



STAFF REPORT

DATE: AUGUST 23, 2023

TO: PLANNING COMMISSION

FROM: JENNIFER PAIGE, AICP, DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: STUDY SESSION ON THE LAMANDA PARK SPECIFIC PLAN UPDATE

RECOMMENDATION:

This report focuses on the planning background, plan vision, and subarea concepts for the Lamanda Park Specific Plan area for the Planning Commission and members of the public to use as a reference for the study session. Staff will present additional information on the update of the Lamanda Park area during the study session. Feedback received will inform the preparation of goals, policies, public and private realm objective development and design standards, and implementation items for the Lamanda Park area. There is no formal action required at this time. Subsequent to this study session, staff will return to the Planning Commission with draft chapters of the Lamanda Park Specific Plan.

BACKGROUND:

In 2018, the City initiated the *Our Pasadena – Putting the Plan in Motion* program to update the City's eight specific plan areas. The program's primary goal is to establish objective regulations and standards that will shape the built environment within Pasadena's eight planning areas in accordance with the General Plan and its guiding principles. Between 2018 and 2021, staff held several community meetings to solicit feedback on each specific plan. Three of the eight specific plans have been adopted by the City Council (Lincoln Avenue [2021], East Colorado [2021], and South Fair Oaks [2022]). Updates on the Central District and North Lake specific plans were presented to the Planning Commission this year. In July, the Planning Commission recommended approval of the proposed update to the Central District Specific Plan with modifications. The recommended Central District Specific Plan will be presented to the City Council in September. Staff will return to the Planning Commission with an update on the North Lake Specific Plan in October. Information on the remaining specific plan updates, East

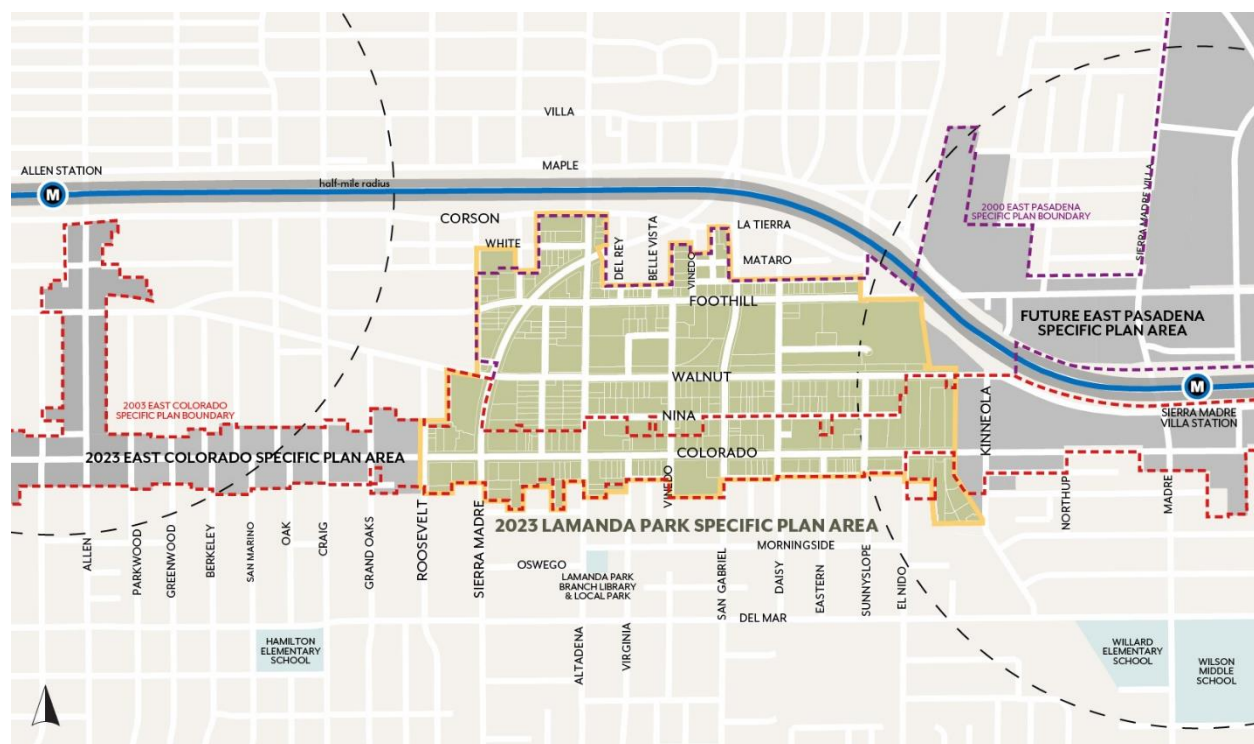
Pasadena and Fair Oaks/ Orange Grove, are anticipated to be presented to the Planning Commission in 2024.

LAMANDA PARK SPECIFIC PLAN UPDATE:

Plan Boundary and Context

The Lamanda Park Specific Plan will be a new plan in the southeast area of Pasadena, comprising areas formerly included within the 2000 East Pasadena and 2003 East Colorado Boulevard Specific Plan areas (See Figure 1). The plan area encompasses portions of Sierra Madre, Foothill, Walnut, and Colorado Boulevard, four of the City’s major thoroughfares. The eastern portion of the plan area is within a half-mile of the Sierra Madre Villa Metro Station.

Figure 1. Lamanda Park Specific Plan Area



The Lamanda Park area is a unique district in Pasadena. Though the area features an eclectic mix of forms and uses, commercial and industrial properties dominate, owing to the area’s historic role as a center for distribution. A concentration of research and development, industrial, warehousing, and office uses can be found in its core. Retail and commercial uses are largely concentrated along Colorado and Sierra Madre Boulevards. Additional background information on the Lamanda Park area is provided in Attachment A (Draft Chapters 1 and 2 of the Lamanda Park Specific Plan). The 2000 East Pasadena and 2003 East Colorado Boulevard Specific Plans are provided in Attachment C and D, respectively.

