

9. Our Creative Community



GOAL

To nurture and promote South Pasadena arts and cultural activities, organizations and events and to give them more visibility and prominence in the region.

“Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired.” — Ann Markusen and Anne Gadwa Nicodemus





A. INTRODUCTION

A distinctive tree canopy, culture of conservation with a veritable collection of national, state, and local resources, diverse multicultural population, personal and active cultural activities throughout the year, creative industries and businesses that serve the region are all unique features of the South Pasadena arts and cultural milieu.

Decades of work by dedicated artists and diverse organizations have attracted other creative individuals and businesses to South Pasadena. This chapter lays out a roadmap to leverage the collective resources to elevate South Pasadena's profile as a creative, innovative community, and to strengthen and expand its cultural ecosystem.

Through parallel tracks of inquiry focused on public engagement and research, the discovery process identified seven key needs to be addressed and opportunities to be explored:

1. Creative Prosperity
2. Cultural Tourism
3. Education for Creativity
4. Cultural Equity
5. Public Art
6. Historic Preservation
7. Capacity and Leadership

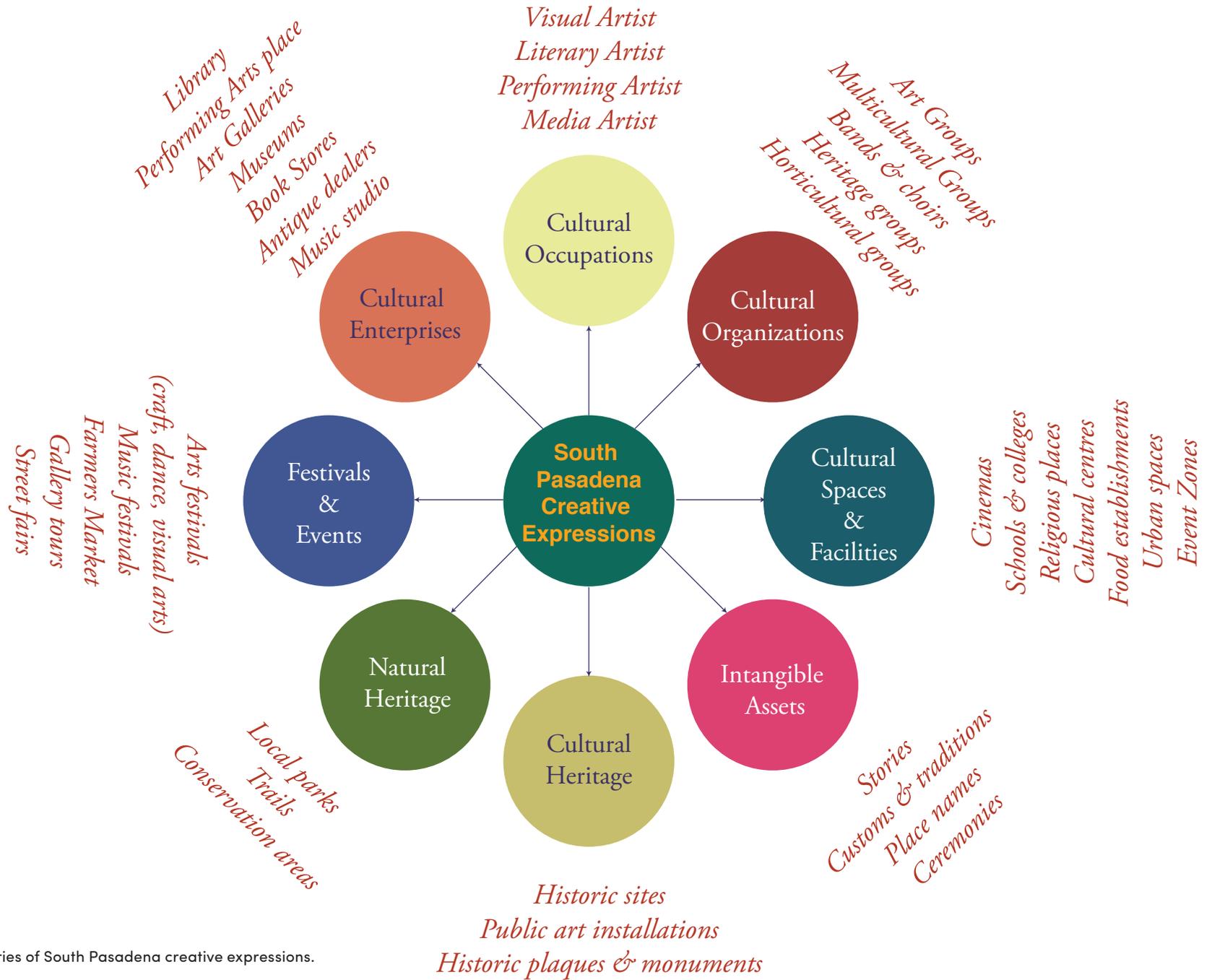


Figure B9.1. Categories of South Pasadena creative expressions.

