportunities for economic activity and investment that are important for a small town economy. The partner to such a vibrant economy is a robust and engaged civic culture based on South Pasadena's qualities, values, and heritage. Key to maintaining strong civic culture is the need to balance individual competing needs in favor of the community as a whole. The fundamental factors of South Pasadena's economy and civic culture are: 1) fiscal health; 2) retail performance; 3) success of creative cluster.

The relationship between the natural and the built environment and the physical infrastructure is key to a resilient community and place-making. This integration of contextually green infrastructure and the built environment that it serves is critical to being prudent with finite and valuable resources. The fundamental factors of South Pasadena's green infrastructure and built environment are: 1) the Arroyo Seco and the tree canopy; 2) complete streets/balanced transportation; 3) resilient infrastructure and access to local food.



*The General Plan directs new growth to Downtown, Ostrich Farm District and the three neighborhood centers along Huntington Drive.*

South Pasadena's decisions and actions will be steered by the following guiding principle that carry forward the community vision:

### **Our Natural Community**

Live in balance with our natural environment. Preserve the natural areas and increase quantity and access to open space.

### **Our Prosperous Community**

Attract and retain high value, high-wage jobs within the creative sector, diversify the local economy, promote and support local businesses, increase the local tax base to help fund vital public services.

### **Our Well Planned Community**

Direct new growth to the downtown area along Mission Street and Fair Oaks Avenue while protecting the stable residential areas from runaway growth. Develop clear and precise standards that offer predictable outcomes and processes. Encourage pedestrian-oriented mixed-use development, while providing new and enhancing existing public spaces and gathering places.

### **Our Accessible Community**

Provides safe access for all street users—pedestrians, cyclists, public transit users, and motorists—of all ages and abilities. Support an integrated multi-modal network and efficiently manage parking to support wider community goals.

### **Our Resilient Community**

Increase individual, institutional, and business capacity to survive, adapt to any chronic stress or acute shocks and be able to recover and thrive.

### **Our Healthy and Safe Community**

Create environments that encourage safe and healthy lifestyles and maximize the opportunities for physical activity. Well-designed public and semi-public realm foster social interaction, and good programming can draw people out of their homes and into the community.

### **Our Active Community**

Add to and enhance our parks and open spaces to provide enriching recreational opportunities.

### **Our Creative Community**

Become a vibrant cultural center by weaving creative expressions into everyday life.