Planning Process and Community Engagement

The *Our Pasadena* program began with a series of open houses to introduce the program and solicit feedback on the general vision for Lamanda Park and the other seven planning areas. Between 2018 and 2021, staff held several community meetings specific to the Lamanda Park area to discuss the new plan. Events included a walking tour, workshops, webinars, and discussions with the Design Commission.

The following is a list of emerging themes for the Lamanda Park area that reflect feedback gathered to date:

- **Prioritize the Area for Local Jobs and Neighborhood Services:**
 - Preserve light industrial areas as a valuable source of local-serving businesses and employment opportunities.
 - Desire for more neighborhood-serving uses in the area.
 - Encourage more local mom-and-pop stores and businesses in the neighborhood.
 - Support for breweries, wineries, entertainment venues, and theaters.
 - Support for co-working/ shared space types of businesses.
 - Support a variety of both industrial and creative uses.
 - Some participants expressed that this area should not be 100% research and development uses.
 - Allow work/live in the area, particularly along Nina Street.
 - More landscaping and vegetation, including fruit trees and vertical green walls.
 - Allow design flexibility but encourage masonry and concrete construction.
 - New green space and/or pocket park on the north side of Walnut Street that could be programmed and support activities such as food truck nights.

- **Transform Colorado Boulevard into a Pedestrian Friendly Main Street:**
 - Encourage restaurants and eateries, and the arts and crafts for families.
 - Preference on low-scale buildings with traditional storefronts.
 - General support for housing options in this area, including street-level residential uses to activate the street.
 - Consider the reuse of motels/ hotels for other residential or commercial uses.
 - Locate buildings adjacent to the sidewalk instead of parking lots.
 - Interest in community spaces and places to walk to.
 - Consider better parking signage and access.
 - Desire for streetscape improvements that include trees that provide shade, north/south pedestrian crossings, curb extensions, and parklets.

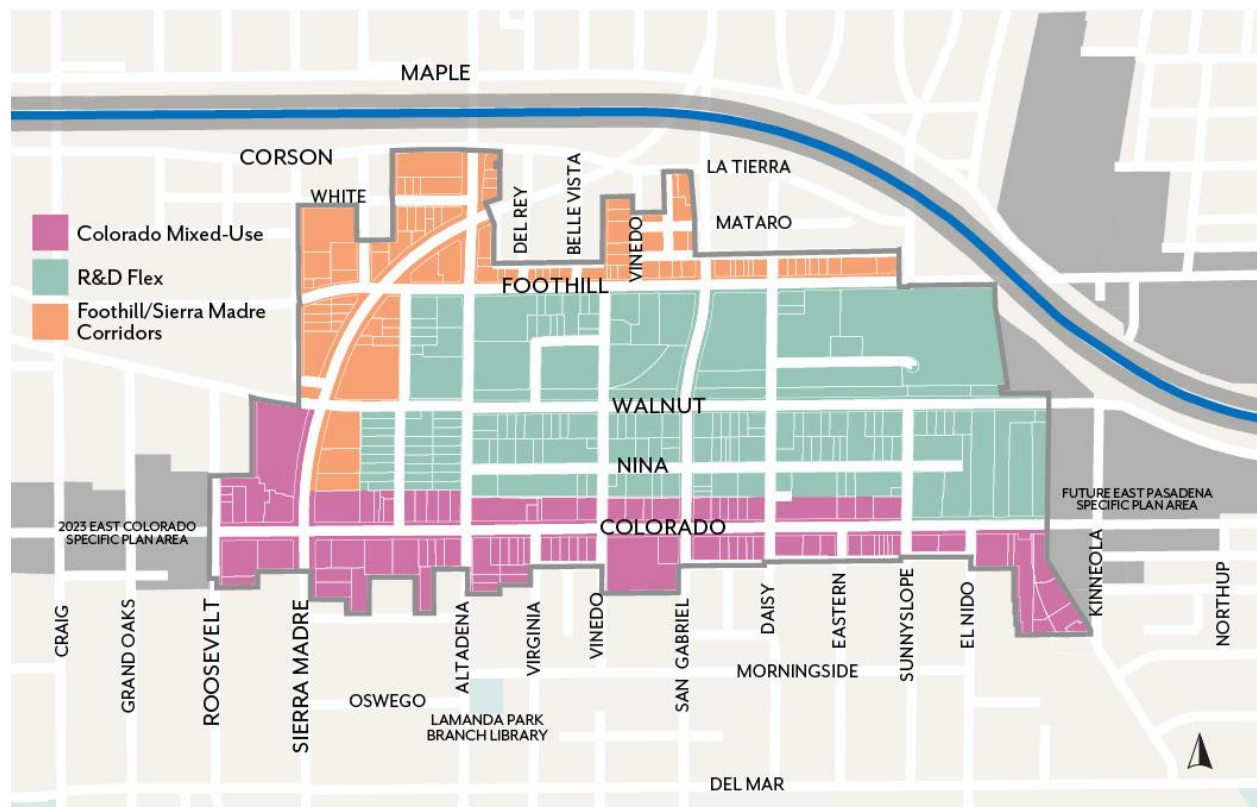
The planning process also involved coordination with City staff from various departments, including Public Works, Transportation, Economic Development, and the Accessibility Coordinator. Information on the engagement process, including workshop materials, is provided at <https://www.ourpasadena.org/lamanda-park>. An overview of the public outreach efforts and the feedback received is provided in Attachment B.

Plan Vision and Subarea Concepts

The Lamanda Park Specific Plan area is envisioned as a center of innovative business and creative industries, supported by flexible workspaces, a vibrant public realm, and housing opportunities near employment, retail, and services.

Lamanda Park is organized into three subareas distinguished by their existing conditions, General Plan Land Use designations, and the plan’s vision for the future (See Figure 2). Based on the feedback received, staff will study the subareas, including boundaries and nomenclature, and prepare goals and policies for the plan area. This will provide policy direction for implementing the plan’s vision and achieving desired outcomes.

