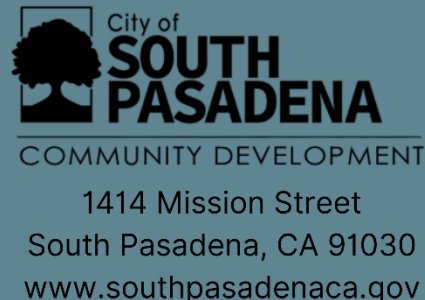




# PRESS RELEASE



**FOR IMMEDIATE RELEASE**  
**August 8, 2024**

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## **City Places South Pasadena Neighborhood Preservation, Local Control Measure on November 2024 Ballot**

State Housing Mandates Prompt South Pasadena to  
Expand Housing Options

South Pasadena (Calif.) – The South Pasadena City Council has placed the ***South Pasadena Neighborhood Preservation, Local Control*** measure on the November 2024 general election ballot as part of the implementation of the City’s Housing Element. The ballot measure states that its purpose is to retain local control of its land use while still adhering to State housing mandates. The proposed measure - consistent with the Housing Element and State law - aims to preserve the City’s existing neighborhoods and directs future housing units into residential multi-family and/or commercial mixed-used areas served by transit, with convenient access to shopping and services. This includes places like Downtown, Huntington Drive, Ostrich Farm and the Fair Oaks Corridor, where buildings

with additional height would allow more opportunities for residents to live within walking distance to transportation and services.

Like many other cities in the state, the City is required to plan for the development of new housing, including affordable housing. The City was assigned by the State to plan for 2,067 units of housing across a range of income levels.

On July 29, 2024, the California Department of Housing and Community Development (HCD) certified the City's Housing Element. The City has implemented the zoning amendments required by the Housing Element, and the City will continue working to implement other programs to support the production of housing, including affordable units. The Housing Element contemplates increased building heights in certain areas that provide for higher density housing in the City to achieve the state-mandated housing goal.

The proposed measure also provides that building height for residential and mixed-use buildings will be set through a public process in order to allow for additional housing opportunities in certain areas of the City as noted above. The proposed measure would amend an existing height limit that was adopted by the voters in 1983.

The City's top goal is to provide our community with as much education and resources as possible on this ballot measure. The residents will be receiving education through mail, social media, and the dedicated webpage on the measure.

To learn more about the ***South Pasadena Neighborhood Preservation, Local Control Measure*** visit [www.SouthPasadenaCa.gov/BallotMeasure](http://www.SouthPasadenaCa.gov/BallotMeasure) .

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