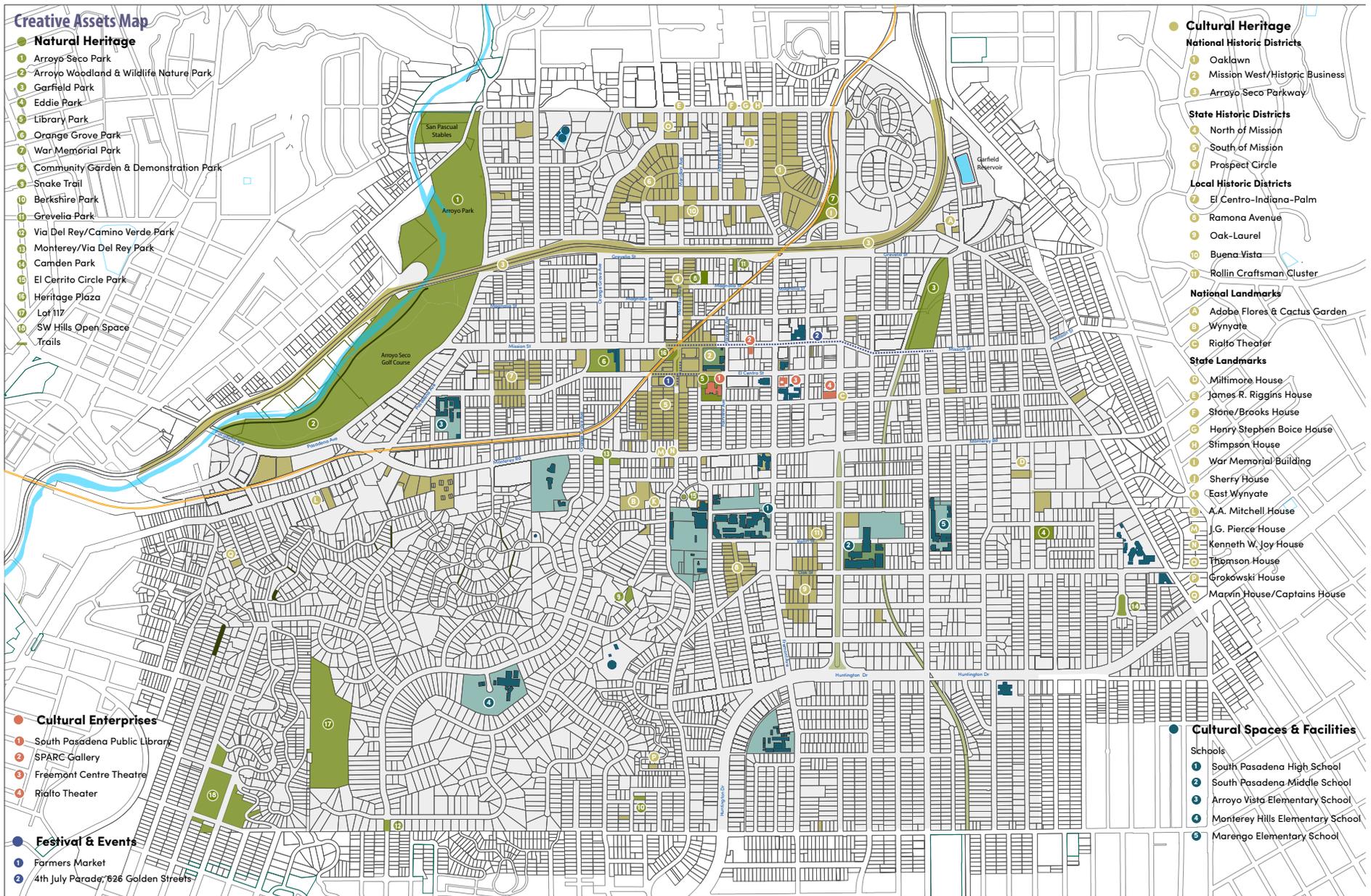


Figure B9.2. South Pasadena Creative Assets Map.

B. ARTS & CULTURAL EVENTS & PROJECTS

Arts and Culture in South Pasadena connects people, provides rich opportunities for participation and fosters creativity. Following is a sample of some of the arts and cultural events hosted by top providers:

South Pasadena Arts Council (SPARC)

The SPARC was founded in 2009 to promote variety of art projects, and visual and performing arts programs.

In 2016 SPARC, with initial funds and a great deal of cooperation and coordination with South Pasadena organizations, volunteers, and City support, several community projects were initiated. A few examples are listed here:

- **Art Gallery:** Directed the operation and management of the gallery at the Chamber of Commerce. As part of this program produced an annual High School Art Exhibition
- **Developed the Box Art Public Art Program:** Traffic signal boxes, have been enhanced and transformed into creative artworks in many cities around the country. The City awarded SPARC initial funding to support the creation of the first 10 boxes. SPARC raised funds with South Pasadena local businesses and individuals sponsoring individual artwork on the signal boxes, creating a Public/Private Partnership.
- **Fundraising:** Partnered with the South Pasadena Education Foundation on marketing replaced City street signs, which were donated by the City to raise funds for the arts and arts education and advance the arts within our community
- **Annual Music Festival:** Produced an annual SPARC Stage at the Eclectic Music Festival, featuring local and regional musicians.

South Pasadena Public Library

The South Pasadena Public Library and the Friends of the South Pasadena Public Library, along with a host of co-sponsors and partners present live music, author nights, classic and indie movies with actors and directors on hand for Q&A, and many similar successful free public events. The Library has had a few public art projects that include sculptures, murals, and paintings.

Community Services Department

Summer events include Concerts in the Park, Teen Battle of the Bands, Movies in the Park as well as Shakespeare in the Park.

Chamber Events

The Chamber of Commerce advocates for and assists businesses, produces events to bring people to the community to discover its unique shops, boutiques, eateries and events. South Pasadena hits a high note with the Eclectic Music Festival and Winter, Summer, and Fall Arts Crawls — an inspiring evening of live music, exhibitions in art galleries and open houses in the boutiques. Thousands come from South Pasadena and the San Gabriel Valley to hear dozens of musical groups in an eclectic crosssection of styles, from folk and jazz to rock and roll.



Teen Concert



Patriotic concert in the Library Park



Public art on traffic signal box



Concert in the Park



Shakespeare in the Park.



South Pasadena Eclectic Music Festival



Polynesian dance before "Moana" screening



Arts Crawl

C. ARTS EDUCATION

A variety of community- and school-based arts programs offer kids and adults a unique means of expression, capturing their passions and emotions, and allowing them to explore new ideas, subject matter, and cultures.

SPARC The South Pasadena Arts Council is a strong advocate for arts education in the South Pasadena Unified School District (SPUSD), by serving on the District's Arts Committee and in the community, with local decision makers, artists and other organizations.

SPACE, is a non-profit arts organization. With their exhibitions, performances, and school-based programs, SPACE has emerged as an incubator for creative ideas. The **SPACE AIR** (Artist-in-Residence) Program provides a visual arts education to local schools. The program utilizes teaching artists to provide a standards-based, hands-on arts curriculum.

Community Services Department The City offers arts, dance, music, filmmaking classes for all age groups throughout the year.

SPUSD The South Pasadena School District's robust Visual and Performing Arts Program starts at the elementary level with a rotation of visual arts, performing arts, and music, and expands at the middle school and high school with more specialized courses. The program goal is to prepare students to be life-long, creative, and critical thinkers who know the value of arts and who positively impact change in the community through arts.

South Pasadena Public Library offers arts and crafts and journalism classes and programs for children and teens and a wide range of concerts, celebrations,

author and film events, and plays and dramatic performances for adults of all ages. The emerging role of the library as a gathering place, additional arts and cultural programming, and integration of information technology requires meeting rooms, computer lab, and gallery space.