Figure 2. Lamanda Park Specific Plan Subareas



An overview of the subarea concepts that were presented to the community in 2021 is provided below. Staff will present additional information for the Planning Commission to consider during the study session.

Foothill/Sierra Madre Corridors Concept:

The Foothill/Sierra Madre subarea encompasses parcels along Foothill and Sierra Madre Boulevard (See Figure 2). The concept for the subarea is to:

- Expand the range of uses and increase neighborhood services for the surrounding community and provide employment opportunities.
- Enhance the design of future development along commercial corridors while maintaining a low scale.
- Improve the pedestrian experience along Foothill and Sierra Madre Boulevard with enhanced landscaping, street trees, and other amenities.

A rendering of the concept for the Foothill/Sierra Madre Corridors subarea was prepared as part of the community discussions held in 2021 (See Figure 3).

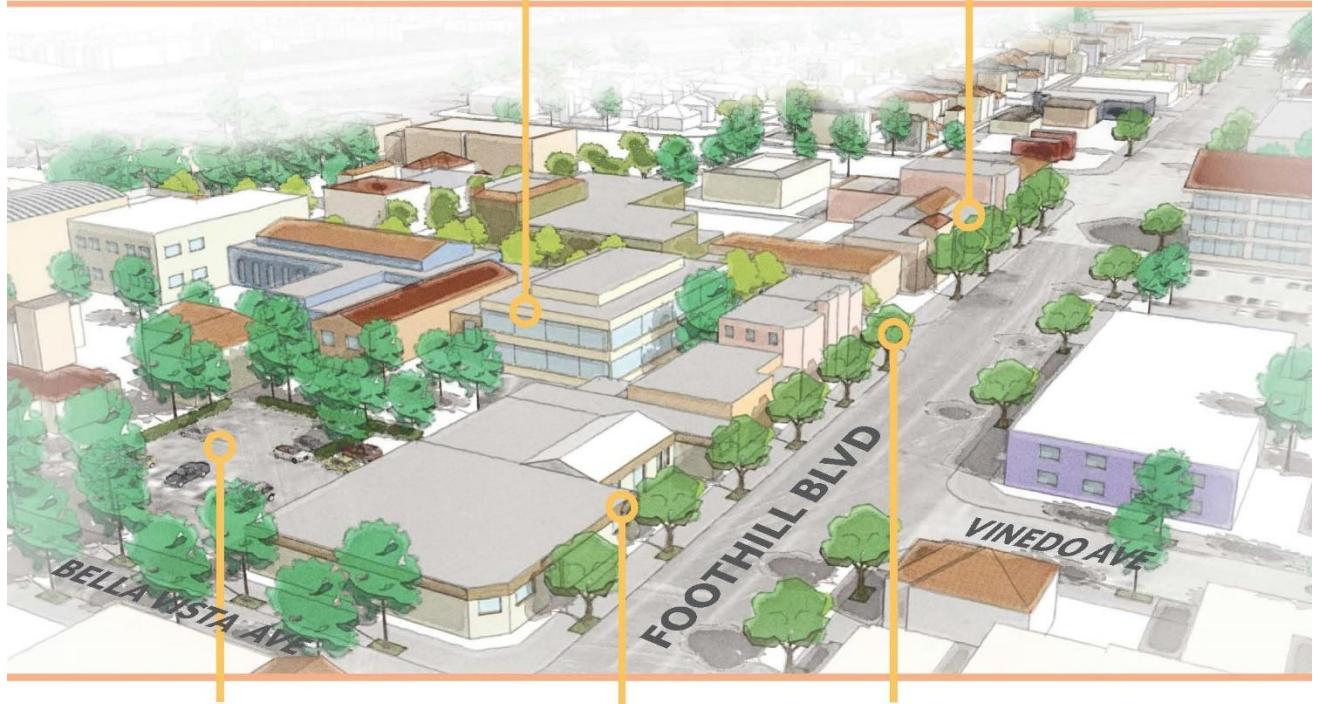
Figure 3. Foothill/Sierra Madre Corridors Concept

ENHANCED COMMERCIAL DISTRICT

A broad range of uses will promote continued economic vitality in the commercial areas while maintaining the one- and two-story scale of the area

COHESIVE CHARACTER

Uniform street trees and parkways will help to establish a more cohesive character for Foothill Boulevard.



BEAUTIFIED PARKING

Landscaping requirements for surface parking lots will help keep cars and pedestrians cool, and enhance the area's visual character by screening parking lots from the street and sidewalk.

LOCAL SERVICES

Commercial-only development will build on the area's existing commercial character, providing employment opportunity and access to local services and amenities.

PEDESTRIAN IMPROVEMENTS

Enhanced landscaping and amenities in sidewalks and setbacks will create a more comfortable pedestrian experience along Foothill and Sierra Madre.

Research and Development (R&D) Flex Concept:

The R&D Flex subarea encompasses parcels between Foothill Boulevard and Nina Street and Eloise and Kinneloa Avenue (See Figure 2). The concept for the subarea is to:

- Allow for the flexible redevelopment of larger buildings and properties north of Walnut Street, while encouraging adaptive re-use of distinctive smaller buildings and properties south of Walnut Street to promote long-term economic stability and reinforce historic development patterns.
- Enable reuse of properties to promote neighborhood-scaled light industrial uses between Walnut and Nina Street through flexible use permissions and reduced parking requirements. Opportunity to increase landscaping requirements to cool pavement and screen parking areas from the street.
- Allow work/live and various housing options for greater long-term flexibility along Nina Street to help create a cohesive district, locating residents near employment, retail, and services.
- Enable temporary programming of parcels in the former rail right-of-way along Walnut Street, such as a food truck court for outdoor dining, and turf areas for play.
- Leverage the area's unique history as a hub for agricultural industries and wine production by integrating creative food and beverage-oriented uses.
- Support additional landscaped parkways and street trees.

