

ATTACHMENT B PUBLIC OUTREACH PROCESS AND FEEDBACK RECEIVED

Prior to the preparation of the proposed Lamanda Park Specific Plan (LPSP), 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 Lamanda Park 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 Lamanda Park 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 LPSP update:
 - Round 1 Plan Workshop (July 26, 2018) – The objective of the workshop was to solicit community feedback on the general plan vision, desired land uses, and urban form for the plan area. In an icebreaker activity, participants mapped out where they live, work, and play and wrote three words for the future of the plan area. Following a presentation where staff provided an overview of the Our Pasadena program and background on the LPSP, participants were broken into small group discussions 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/LP-Round1-Materials>
(Over 50 participants)



- Round 2 Plan Workshop (July 18, 2019) – The Planning & Community Development Department hosted a second community workshop on the Lamanda Park 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. 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/Lamanda-Round2-WorkshopMaterials>
(30 participants)



- Community Walking Tour (September 28, 2019) – The Planning & Community Development Department hosted an interactive walking tour of the Lamanda Park Specific Plan area. Tour participants were asked about their pedestrian experience, opportunities to improve the walking environment, and what types of uses should be introduced, preserved, or removed. Participants wrote comments on walking tour worksheets/guides as they walked along Walnut Street, Eloise Avenue, Colorado Boulevard, and Daisy Avenue. At the end of the tour, participants identified specific locations on large maps with image cards depicting desired uses. Summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/Lamanda-Park-Walking-Tour>
(Over 15 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/lamandapark/> (358 unique pageviews and 733 total page views.)



- Live Webinar (January 14, 2021) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the LPSP update and have questions answered live by staff in a Q&A format. Approximately 30 participants joined the webinar, discussing issues such as incentivizing neighborhood amenities, shared parking options, public open space, concerns over increased traffic, and more affordable housing options. The presentation can be found on the program’s website, <https://vimeo.com/502701223> (Approximately 30 participants)

- One plan-specific public hearings to present and solicit community feedback on the LPSP update:
 - Design Commission Meeting (August 10, 2021) – Staff presented an information item to the Design Commission on the LPSP 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/5725?view_id=35&redirect=true&h=039df586ca0a37c5844104073b997be1

The following topics were discussed at the Design Commission meeting:

- Developing an appropriate vision for the new specific plan area
- Large parcels have a higher value to be maintained as industrial uses whereas the smaller parcels will be more compatible for neighborhood serving uses
- Opportunities for neighborhood green spaces such as parks
- Amending the Master Street Tree Plan to include fruit trees in the area as a nod to the area’s historic landscape
- Identifying and preserving eligible historic signage to maintain the route 66 character
- Prioritize municipality sponsored street improvements to ensure cohesive street design over developer driven changes parcel by parcel
- Allow flexibility around street tree setbacks for architects to come up with creative solutions to accommodate tree canopy and root wells

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

- Support for preservation of existing industrial buildings and adaptive re-use
- Preference for low-scale development
- Encourage retail and neighborhood-serving uses along Colorado Boulevard
- Consider additional live/work uses
- Interest in community spaces such as parks
- Consider better parking signage and access
- Focus on better urban design fronting Colorado Boulevard
- Consider additional landscaping and vegetation in the industrial areas of Lamanda Park, including fruit trees
- General support for wider sidewalks, especially along Colorado Boulevard
- Support for existing tree canopy along Colorado Boulevard, but consider different tree species in the future
- Support for additional affordable housing options, specifically mixed-use

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 LPSP area boundaries as well as within a 500-foot radius of the boundaries to ensure that the greater community surrounding the LPSP 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.