Bullseye Glass Company Bullseye Glass is a manufacturer of colored glass for art and architecture with worldwide distribution and a strong commitment to research, education, and promoting glass art. The Research & Education studios are located adjacent to the factory. Staff instructors and noted guest artists offer short-term classes year-round for students at all levels.

Green Broom Music Academy The Academy offers art classes and music lessons for all age groups.

South Pasadena Music Center & Conservatory Offers private lessons and classes to students of all levels and ages in the European classical tradition, combined with cutting edge instruction in jazz, rock and modern music.

Pascale Music Institute (PMI) teaches aspiring musicians as young as 3½ years old to play the violin, viola, cello, bass, guitar, and piano. Detailed directions, fun exercises, rapid progress, coupled with a delightful reward system motivate students to master skills quickly and correctly. PMI also offers a 'College for Kids' program, which takes children to a conservatory for a day to experience what it's like to be a student there.

Art Work Place Offers art education responding to the individual talents of each student and centered around a curriculum that teaches fundamentals while encouraging creativity.



Bulls Eye Glass Company



Green Broom Music Academy

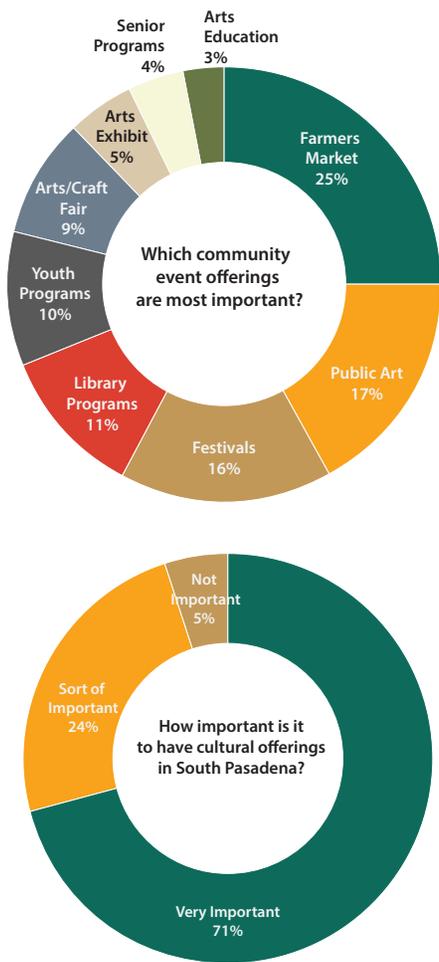


Figure B9.3 Results from 2017 Survey.

Issues

- Lack of affordable housing and places to work for artist;
- Lack of funding;
- Establish a center for the arts;
- Designate South Pasadena as a creative community;
- Educating the community about the value of the arts; and
- Expanding cultural outreach to different communities(ethnic).





D. CREATIVE PROSPERITY

When recognized and nurtured as small business enterprises, individual artists and nonprofit cultural organizations provide significant employment in the community. South Pasadena’s creative sector (the creative businesses, nonprofit cultural organizations, artists and other creative workers) can create even more economic opportunities and jobs. Artists can often activate and enliven spaces in the urban landscape that would otherwise be vacant or underutilized. *(also see Our Prosperous Community)*

Policies and Actions

- P9.1 Increase awareness of the importance of the creative community.**
- A9.1a Communicate with a unified voice to decision makers about impact of creative businesses on the economy. 🗣️ 🌐
 - A9.1b Brand and market South Pasadena’s Creative Sector. 🗣️ 🌐
 - A9.1c Ensure that there is a voice for arts and culture in tourism campaigns. 🗣️ 🌐
- P9.2 Support ways to help creative businesses gain access to reasonably priced studios, office space, and housing that is also safe and inviting.**
- A9.2a Work to ensure South Pasadena’s creative sector has adequate and inviting spaces to create, sell their products, and network. 🗣️ 🌐
 - A9.2b Create central gathering spaces for mingling and events such as an Arts Center that offers a physical and virtual space for South Pasadena’s creative sector to connect, create, and promote their art. 🗣️ 🌐
 - A9.2c Establish an arts incubator/accelerator space to provide office space, management assistance, technology, and access to funding opportunities. 🗣️ 🌐
- P9.3 Facilitate the temporary and opportunistic use of vacant or underutilized spaces and venues for artistic purposes.**
- A9.3a Facilitate artists’ temporary and opportunistic use of such spaces and venues as vacant walls, storefronts, empty buildings, open spaces, etc. 🗣️ 🌐
 - A9.3b Provide building owners with tax incentives, grants, loans, and streamlined permitting process to renovate buildings that can be used as live/work spaces by artists. 🗣️ 🌐
 - A9.3c Explore collaboration with SPUSD to utilize their facilities for community arts events and programs (e.g. auditoriums, middle school’s new black box theatre, art studios/classrooms, etc.). 🗣️ 🌐

SPARC Strategic Plan

As part of its Strategic Planning Initiative, the South Pasadena Arts Council (SPARC) conducted interviews and focus groups to understand community perception of the arts and to hear their thoughts, dreams and aspirations for the arts. There were many ideas discussed and the overriding topic endorsed by a majority of participants was the need for a “place” to experience the arts in all their forms.

South Pasadena has a rich artistic and cultural history. South Pasadena needs a central place for the community to participate fully in creative experiences: a cultural infrastructure to support the vibrant cultural environment.

SPARC has been in conversations with elected officials about ways to develop South Pasadena into a “Creative Community”. One aspect of this would be to proclaim a “Creative Community” resolution by City Council, which could then be followed by initiatives to create public and private funding and resources. Developing a community art center in South Pasadena as either a free-standing building or a space within a multi-purpose development integrated into the Downtown Specific

Plan area could help achieve this. Downtown would be an ideal location as an art center would contribute to the area’s vibrancy as an arts district, along with creative businesses and restaurants.

Preliminary ideas as to the scale of such a facility could be around 5,000 square feet, which would include a gallery for exhibitions and installations, a “black box” performance space for performing events (music, dance, theater, spoken word, film screenings, etc.), and space for educational programs.

On October 17, 2018, the City Council adopted Ordinance No. 2325 that required 1.5% of a project’s valuation to be directed toward public art. Creative public-private partnership and additional funds will be needed to support the construction, operation and ongoing maintenance of the Community Art Center.