A rendering of the concept for the R&D Flex subarea was prepared as part of the community discussions held in 2021 (See Figure 4).

Figure 4. R&D Flex Concept



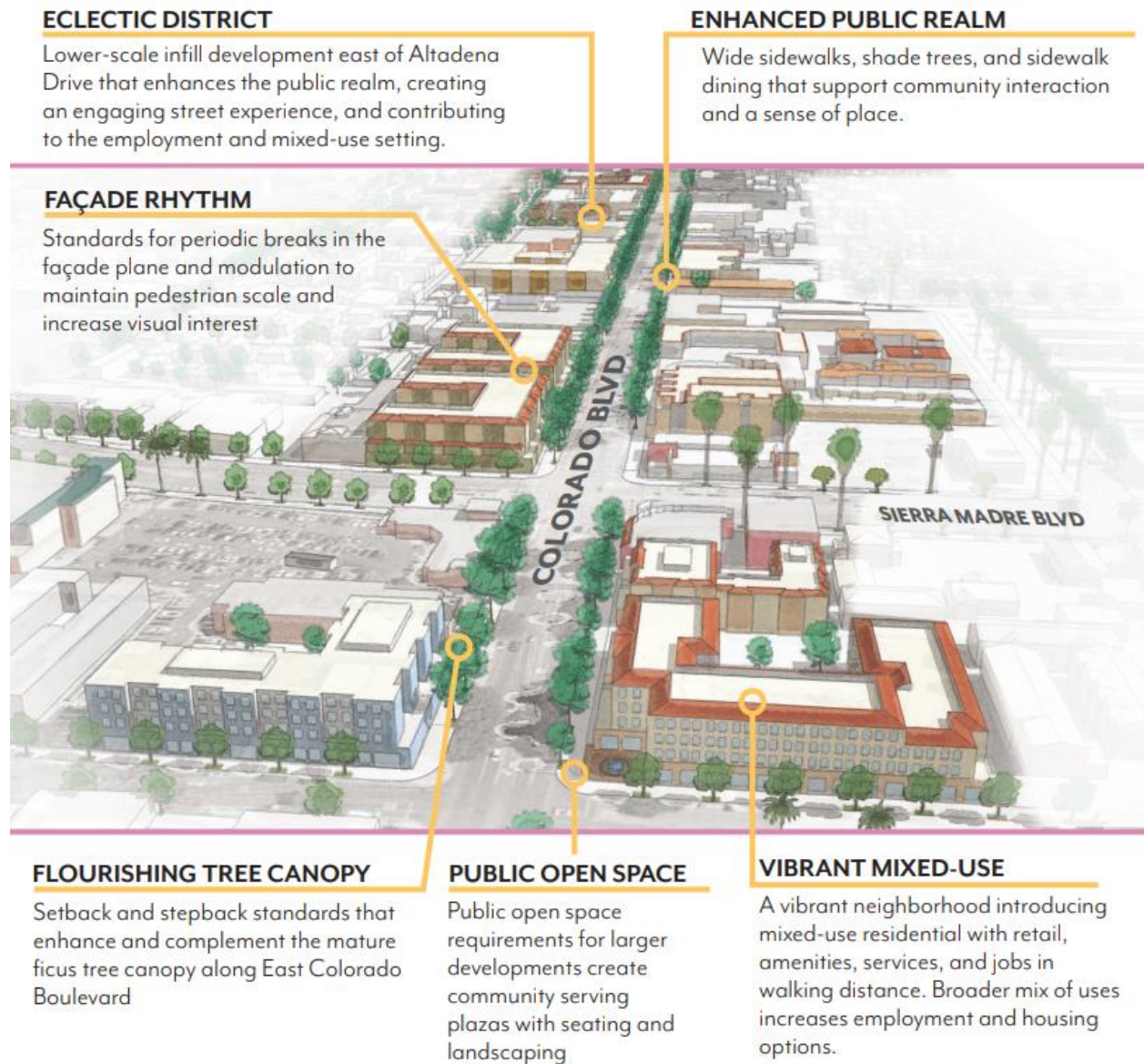
Colorado Boulevard Mixed-Use Concept:

The Colorado Boulevard Mixed-Use subarea encompasses parcels along Colorado Boulevard, generally between Sierra Madre Boulevard and Kinneloa Avenue (See Figure 2). The concept for the subarea is to:

- Provide for the evolution of strip corridor uses by clustering development into distinct pedestrian-oriented, mixed-use nodes along Colorado Boulevard while maintaining intervening areas for less intensive commercial uses.
- Emphasize the intersection of Colorado and Sierra Madre Boulevard as a focal point of community activity, offering a variety of commercial uses, and housing options, to foster a stronger sense of place and a more pleasant walking environment.
- Enhance Colorado Boulevard as a vibrant mixed-use corridor with pedestrian-oriented design treatments and amenities that serve residents and attract nearby employees.
- Improve the area's sustainability and pedestrian comfort through parkways and street trees. Setback and stepback standards to accommodate size of the existing ficus tree canopy.

A rendering of the concept for the Colorado Boulevard Mixed-Use subarea was prepared as part of the community discussions held in 2021 (See Figure 5).

Figure 5. Colorado Boulevard Mixed-Use Concept



Preliminary Draft Development and Design Standards

A preliminary draft of the development and design standards for the Lamanda Park Specific Plan area was presented to the community in 2021. Standards in the preliminary draft include requirements that regulate building scale (density/intensity), building mass/placement (height, setback), sidewalk space (street trees/parkways), private and publicly accessible open space, parking, ground floor frontages (facades/doors/windows), historic adjacency, and land uses. The preliminary draft standards and regulations are organized by chapter in the draft plan and are available using the following link:

https://www.ourpasadena.org/managed_files/Document/856/210106_LPSP-Rd3-DraftDoc.pdf.

NEXT STEPS:

Staff will revise the plan and concepts based on feedback received. This information will guide the preparation of goals and policies and help refine the preliminary standards that were presented to the community in 2021. Subsequent to this study session, staff will provide an update on the draft Lamanda Park Specific Plan to the Planning Commission for additional feedback in the winter.

