

ATTACHMENT B PUBLIC OUTREACH PROCESS AND FEEDBACK RECEIVED

Prior to the preparation of the proposed North Lake Specific Plan (NLSP), the Planning and Community Development Department staff and consultants held the following community meetings/events:

- Three citywide open houses to introduce and solicit feedback on the Specific Plan Update Program and the General Plan vision on each of the eight planning areas, including the North Lake Specific Plan area.
(150 participants)
 - Open House 1 (March 8, 2018 – Jackie Robinson Community Center)
 - Open House 2 (March 15, 2018 – Pasadena Senior Center)
 - Open House 3 (March 29, 2018 – Victory Park Recreation Center)



- Youth Summit (October 19, 2019) – Staff hosted a Youth Summit to engage and introduce young residents in the City of Pasadena to the planning process. Using multimedia tools and interactive activities including a virtual reality station, large floor map activity, and video, the youth summit was designed to educate students about city planning and allow participants to share their unique perspective on what they think will make Pasadena a better place now and in the future. The summit format was designed to inform participants about the eight Specific Plan updates, including North Lake Specific Plan, and illustrate the types of development and improvements being discussed. Participants were encouraged to provide input through an interactive mapping activity and storytelling station where they could record their stories and experiences on video.
(31 high school student participants + 8 Youth Ambassador participants)



- Five plan-specific events to present and solicit community feedback on the NLSP update:
 - Round 1 Plan Workshop (June 21, 2018) – The objective of the workshop was to solicit community feedback on the general plan vision, desired land uses, and urban form for the area. Participants were able to share their experiences living, working, and/or visiting the area, as well provide feedback on specific facilitated topics such as housing types, streetscape and public amenities, mobility, and parking. Workshop materials and summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/NorthLake-Round1-Materials>
(Over 50 participants)



- Community Walking Tour (April 6, 2019) – The Planning & Community Development Department along with Council District 2 Councilmember McAustin and Council District 5 Councilmember Gordo hosted an interactive walking tour of the North Lake Specific Plan area. Tour participants were asked about their thoughts on recent development, the Washington Theater, opportunities to improve the walking environment, parking accessibility, existing and future uses, and their overall pedestrian experience. Summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/NorthLake-Walking-Tour-Summary>
(Over 30 participants)



- Round 2 Plan Workshop (May 30, 2019) – The Planning & Community Development Department hosted a second community workshop on the North Lake Specific Plan area to present preliminary land use and urban form concepts that considered several factors, including community feedback received since the first workshop. Input received helped refine these concepts and guide the drafting of goals, policies, and development standards. In an opening icebreaker activity, participants were able to reaffirm what we heard so far from the community by placing stickers next to those comments. Next, staff gave a presentation covering background information on the program, an overview of the existing Specific Plan area, emerging themes and draft vision, and preliminary concepts. Lastly, participants broke out into small groups to discuss the preliminary concepts. Each table reported back to the larger group with a summary of the main points. Materials and summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/NorthLake-Round2-Materials> (50 participants)



- Round 3 Virtual Open House (November 2020 through March 2021) – The objective of the open house was to solicit community feedback on the refined plan vision and preliminary draft development, design, and public realm standards and guidelines. Through an introductory presentation and a series of informational boards, participants were able to navigate the virtual room and review the materials and provide feedback during the pandemic. Materials can be found on the program’s website, <https://ourpasadena.consultation.ai/northlake/> (777 unique page views, 2,329 total page views)



- Live Webinar (October 15, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the NLSP update and have questions answered live by staff in a Q&A format. Approximately 50 participants joined the webinar, discussing issues such as affordable housing accessible from transit, higher density and heights in the Transit District, shared parking requirements, and public realm standards related to shade and street trees. The presentation can be found on the program’s website, <https://vimeo.com/469107835> (Approximately 50 participants)

- Two plan-specific public hearings to present and solicit community feedback on the NLSP update:
 - Northwest Commission Meeting (April 13, 2021) – Staff presented an information item to the Northwest Commission on the NLSP update to give the Commission an opportunity to review and provide feedback on the plan vision and draft standards. The audio recording can be found online: https://pasadena.granicus.com/player/clip/5519?view_id=35&redirect=true&h=9fab3bdebd90e19e1cbb40852f43b8c1

The following topics were discussed at the Northwest Commission meeting:

- Creating safer pedestrian-oriented and bicycle-friendly streets through sidewalk minimum policies;
 - Incentives for redevelopment, including the proposed plaza at Washington Boulevard and Lake Avenue; and
 - Funding opportunities for new public realm improvements.
- Design Commission Meeting (May 18, 2021) – Staff presented an information item to the Design Commission on the NLSP update to give the Commission an opportunity to review and provide feedback on the refined plan vision and preliminary development, design, and public realm standards that were presented during the Round 3 outreach. The audio recording can be found online: https://pasadena.granicus.com/player/clip/5578?view_id=35&redirect=true&h=a604409e42559cd7728a084776464183

The following topics were discussed at the Design Commission meeting:

- Support for increased housing density closer to transit;
- FAR and height increases to reflect General Plan vision while balancing market feasibility;
- Concerns over location-specific design standards, such as specific open space standards for certain sites. Support for plan-wide standards rather than location-specific;
- Appropriate publicly accessible open space requirements triggered for project size; and
- Developing objective standards to take the subjectivity out of the design review process.

Throughout the outreach process, participants shared a wide range of input, which has been summarized in the following recurring themes:

- Support for more housing around the Lake Metro L (Gold) Line Station;
- Encourage mixed-use development with neighborhood-serving retail, restaurants, cafes, community spaces, and other entertainment uses;
- Focus on enhancing public realm amenities, such as shade or landscaping, mid-block crosswalks, and wider sidewalks;
- Improve pedestrian environment to make it feel safer along sidewalks, intersections, parking lots, and the park;
- Support for adaptive reuse of older buildings to maintain the character of the neighborhood;
- Support for height transitions to help protect views of the mountains;
- Concern over traffic through residential neighborhoods and access to parking;
- Consider shared parking facilities, especially in larger shopping centers;
- Re-orient parking to the rear of the businesses to encourage building frontages adjacent to the sidewalk;
- Limit additional drive-thru restaurants and focus on attracting more sit-down restaurants; and
- Washington Theater is an opportunity for reinvested into the community; encourage mixed-use at this site.

Residents, property owners, and other interested parties were notified of upcoming events, community meetings and hearings via postcard mailers sent to all properties within the current and proposed NLSP area boundaries as well as within a 500-foot radius of the boundaries to ensure that the greater community surrounding the NLSP area was notified. Residents were also informed of upcoming events by signing up for email notifications and by interacting with the [OurPasadena](#) webpage and social media. Additionally, information about the Specific Plan Update program was provided through Council District newsletters, flyers sent through the Pasadena Unified School District, Pasadena Education Network, and articles in Pasadena Now.