Aging in Place



Social Equity



2. CULTURAL TOURISM

Cultural tourism is travel based on interaction with the natural- and human-built environment as a means to learn about and experience the arts, heritage, and interesting and culturally rich places such as South Pasadena. Cultural tourism is a proven way to bring outside resources into the community and tends to increase property values, attract investment, and bring new ideas to South Pasadena. Arts and culture help attract visitors and encourage them to return. The cultural sector serves tourists and local audiences.

Audiences depend upon awareness of opportunities and marketing. Audience behaviors are changing as people

rely more on electronic media, have more demands on their time, and more options for entertainment.

Even though there are now more sources of information (City event calendar, Chamber of Commerce event calendar, online South Pasadena Review, etc.), feedback from community noted lack of information as a barrier to cultural participation. A consolidated planning calendar and regular gathering of arts leaders may help reduce scheduling conflicts. Transportation is a barrier for some.

Effective marketing can also raise the visibility of the entire cultural sector. Many people value the arts, humanities, history, good design, and arts education for their intrinsic worth and for their capacity for improving the City's quality of life and economic development. Others do not yet understand these as priorities. While cultural attractions are critical to tourism, the City's arts and culture are not yet a key part of branding. While public art is important to South Pasadena, there is no systematic approach to raising funds, review of public art proposals, or maintenance.

Policies and Actions

- P9.4 Make South Pasadena's arts, cultural, and heritage attractions visible and accessible to tourists and local audiences.**
- A9.4a Help businesses, non-profits and government work together to develop an outreach and marketing strategy that utilizes and leverages social media and the Internet to target specific groups and nearby communities (e.g., Highland Park, Eagle Rock). 🗺️ 🎨
 - A9.4b Coordinate marketing so visitors and locals can readily find information about arts, heritage and cultural attractions/events. Create a master calendar of arts events. 🗺️ 🎨
 - A9.4c Develop wayfinding/informational signage at Metro A Line station and throughout the city that identifies and educates about cultural resources (architecture, public art, creative venues, etc.). Utilize existing surfaces for wayfinding signage, such as utility boxes. 🗺️ 🎨
 - A9.4d Work with appropriate entities, such as Metro and ride hailing services, to provide multi-modal access and parking for attractions/events. 🗺️ 🎨
- P9.5 Develop a cultural resource map and directory.**
- A9.5a Develop a South Pasadena cultural resources walking tour app for mobile devices. 🗺️ 🎨
 - A9.5b Post events and attractions on local and regional travel websites, travel apps, and social media sites. Urge other publications to feature South Pasadena's events and attractions. 🗺️ 🎨
 - A9.5c Adopt a resolution to officially designate the City as a Creative Community. 🗺️ 🎨
- P9.6 Leverage the Metro A Line Station and the potential Metro Bike Share Center at the Station to promote attractions/events.**
- A9.6a Partner with Metro to advertise events and attractions to riders, and to sponsors community events, like 626 Golden Streets. 🗺️ 🎨
 - A9.6b Develop a marketing brochure that is printed regularly with information on things to see and do in South Pasadena. Distribute the brochure at hotels located near Metro stations. 🗺️ 🎨



Aging in Place



Social Equity

E. EDUCATION FOR CREATIVITY

Arts Education intersects with the community in several ways. First, SPUSD has an extensive arts program in most of the art disciplines beginning in elementary school and continuing into secondary school. Second, the numerous arts organizations provide specialized instruction in various art disciplines. They supplement the arts education that students receive in school. In addition there is an ongoing education process that is based in community organizations that provide visual, performing, literary, and media programs for both students and adults to experience. They also provide interactive participatory projects for the community. The community is engaged in life-long learning in the arts.

Students have the new opportunity to explore internships in the community and several have worked in non-profit or commercial arts organizations. They gain valuable “on-the-job” experiences in the real world.

The Library provides residents a wide-variety of resources and educational opportunities that inspire and support artistic endeavors, life-long learning, and cultural awareness. Library storytimes for toddlers and preschoolers include musical and artistic elements that build a foundation for primary school. Opportunities for active learning are provided during hands-on art and craft programs like DIY Craft Tuesdays, Family Storytime, the Art in the Park event, and special experiences like the winter family giftmaking workshop. The Library also presents special events that celebrate diversity, including the annual Moon Festival in partnership with the

An arts education helps build academic skills and increase academic performance, while also providing alternative opportunities to reward the skills of children who learn differently. — Gavin Newsom, Lieutenant Governor of California

South Pasadena Chinese American Club (SPCC), and programs tied to Black History Month, Cesar Chavez Day, and National Hispanic Heritage Month.

Despite strong public support and growing recognition of the positive influence of arts learning on adults and children, the resources available for arts education are shrinking.

The School Board, City Council, SPEF, SPARC, and many individual parents and community members will need to continue raising and directing funds for arts education, both in schools and the community. Measure SP, a school bond initiative passed by voters in 2016, included funding for arts facilities, specifically for new classroom facilities for visual and performing arts and a Black Box Theater at the middle school, which opened in June 2021.



South Pasadena elementary students experience hands-on education using a remote-control rover. Photo Credit: South Pasadena Unified School District



Arroyo Vista Elementary students in Mr. Jehue's second grade class travel on a virtual field trip compliments of Google Expeditions. Photo Credit: South Pasadena Unified School District



Students dance and enjoy the annual May Day celebration at Marengo Elementary School. Photo Credit: South Pasadena Unified School District.

Policies and Actions

- P9.7 Engage students and youth in the creative community beyond the classroom.**
- A9.7a Establish a youth advisory council/group for the arts. 🧑🏫
- A9.7b Convene and engage educators around arts education and community arts issues. 🧑🏫
- A9.7c Collaborate between arts organizations, businesses, schools, and government to create opportunities for high school students to gain real art-world work experience. 🧑🏫



Social Equity



Color festival in Downtown South Pasadena. Image Courtesy of South Pasadena Education Foundation.

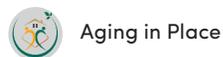
F. CULTURAL EQUITY

Cultural equity embodies the values and practices of all residents, specifically supporting artists that are historically underrepresented based on race, age, gender, disability, or socioeconomic status; providing them access to venues for expression; and the fair distribution of programmatic, financial, and informational resources.