Respectfully submitted,



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Attachments: (4)

Attachment A – 2023 Draft LPSP Chapters 1 and 2

Attachment B – Community Engagement and Public Feedback for the LPSP Update

Attachment C – 2000 East Pasadena Specific Plan

Attachment D – 2003 East Colorado Specific Plan

ATTACHMENT A
2023 Lamanda Park Specific Plan Draft Chapters 1 and 2



DRAFT

Lamanda Park Specific Plan

1. Introduction
2. Background

Planning Commission Study Session

August 23, 2023



1. Introduction

The Lamanda Park Specific Plan (LPSP) area is an approximately 189-acre district in the southeast area of Pasadena, comprising areas formerly included within the previous East Colorado (2003) and East Pasadena (2000) Specific Plan areas. The LPSP area includes portions of Sierra Madre Boulevard, Foothill Boulevard, Walnut Boulevard, and Colorado Boulevard, four of the City’s major thoroughfares. Lamanda Park has a rich history as an independent town, before being annexed by the City of Pasadena in 1920. The area has historically served as an employment center, specifically in the areas of research, technology, and warehousing. Today, the character of development in the LPSP reflects a mix of these commercial and industrial uses.

This specific plan establishes the following vision statement for the LPSP area, which reflects the ideas and feedback from a multi-phase community engagement effort between 2018 and 2021:

“Lamanda Park will be a center of innovative business and creative industries, supported by flexible work spaces, a vibrant public realm, and housing opportunities near employment, retail, and services”

The LPSP presents an opportunity for this vision to be grounded in policy and practice, and for the City and community to work together in confronting planning challenges and envisioning the future of the Lamanda Park area. In addition to an extensive public outreach and visioning process, the LPSP represents the outcome of a technical planning and design effort, directly informed by the perspectives and expertise of community members, City staff, the Planning Commission, Design Commission, and the City Council.

1.1 Specific Plan Area

The LPSP area generally encompasses the area between the 210 freeway to the north, Roosevelt and Vista Avenues to the west, Colorado Boulevard to the south and Kinneloa Avenue to the east. The uses and activities surrounding the LPSP area, including the adjacent East Colorado and East Pasadena Specific Plan areas, helped to inform policies and standards in the plan and are intended to benefit from the LPSP’s implementation.

1.2 Purpose

The LPSP sets out a plan to facilitate development and improvements to the Plan area, that will ultimately help realize the community’s vision for Lamanda Park. The LPSP optimizes land uses to increase opportunities for financially feasible commercial and residential developments, and help ensure that new development, sidewalk improvements, and added amenities contribute positively to the pedestrian experience. The LPSP includes standards to protect historic resources and support existing elements of the area that provide a sense of place and distinct character, while providing contextual standards for new development.

Future redevelopment opportunities will focus on infill development and making incremental changes to the area’s built environment and land use mix. This document will be used by property and business owners, grant seeking nonprofits, developers, decision makers, and City staff as the regulations that will guide private and public development projects. While the LPSP

introduces a framework and toolkit for designing and implement future developments, it does not mandate or accelerate any specific projects or immediate changes to the built environment.

1.3 Relationship to Other Documents

General Plan

The LPSP is one of eight Specific Plans that serve to implement the City's 2015 General Plan Land Use and Mobility Elements.

The General Plan contains eight Guiding Principles and a series of goals and policies that demonstrate the relationship between land use and high-quality design, the arts and culture, sustainable infrastructure, a vital economy, exemplary public services, and public involvement and participation.

The LPSP mirrors and builds upon the General Plan's policies to achieve consistency with the General Plan's vision and guidance. The plan seeks to stimulate economic development, encourage pedestrian-oriented retail and services, support pedestrian mobility, and target housing opportunities in a contextually sensitive manner. Projects that are consistent with the LPSP policies and standards will in turn be consistent with the General Plan policies and Guiding Principles. Through incremental development, the LPSP will strengthen Pasadena's urban core, providing a wider variety of amenities, services, and housing options to residents, employees, and visitors.

Summary of 2015 General Plan Guiding Principles:

1. Growth will be targeted to serve community needs and enhance the quality of life.
2. Pasadena's historic resources will be preserved.
3. Pasadena will be an economically vital city by providing jobs, services, revenues, and opportunities.
4. Pasadena will be a socially, economically, and environmentally sustainable community.
5. Pasadena will be a city where people can circulate without cars.
6. Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region.
7. Community participation will be a permanent part of achieving a greater city.
8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.

While a specific goal for Lamanda Park was not identified in the General Plan, the area is identified to support incubator businesses in the creative technology and medical start-up industries and as a center for new jobs. As the Lamanda Park Specific Plan was created out of portions of both the East Colorado and East Pasadena Specific Plans, the LPSP is also guided by General Plan Land Use policies related to both the East Colorado and East Pasadena Specific Plan (Goals 32 and 33).

32.1 Places and Urban Form. Provide for the evolution of strip corridor uses along Colorado Boulevard by clustering development into distinct pedestrian-oriented, mixed-use centers serving as places for people to live, shop, dine, and congregate with their friends, while maintaining intervening areas for less intensive commercial uses. (East Colorado Specific Plan)

32.2 Activity Centers. Cluster the highest intensities of use...at Neighborhood Villages [such as the intersection of East Colorado Boulevard and] South Sierra Madre Avenue with a mix of commercial and residential development designed and scaled to transition with adjoining neighborhoods. (East Colorado Specific Plan)

32.5 Lamanda Park. Provide for the evolution of the Lamanda Park area (Figure 4), as an incubator of light industrial, research and development, and creative industries creating new job opportunities and supporting a vibrant economy. (East Colorado Specific Plan)

32.6 Innovative Businesses. Allow for the development of building types with flexible space, access and innovative designs and technology to foster the attraction of emerging and creative new businesses. (East Colorado Specific Plan)