The Library has hosted events related to Veterans Day, Cesar Chavez Day, Chinese New Year, Black History Month, National Library Day, and many other holidays and featuring many South Pasadena writers, filmmakers, musicians, and other performers. The Library has also created events based on Filipino and Japanese culture, and California, Los Angeles, and South Pasadena History.

Policies and Actions

- P9.8 Enhance public understanding, appreciation, and respect for all cultures, achieving diversity, equity, and inclusion.**
- A9.8a Plan programs and events to celebrate multi-culturalism and South Pasadena’s growing racial and ethnic diversity. 🌍🌍
- A9.8b Translate information about arts and culture into other languages for publications, websites, signage, etc. 🗣️🗣️
- A9.8c Establish diversity in leadership positions in government, organizations, and businesses. 🌍



Aging in Place



Social Equity



G. PUBLIC ART

Public art instills a greater sense of identity and understanding of the place, the ideas and values of its people and creates a memorable experience for all. Public art is a tool to engage residents and visitors in the South Pasadena's story. Public art comes in many forms, sizes, and media. Not just in the downtown area but on every street, every neighborhood. Art can be participatory and interactive or passive and contemplative. Public art can be permanent, or temporary or ephemeral installations that enliven public spaces for a limited period of time, often during events and festivals.

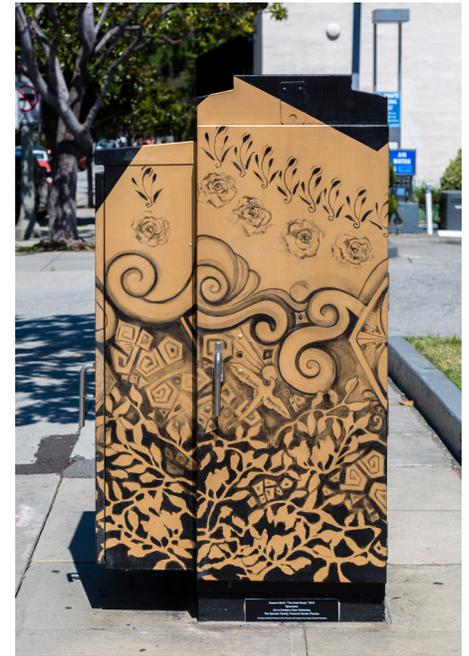
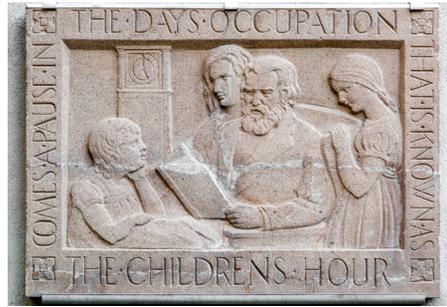
Guided tours of the permanent collection, and hands-on activities in which the public is invited to participate in the installation or creation of public artworks raise awareness, and encourage community participation.

Existing Conditions

Over time, individual public art pieces have been commissioned by the City, transit providers, school district, developers, and private citizens. In 2015, in collaboration with the City of South Pasadena, SPARC embarked on an Art Box Project, which raised funds community-wide and commissioned professional artists to elevate the city's utility boxes with vivid abstract designs and images reflecting the City's iconic wild parrots, its history, and its place along iconic Route 66. The 30 installations have also inspired a poetry project.

Public Art Program

On October 17, 2018, the City Council approved an ordinance to establish the Public Art Program to enhance the quality of life through art (SPMC 36.390 and 36.395). The ordinance requires that new development projects with a building valuation exceeding \$500,000 shall provide one percent of the total building valuation towards on-site art installation or one and one-half percent of the total building valuation as an in-lieu fee to the public art fund. Projects to be funded by the public art development fee shall consist of artwork placed in public places or incorporated into public buildings, art education programs, art display programs or performances, or the allocation of space such as a civic gallery or theater space, all of which create opportunities for local artists and a source of pride and identity for South Pasadena. In 2019, the City Council appointed its first Public Art Commission, taking advantage of local art expertise to help review and approve public art proposals for the program.





Policies and Actions

P9.9 Enhance the Public Arts Program.

- A9.9a Develop an inventory of public art resources in the City. 
This can include written and visual documentation of all permanent public art collections; including descriptions, photographs, and project details (i.e., location, installation date, donor, and artist).
- A9.9b Develop a Public Art Master Plan to establish vision for the Public Art Program and the necessary policies and administrative procedures to achieve that vision. 

P9.10 Promote education and interactive components to increase understanding of public art and their contributions to South Pasadena.

- A9.10a Implement uniform plaques for permanent public art collections that inform viewers about the public art piece and utilize mobile technologies to engage viewers and connect them to new information. 
- A9.10b Create events such as docent-led, self-guided, and mobile app tours of public art to promote the City's creative identity.  
- A9.10c Utilize digital media such as podcasts, educational videos, blogs, listservs, and e-newsletters to create public education materials.  



Aging in Place



Social Equity



H. HISTORIC PRESERVATION

Inclusion of this Historic Preservation section highlights the importance of continued protection and appreciation of the City's historical and cultural resources within the context of the City's future development. This rich legacy of historic buildings in residential neighborhoods and commercial districts, along with the City's extensive street tree canopy, defines the unique character of South Pasadena and is well worth protecting for the cultural identity and economic future of the City.

1. Historic Context

The historical resources of South Pasadena are among the oldest and most significant in the San Gabriel Valley. For many centuries, its adjacency to a natural fording place along the Arroyo Seco had served as a gateway to travel and commerce for aboriginal peoples here and along the coast. It was here that Hahamongna people greeted Portola and the missionaries who later established the San Gabriel Mission a few miles to the east. The initial buildings of the Rancho San Pasqual, which subsequently gave birth to the cities of Pasadena, South Pasadena and Altadena, were built in this area.

In 1847, the area's first adobe structures became headquarters for General Flores and his staff. At this site, they agreed to surrender to American forces, ending Mexican Colonial rule in California. In 1888, South Pasadena incorporated the southern portion of the Indiana Colony (predecessor of the City of Pasadena) and land south and



Raymond Hotel

westward of the Los Angeles border, becoming the sixth municipality in Los Angeles County.

In the late 19th and early 20th centuries, with establishment of the Raymond Hotel and the Cawston Ostrich Farm, the small community of South Pasadena began to attract tourists and increasingly large waves of new residents. When the Pacific Electric Pasadena Short Line was completed in 1902, the entire population of South Pasadena was within walking distance of a Pacific Electric "Red Car" station. The Red Cars provided a convenient connection to both Pasadena and Los Angeles, which facilitated South Pasadena's growth and development as an early suburb of Los Angeles. .



Today, South Pasadena maintains a high level of historic integrity, and with it a small-town quality and humanity in the scale of its buildings, residential streetscapes and historic commercial core. The character of the built environment has preserved a quality of life that has kept many long-time residents in the community and continues to attract new residents. These qualities play no small role in giving South Pasadena an excellent reputation throughout Southern California as a place to live, raise a family or just visit. The historic built environment is a tangible asset that serves the City's culture, economy and identity.

2. Local Preservation Context

South Pasadena's historic preservation planning program demonstrates a commitment to protect endangered resources, the special character of the City, and the quality of its neighborhoods. The City's first Historic Preservation Ordinance was adopted in 1971, putting the City on the regional forefront of preservation planning. In 2017, Council adopted a comprehensive revision of the Cultural Heritage Ordinance (Ordinance 2315, now SPMC Article IVH), strengthening the tools and process for evaluating historic resources within the context of new growth and development.

The local historic preservation movement first gained prominence in 1970 when South Pasadena Beautiful created a subcommittee to study ways to promote historic preservation in the community. The group was concerned with preserving the City's historic resources and character as a response to rapid growth across Southern California in the 1950s

and 1960s and new construction within the City. Eventually, the subcommittee became the Jean Driskel Foundation, later renamed the South Pasadena Preservation Foundation (SPPF), a private non-profit organization. The Library collaborates with the SPPF and its Local History Collection contains more than 15,000 items that pertain to South Pasadena's history and built environment. Items in the Local History Collection are available to the general public and particularly valuable to researchers and property owners.

In 1985, the City restored the 1888 Meridian Iron Works building, which now serves as a historical museum and base for the South Pasadena Preservation Foundation (SPPF). The City rehabilitated and repainted the exterior of the building in 2016. The museum is generally open to the public but experienced some closures during the COVID-19 pandemic.

Over the last 50 years, the City's historic preservation program has included numerous activities. The following sections summarize the most important of these efforts.



Mixed-use building on Mission Street designed in "commercial vernacular" style with minimal decorative detailing.

3. Policies and Regulations

Since 2001, South Pasadena has been a Certified Local Government under the program administered by the State of California Office of Historic Preservation. Certification is reviewed annually to ensure that CLGs continue to comply with the criteria and implementation of their programs. In 2014, the Los Angeles Conservancy issued “Preservation Report Cards” to all communities in the Los Angeles region, and South Pasadena received an A+, with a perfect score of 245 points based on the Conservancy’s criteria. The City’s high score reflects the many tools that South Pasadena utilizes for the interpretation, recognition, and regulation of historic resources in South Pasadena.

The 2017 Cultural Heritage Ordinance is South Pasadena’s guiding regulatory document for policy and procedures for historic preservation planning. It establishes the role of the Cultural Heritage Commission, criteria and procedures for designating historic properties and districts, and regulations for alterations to historic properties, among other relevant policies.

The Cultural Heritage Commission, first established in 1971, is a five-member body that is authorized to make determinations on proposed projects through the certificate of appropriateness process, and is advisory to the City Council on all issues relating to the identification, retention, and preservation of landmarks and historic districts. Commissioners are members of the public who are professionals in the disciplines of architecture, history, planning, construction, archaeology, land economics, real estate or a

related discipline, or others with demonstrated expertise or interest and experience in historic preservation.

4. Inventory of Cultural Resources

The City’s preservation program has been strengthened over the past several years by updates to the context statement, survey, and inventory.

The Inventory of Cultural Resources (formerly the Inventory of Addresses) was updated in 2017 and now contains 2,718 individually significant properties as well as contributors to historic districts, both designated and determined eligible through the survey process. The City uses this inventory when determining the appropriateness of building permit applications for exterior changes that would impact neighborhood character and historic continuity. It also aids in the development of appropriate preservation programs; guides the location of redevelopment away from areas of significance; determines which properties should be nominated for national, state or local designation; and generally raises the community’s awareness of its heritage.

5. Available Designation Programs

South Pasadena’s resources are recognized within a variety of programs administered at the national, state and local level.

National Register	Historic Districts	3
	Landmarks	7
California Register	Historic Districts	3
	Landmarks	13
Local Designated	Historic Districts	5
	Landmarks	59

- National Register of Historic Places:** Properties, districts, sites, buildings, structures and objects of documented local, state or national significance in American history, architecture, archaeology, and culture that possess a high level of historic integrity. The criteria include association with a historically significant event or pattern of events; association with a historically significant person during their productive life; representation of a significant architect, style, building type, or method of construction; or potential to yield archaeological information.
- California Register of Historical Resources:** This statewide program is similar in criteria and thresholds to the National Register. Properties listed in or determined eligible for the National Register are automatically listed in the California Register, as are California Registered Historical Landmarks. It may also contain locally designated or surveyed properties and districts that have been found significant through state-defined standards. California Register eligibility is used as the basis for determining which properties are considered historical resources

for purposes of the California Environmental Quality Act (CEQA).

- California Registered Historical Landmark:** Sites and structures that contribute in a unique way to the history and heritage of the State.
- California Point of Historical Interest:** Program recognizes sites, buildings or structures of local (city or county) importance.
- South Pasadena Historic Landmarks:** These resources have been locally designated by the City for their significance in South Pasadena’s history and heritage. The list currently contains about fifty properties including buildings, objects, and historic sites. The designation was initiated in the 1970s as a means of exercising local accountability and recognition for historic resources.
- Historic Districts –** Falling under several designation programs, historic districts are geographically defined groups of buildings and related features that express a common historic theme and contribute to the sense of history of a place or are significant to an area’s historic character.

6. Context Statement and Survey

The City has undertaken a number of historic preservation initiatives in recent years to move the program forward, including survey and inventory updates and a new ordinance.

In 2013, the City began a multi-phase effort to bring the program up to date. In the first phase, a citywide Historic Context Statement served as the basis for the understanding the historical

themes and trends in South Pasadena so that they may be applied to the evaluation of historic resources. The Historic Context Statement serves as a basis for future survey work, allowing potential resources to be evaluated within a recognized framework.