32.8 Infrastructure Improvements. Prioritize infrastructure improvements along the Boulevard to support redevelopment and more efficient use of underutilized properties. (East Colorado Specific Plan)

33.3 R&D Flex Space Jobs Center. Encourage the development of research and development and office uses to expand job opportunities for Pasadena’s residents with appropriate supporting uses in mixed-use and commercial areas, especially along Halstead Street. (East Pasadena Specific Plan)

33.6 Major Corridors. Redevelop Foothill Boulevard and East Colorado Boulevard as multi-modal corridors that enhance opportunities for walking, bicycling, and transit use. (East Pasadena Specific Plan)

33.7 Public Streetscapes and Places. Redevelop street frontages with streetscape amenities (such as trees, plantings, furniture, and wayfinding signs) that enhance connectivity and walkability. Develop new public places providing opportunities for residents to gather, such as parklets and plazas. (East Pasadena Specific Plan)

Zoning Code

The Pasadena Municipal Code (PMC) is one of the primary tools for implementing the City’s General Plan. Specifically, Title 17 of the PMC, or the Zoning Code Section, describes allowable land uses, development standards, and permit requirements for each zoning district in the City. The zoning districts and associated land use regulations and development standards established by the LPSP will be codified in the Zoning Code.

Design Guidelines for Neighborhood Commercial & Multi-Family Districts

The Design Guidelines for Neighborhood Commercial & Multi-Family Districts (October 2009) supplement the design-related goals and policies of the General Plan Land Use Element and offer more direction for proceeding with the design of a project. The guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design specifically for commercial, residential, and mixed-use buildings that are subject to design review. The guidelines are not zoning regulations or development standards, but rather performance goals that apply to areas within the City that do not have detailed guidelines or supplement existing guidelines, including those in the LPSP.

Sign Design Guidelines

The Sign Design Guidelines provide guidance in the way signs are designed, constructed, and placed in order to further implement the purposes of Chapter 17.72 (Sign Regulations) of PMC. The guidelines are intended to provide good examples of techniques that should be used in order to meet the City's expectations for quality business signage to be applied during the City's design review process or the approval of a discretionary land use permit.

Bicycle Transportation Action Plan

The Department of Transportation's Bicycle Transportation Action Plan (BTAP) (August 2015) provides specific goals, objectives, actions, and timeframes for creating an environment (1) where people circulate without a car, (2) that significantly increases the number of people who commute by bike, (3) that increases the number of people who use a bike for utilitarian trips, fitness and recreation, and (4) that provides business and economic benefits for the City. The BTAP provides details for a network of bikeways so that every neighborhood is within ¼ mile of an effective bicycle route and funding strategies to implement the plan. The LPSP area contains a portion of the BTAP's Colorado Boulevard corridor that runs through central Pasadena to the eastern boundary of the City. There are currently no bicycle facilities on Colorado Boulevard. The LPSP also supports the BTAP through promoting buffered bike lanes.

Pasadena Street Design Guide

The Department of Transportation's Pasadena Street Design Guide (March 2017) implements the 2015 General Plan Mobility Element complete streets policy, including the following goals and objective: (1) Streets should reflect neighborhood character and accommodate all users; (2) Complete Streets should accommodate all users such as pedestrians, bicyclists, public transit, skateboarders and scooter; and (3) Streets should reflect individual neighborhood character and needs, and support healthy activities such as walking and bicycling. The LPSP references the Street Design Guide as it applies to sidewalks, parkways, and street trees, which fall under Chapter 5 (Public Realm) of the LPSP.

Master Street Tree Plan

The Department of Public Works' Master Street Tree Plan serves as the guiding document that designates the official tree species to be planted on a block-by-block basis throughout the City. The LPSP references the Master Street Tree Plan in Appendix A.2 (Design Guidance for Tree Selection) to guide discussions between the City and community when updating the Master Street Tree Plan for the area. Appendix A.2 includes a description of the existing street trees along within the LPSP plan area, followed by recommendations for potential new species.

Pasadena Climate Action Plan

The Pasadena Climate Action Plan (CAP) (March 2018) provides a strategic framework measuring, planning, and reducing the City's share of greenhouse gas (GHG) emissions with the goal of reducing emissions by more than half by the year 2035. The LPSP supports the CAP and the identified strategies to reduce GHG through sustainable land use and pedestrian infrastructure as well as urban greening, which are addressed in Chapter 4 (Land Use), Chapter 5 (Public Realm), and Appendix A.2 (Design Guidance for Tree Selection).

1.4 Planning Process & Outreach

1.4.1 Our Pasadena Program

The General Plan is a document that outlines the community's vision for Pasadena over the next 20 years. As an overall visioning document, the General Plan's goals and policies are implemented in various ways, including Specific Plans. *Our Pasadena – Putting the Plan in Motion* is the City's General Plan implementation program. Focused on updating Pasadena's Zoning Code and establishing neighborhood-specific design and land-use goals for the City's eight Specific Plans: Central District, East Colorado, East Pasadena, Fair Oaks/Orange Grove, Lamanda Park, Lincoln Avenue, North Lake, and South Fair Oaks.

The LPSP is informed by a thorough planning and public outreach process led by the City's Planning & Community Development Department, and supported by a consultant team of urban planners, urban designers, outreach specialists, economists, architects, and landscape architects. The planning process also involved coordination with staff from Pasadena's department of Public Works, Transportation, Economic Department, and Accessibility Coordinator.

1.4.2 Public Outreach

Throughout the planning process, the City solicited input from residents, property owners, businesses, community leaders, and other stakeholder groups through a variety of outreach events, public meetings, and online engagement tools. The following list provides a summary of public outreach methods, workshops, meetings, and hearings, and an overview of key recurring feedback themes from the outreach process.

Community-Wide Open Houses – March 2018

In 2018, the City initiated the Our Pasadena Program to review and update the City's eight specific plan areas. The program's primary objective was to establish neighborhood-specific goals and policies resulting in a refined set of permitted uses, residential densities, and development standards and guidelines that will shape the built environment along the City's major commercial and mixed-use areas within the eight planning areas in accordance with the City's General Plan and Guiding Principles. The program kicked-off with a series of open houses to introduce the program and solicit feedback on the general vision on each of the eight specific plan areas, including Lamanda Park.

Round 1 Workshop

July 26, 2018

In the Round 1 Workshop, the Planning & Community Development Department facilitated a listening and learning session to find out more about participants' experience living and/or working in, or visiting the LPSP area, and their ideas for how the LPSP could improve the area. The workshop began with a brief interactive visioning activity, and an introductory presentation on the LPSP Update program, the General Plan vision for the LPSP area, and background information. For the majority of the workshop, participants were divided into small groups with facilitated discussions on specific topics such as appropriate land uses and housing types, streetscape and public amenities, and mobility and parking. The main objective of the workshop was to solicit feedback from the community, rather than reach consensus on any particular topic. This workshop was followed by a second online survey.

Round 2 Workshop

July 18, 2019

The Planning & Community Development Department hosted a second community workshop to present preliminary land use and urban form concepts that considered a number of factors, including community feedback received since the first workshop. Input received helped to refine these concepts and guide the drafting of goals, policies, and development standards. In an opening icebreakers activity, participants were able to reaffirm what we heard so far from the community by placing stickers next to those comments. Next, City staff gave a PowerPoint 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 large group with a summary of the main points.

Community Walking Tour

September 28, 2019

The Planning & Community Development Department hosted a walking tour of the LPSP area, starting in The Learning Works courtyard, took a loop through the Specific Plan area, and ended at the same location. Participants wrote comments on walking tour worksheets/guides as they walked along Walnut Street, Eloise Avenue, Colorado Boulevard, and Daisy Avenue.

Round 3 Virtual Open House

January 2021 – March 2022

Live Webinar: January 14, 2021

For the third and final round of community workshops, the Planning & Community Development Department hosted an interactive virtual open house website and live webinar. Through an introductory presentation and a series of informational materials, staff presented the refined LPSP vision and concept, along with full draft standards for the Land Use, Public Realm, and Development & Design chapters of the plan. Participants were encouraged to provide detailed input through an online survey, and to submit questions in the Q&A portion of the live webinar event. While the community was unable to gather in person due to the COVID-19 pandemic, the virtual platform was available 24/7 for an extended period of time, allowing participants to visit and provide feedback at their pace and convenience, as well as download materials and share the open house site with family, friends, and neighbors.

Design Commission Meetings

August 10, 2021

Following the Round 3 Webinar, the Planning & Community Development Department presented at the Design Commission in Summer of 2021 to solicit feedback on the preliminary draft standards of the LPSP, respond to clarifying questions from commissioners, and discuss various issues to be considered in the development of standards, policies, and implementation strategies for the next draft of the plan.

Planning Commission Meetings – TBD

Section to be completed after Planning Commission meetings

City Council Hearing – TBD

Section to be completed after City Council meeting

Summary of Mailings & Promotional Materials

In addition to these public outreach events and workshops, the Planning & Community Development Department has advertised the LPSP and provided updates through the following platforms and publications:

- Mailers to property owners, occupants, and renters within the LPSP area and within 500 feet of the LPSP area boundaries
- E-mailing list for program newsletter subscribers
- OurPasadena Program website
- OurPasadena and Citywide social media accounts
- Council District Newsletters
- City of Pasadena InFocus
- Local Press Coverage

What we heard

Participants shared a wide range of input throughout the outreach process, much of which focused on prioritizing local jobs and services and transforming Colorado Boulevard into a pedestrian-friendly street.

Prioritize the Area for Local Jobs and Neighborhood Services

- Preserve light industrial areas as a valuable source of neighborhood-serving businesses and employment opportunities, including local “mom and pop” stores and businesses
- Ensure that industrial areas have a variety of both industrial and creative uses, not strictly limited to research and development
- Support breweries, wineries, entertainment venues, theaters (but no nightclubs)
- Support co-working/shared spaces
- Support work/live and other similar housing options in the area, particularly along Nina Street
- More landscaping and vegetation, including fruit trees and vertical green walls
- New green space and/or pocket park on the north side of Walnut Street that could be programmed and support activities such as food truck nights
- Allow design flexibility but encourage masonry and concrete construction

Gently Transform Colorado Boulevard into a Pedestrian Friendly Main Street

- Encourage businesses such as restaurants, eateries, and arts-focused organizations for families
- General preference for low-scale mixed-use buildings, including bungalow-style housing and low-scale mixed-use buildings with limits of 2 or 3 stories

- Support for housing options in the area, including street-level residential uses to activate the street
- General support for affordable housing and homeless services in this area
- Consider reuse of motels/hotels to other residential or commercial uses
- Locate buildings adjacent to the sidewalk in some parts of the plan area, instead of parking lots
- Consider better parking signage and access
- Desire for streetscape improvements including shade-providing trees, north/south pedestrian crossings, curb extensions, and parklets
- Interest in community spaces and places to walk to
- Improve connections to public transportation in the area, especially to the nearby Allen and Sierra Madre Villa Metro A Line stations

1.4.3 Environmental Clearance

In the 2015 Pasadena General Plan update, the City prepared a programmatic General Plan Environmental Impact Report (GP EIR) to analyze potential citywide impacts, broad policy alternatives, and programmatic mitigation measures associated with the update of the General Plan and specific plan amendments. An Addendum to the GP EIR was prepared to address potential site-specific environmental impacts associated with the update to the LPSP.

Per the GP EIR, future discretionary review may rely on the analysis provided in the GP EIR for the purpose of tiering and/or streamlining. The purpose of tiering is to use the analysis of general matters contained in a broader EIR (such as the GP EIR) with later California Environmental Quality Act (CEQA) documents on narrower or more site-specific projects. Tiering serves to reduce repetitive analysis and provide subsequent site-specific analysis at a time when it is meaningful.