The second phase involved a Historic Resources Survey Update to identify potentially significant properties built after 1939 that represented later architectural and historical contexts, including Modernism. Close to 140 properties were identified in these expanded contexts. The Altos de Monterey neighborhood was evaluated as a historic district. While the houses generally were found not to have the level of preserved integrity to qualify for consideration as a district, many individual resources were identified for their architectural interest and the neighborhood was recognized as a planning district for its distinct street pattern and other characteristic features.

The third phase included the review of all properties and neighborhoods already on the City Inventory of Addresses. The properties were re-evaluated using current survey methodology and eligibility standards under the context and themes identified in the 2014 Historic Context Statement. The revised Citywide Historic Resources Survey conducted by Historic Resources Group (HRG) was published on June 20, 2017.

7. Incentive Programs

The preservation and recognition of historic resources has demonstrated economic benefits, but the City recognizes that maintaining a high standard of stewardship comes at a cost to property

owners. The following programs are available to provide assistance with rehabilitation and maintenance.

The Mills Act: The Mills Act Historical Property Contract program allows cities to offer property tax relief and reassessment in exchange for a contractual agreement to rehabilitate a property according to a Maintenance Plan that meets the Secretary of the Interior's Standards. A 10-Year Maintenance and Rehabilitation Plan is reviewed by staff and the Cultural Heritage Commission. The City has taken a limited approach to this incentive, reserving it for more significant properties with great need for rehabilitation in order to provide assistance while limiting the fiscal impact. The City ordinance limits the number of structures that can obtain a Mills Act Contract to four (4) per year. In 2021, three (3) Mills Act contracts were awarded.

Federal Rehabilitation Tax Credits:

This program is available to owners of National Register-eligible, income-producing properties (generally rental apartments or commercial buildings). Participation in the program requires a "substantial rehabilitation" of a property that meets the Secretary of the Interior's Standards at a high level, as reviewed by the State Office of Historic Preservation (SHPO) and the National Park Service (NPS). A completed and certified rehabilitation allows the owner to receive a one-time federal income tax credit valued at 20% of the cost of the rehabilitation. Significant properties within the National Register-listed South Pasadena Historic Business District are examples

of eligible properties.

8. Community Issues

The following are some of the community issues in which historic preservation plays a part:

710 Freeway Extension: The proposed extension of the Long Beach Freeway (State Route 710) through the City of South Pasadena was a galvanizing battle for over forty years, encompassing serious concerns about historic preservation impacts in addition to issues of neighborhood integrity, housing stock, quality of life and environmental health. The proposed route intended to connect the northern end of the 710 freeway in Alhambra (completed in 1964) with Interstate 210 in Pasadena. The route threatened many historic properties and neighborhoods within South Pasadena. Caltrans shifted its efforts away from the surface route proposal in the early 2000s and turned to studying the feasibility of a tunnel to carry the traffic, which was similarly rejected by many in the community due to identified health, safety and traffic congestion impacts.

In 2019, the California Legislature formally removed the SR 710 from its list of approved proposed freeway and state route extensions with the passing of SB 7 and AB 29. This ended the decades-long struggle to protect housing stock and the quality of life in the City of South Pasadena and its neighboring affected cities. However, the California Department of Transportation (Caltrans) continues to own a significant number of residential units and other properties

acquired since the 1970's for the planned extension. The City has been involved in securing legislation to provide for the orderly and immediate disposal of such properties by Caltrans.

The disposal of surplus property by Caltrans has begun and will eventually involve around 68 residences within South Pasadena. In 2021, SB 381 was passed to allow for the disposal of such properties to current tenants and, under certain circumstances, the City of South Pasadena. A process for disposal that allows the properties to be used as affordable housing units was included in this legislation. The prospect of the return of these properties to private hands is significant for South Pasadena and will impact the maintenance of residential properties and the stability and viability of a major corridor through the City, encompassing both those properties directly affected and those adjacent to the proposed former freeway route.

The City believes historic properties are a community resource that needs to be conserved, used, and enjoyed. Keeping the impacts of these inevitable changes in balance should be an important goal for the City.

Resiliency: The subject of climate change and the resiliency of our landscape environment is relevant to the discussion of the South Pasadena's historic character.

With the interrelated threats of drought, disease, and pests to the tree canopy, the City will likely have to act on the challenge of how to maintain the aesthetic and environmental benefits gained from the tree cover.

Historic preservation promotes an environmental conservation ethos.

Through established standards to maintain structures and materials for an extended useful life, land fill waste from construction debris is eliminated and greenhouse gas production is reduced through the use of more sustainable products. As an example, the replacement of historic wood windows with substitutes such as vinyl windows, involves many times the energy and resources to produce while having a shorter useful life. Operational energy savings from vinyl windows rarely justify the replacement of older wood windows either in terms of cost that is realized through lower heating bills or through the energy expended in the manufacturing of the vinyl windows. Homeowners should be encouraged to repair existing windows in historic homes. If elements or fixtures need replacement, the City should encourage property owners to use

environmentally friendly products that are consistent with architectural standards and historical context.

Eligibility: The recent survey update highlighted an issue that many communities face as the building stock ages, and more properties pass the threshold after which they may be considered historically significant. This provides an opportunity to make decisions about what among the newer building stock holds meaning and what does not. As residential and commercial buildings age, the City will need to decide which buildings should be evaluated for historic eligibility. Further study of properties that were identified in the post-1939 structure survey conducted in the Historic Resources Survey update can contribute to better focus on significant -- not just older -- properties and districts.

Policies and Actions

Preservation

To preserve and maintain sites, structures, and neighborhoods that serve as significant reminders of the City's social, educational, religious and architectural history.

- P9.11 Promote designation of historic districts and local landmarks pursuant to the Cultural Heritage Ordinance.**
- A9.11a Complete evaluations of Modern properties on the study list from the Historic Resources Survey Report (2017). Such an effort should narrow the number of identified resources so that significant districts and properties emerge. 🗺️ 🏠
 - A9.11b Conduct theme studies for particular significant historical cultural groups to identify any associated properties (e.g. Japanese Americans). 🗺️ 🏠
 - A9.11c Where determined appropriate, consolidate small historic districts and “clusters” identified in early surveys to form larger historic districts that reflect neighborhood identity and cohesion. 🗺️ 🏠
- P9.12 Maintain an updated Inventory of Cultural Resources to promote clarity for City staff and the public as to which properties are considered resources.**
- A9.12a Continue to add newly recognized properties to the Inventory of Cultural Resources. 🗺️ 🏠
 - A9.12b Based on field verification and/or research for each property as needed, eliminate from the inventory any addresses that no longer contain a historic resource, following the recommendations of the 2017 Historic Resources Survey Report. 🗺️ 🏠
- P9.13 Develop strategies for the treatment of Planning Districts (identified in the Survey Update - e.g. Altos de Monterey).**
- A9.13 Create treatment/design guidelines for Planning Districts, with thresholds for acceptable levels of alterations, and other guidance needed for their management. 🗺️ 🏠



Aging in Place



Social Equity



Community Standard

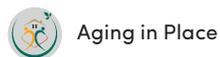
To promote a community standard that reflects best practices in Historic Preservation.

- P9.14 Support community-wide understanding and provide clear and up-to-date guidance as to how to apply the Secretary of the Interior's Standards for Rehabilitation among the Cultural Heritage Commission and the public, including property owners, architects and contractors.**
- A9.14a Update the Design Guidelines, which are the basis of design review for all properties in the City, whether historic or non-historic. 🗣️ 🗺️
- A9.14b Prepare separate Design Guidelines or Standards for each identified type of historic district. 🗣️ 🗺️
- A9.14c Maintain City-owned historic buildings and structures at a level that sets a standard for other owners of historic properties in the City. 🗣️ 🗺️
- A9.14d Study adjustments to the Zoning code that would allow or encourage adaptive reuse. 🗣️ 🗺️

Historic Character

To maintain elements of the natural landscape and historic infrastructure or street features that contribute to the historic character of districts, neighborhoods, and landmarks.

- P9.15 Promote the conservation of older historic landscapes and natural features that contribute to the character of historic districts and landmarks.**
- A9.15a Assess the sustainability and long-term health of the City's canopy of street trees and trees in parks. 🗣️ 🗺️
- A9.15b Conduct a Cultural Landscape study of City parks and other significant landscapes and open spaces to identify their historic features and character. 🗣️ 🗺️
- A9.15c Encourage incorporation of natural features, existing trees, and archaeological sites into new development projects with sensitivity to ensure their protection and public enjoyment. 🗣️ 🗺️



Aging in Place



Social Equity

Resilience

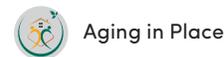
To assure resilience of the City's historic character and scale through future changes.

- P9.16 Promote the importance of integrating new development with the historic character of neighboring historic buildings and districts.**
- A9.16 Develop and maintain design guidelines that sustain architectural continuity for infill development within existing historic districts through size, massing, scale, materials, and other relevant factors. 🗣️ 🗺️

Public Awareness

To build public awareness of preservation issues and appreciation for the unique history of South Pasadena and its neighborhoods and commercial districts.

- P9.17 Utilize technology and Internet resources to create useful portals to preservation information and resources.**
- A9.17a Maintain web pages with links to City resources and links to other State and National preservation web resources. 🗣️
- A9.17b Provide further information on City landmarks through the existing Google Map of Landmarks. 🗣️
- A9.17c Create a Google Map of the properties on the Inventory of Historical Resources. 🗣️
- A9.17d Digitize, catalog, and make available historic documents from the Library's Local History Collection. 🗣️
- P9.18 Make historical information related to the City's historic built environment available on multiple platforms and in varied formats.**
- A9.18a Promote local knowledge and tourism with a mobile application for walking tours, perhaps starting with the National Register-listed commercial district. 🗣️
- A9.18b Create a curriculum available to local public and private elementary schools based on local architecture and history. 🗣️ 🗺️



Aging in Place



Social Equity

I. CAPACITY/LEADERSHIP

Most of South Pasadena’s arts and cultural events are produced or presented by nonprofit organizations. Sustained funding is a pressing need as government grants are shrinking.

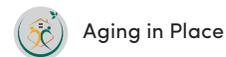
The South Pasadena Arts Council (SPARC) advocates for and promotes arts and culture to build appreciation and understanding of its value and to recognize artists as a rich resource for the community. SPARC develops programs and events and collaborates with other organizations in the community to produce cultural events and projects around visual, performing, literary and media arts. In conjunction with the General Plan process, SPARC has produced a Cultural Strategic Plan for South Pasadena.

In South Pasadena, there is no one agency with authority to ensure planned actions are fulfilled. The Plan’s outcomes will require both individual initiative and collective action to strengthen the cultural sector and its capacity to improve the lives and well-being of the people of South Pasadena. Implementation will require support and cooperation from public and private sectors.

Artists bring an invaluable perspective to leadership and decision-making. The City can encourage and facilitate artists’ participation on City advisory boards, commissions and other leadership bodies, particularly those that have impact on programming and placemaking.

Policies and Actions

- P9.19** **Ensure that South Pasadena cultural organizations, with the strong support of our community, have the necessary resources to succeed.**
- A9.19a Coordinate arts and cultural leadership to implement the Cultural Strategic Plan. 🌐 🌍
- A9.19b Convene a quarterly meeting of all arts and cultural providers to coordinate the individual efforts to maximize the benefits to the community. 🌐 🌍
- A9.19c Partner with private and public donors, sponsors, and regional and national organizations to advocate for City funding for arts and culture; and collectively leverage City funding to support more creative endeavors by individuals and organizations. 🌐 🌍
- A9.19d Explore community foundation fundraising model, which coordinates fundraising efforts for the arts in the community. 🌐 🌍
- A9.19e Seek new grants based on demonstrated needs and priorities. 🌐 🌍
- P9.20** **Facilitate placement of artists on City Advisory Boards, Commissions and other leadership bodies.**
- A9.20a Provide information, referrals and training to artists interested in one of the City’s Advisory Board positions. 🌐
- A9.20b Offer periodic workshops or orientations for artists to learn about civic planning opportunities, and assistance in defining specific roles. 🌐
- P9.21** **Link climate and cultural resilience through creative place-making.**
- A9.21a Integrate arts, culture, and creative activities within community development efforts. 🌐 🌍
- A9.21b Engage the creative power of the arts to convey and involve people in complex risk and resilience themes. 🌐 🌍



Aging in Place



Social Equity