1.5 Specific Plan Organization

The LPSP is organized into seven chapters and two appendices, as described below.

Ch.1 – Introduction

This chapter presents the purpose of the LPSP and outlines the planning outreach process. It also discusses the relationship of the LPSP to other planning documents and introduces the 2015 General Plan Guiding Principles, goals, and policies that inform the LPSP.

Ch.2 – Background

This chapter provides additional historical context for the LPSP area and identifies challenges and opportunities within the plan area’s existing conditions.

Ch.3 – Vision, Goals, & Policies

This chapter establishes the overall vision for the LPSP area, and specific visions for the subareas. The vision is followed by goals and policies by subarea and topic.

Ch.4 – Zoning & Land Use

This chapter introduces the zoning districts for the LPSP and establishes the types of land uses allowed for potential new development within each zoning district.

Ch.5 – Public Realm Standards

This chapter presents standards and guidelines for the public realm adjacent to new development, including sidewalks, parkways, and street trees.

Ch. 6 – Development & Design Standards

This chapters presents standards and guidelines for development of private property, including allowable densities and heights, as well as required setbacks, open space, and parking standards.

Ch. 7 – Implementation & Administration

This chapter presents implementation actions and responsibilities, and potential programming and funding opportunities to bring the LPSP vision to life.

Appendix

The LPSP includes two appendices:

A.1 – Definitions provides a glossary of land use planning urban design terminology used throughout the document.

A.2 – Design Guidance for Tree Selection supplements the public realm standards and guidelines introduced in Chapter 4 with a detailed overview of existing street tree conditions, and recommendations for tree species to be incorporated in future updates to the Department of Public Works' Master Street Tree Plan.

2. Background

2.1 Community and Historic Context

The Lamanda Park plan area is a commercially and industrially focused area of the City, with some low-density residential uses, which includes clusters of historic buildings and a past rooted in agriculture and transportation. Lamanda Park was annexed to Pasadena on December 27, 1920. Originally a part of the western portion of the Rancho Santa Anita land grant, the present-day Lamanda Park plan area was further developed starting in 1885 by L.J. Rose, a German settler who founded the 1,960-acre Sunny Slope Ranch. Rose developed the ranch into the largest winery in Southern California. Nearly 1,000 acres of the ranch were vineyards, while the remainder were orchards. During the 1870s, Sunny Slope became a tourist attraction. Tourists visited the prize race horses, tasted wine, and picked oranges. When the San Gabriel Valley Railroad surveyed a route that cut off a narrow strip on the north side of the ranch, Rose decided to add a piece of the same size on the south. He subdivided and marketed this new land as Lamanda Park. The name stemmed from a combination of his first initial and his wife's first name, Amanda. Eventually, Rose's interest in breeding racehorses surpassed his

interest in citriculture and viticulture. Sunny Slope was sold in 1887 to British buyers, and Rose moved to a horse ranch he had purchased near El Monte.

The area's connectivity to the broader region increased when the Atchison, Topeka, and Santa Fe Railway built a new passenger rail line running parallel to Walnut Street, serving a train station at Rose Avenue and Railroad Street (now San Gabriel Boulevard and Walnut Street). By 1887, six scheduled passenger trains a day were running on the new track. The station also became an essential distribution point for transporting oranges to the east, integral to the success of the area's key industry of lemon and orange packing. In addition to the citrus industry, the historically working-class and middle-class neighborhood was home to tradespeople and small farmers, including several of Pasadena's dairies.

Lamanda Park's development continued with additional transportation infrastructure, including the construction of connection and turnaround facilities to accommodate extended trolley service which, by the turn of the century, extended on Colorado Boulevard to Lamanda Park. Later, the intersection of Colorado Boulevard and Sierra Madre Boulevard became the junction of the Pacific Electric lines. One was the north-south line connecting the communities of Sierra Madre, Lamanda Park, and Pasadena. The other was an east-west line connecting the Pasadena, East Pasadena, and Lamanda Park communities.

Beyond ongoing transportation development, Lamanda Park's built environment continued to develop throughout the early 20th century. Although after World War I, Lamanda Park experienced a building boom, which included the construction of commercial structures, a school, and a church, most buildings in the area were constructed after World War II. Many of these historic buildings still stand, clustered near Colorado Boulevard, White Street, and Walnut Street. Other buildings – including remnants of the area's past as an independent city – have been lost, such as the post office, which stood until 1930, and a Santa Fe Railroad depot, which remained until 1971.

Today, Lamanda Park is known for its science and technology-focused industries, an important part of Pasadena's identity as a global biotech hub. The bioscience industry is the second largest in California, with an annual economic output of \$61.5 billion across the LA region alone. With thriving networks of tech professionals buoyed by the nearby campuses of Pasadena Community College (PCC) and California Institute of Technology (Caltech), many science and technology companies find Pasadena, and Lamanda Park specifically, a particularly desirable location for their innovative work. Lamanda Park is home to ten science and technology businesses – from media companies to aerospace engineering, and beyond.

Lamanda Park's connectivity also encourages the growing science and technological industries. The Metro A Line (opened in 2003 as the Gold Line) and bus routes throughout the area allow for a wide pool of talent to access Lamanda Park's job opportunities and contribute to the City's continued growth and prominence in the sector. The LPSP will help the City cultivate a thriving biotech and life science sector into the future, through land use and development standards that support innovative industry, and access to jobs, housing, transit, and amenities for employees.

Lamanda Park Timeline

1885-1930

- 1885 - Lamanda Park is established as an independent town by L.J. Rose.

- 1897 (ca.) - A cross-gable cottage at 2754 E. Walnut Street is the first building constructed in the plan area
- 1870 - Sunny Slope Ranch becomes a tourist attraction, with horse racing and wine tasting
- 1887 - Sunny Slope Ranch is sold. Santa Fe Railroad passenger trains begin running from the newly built station at Rose Avenue and Railroad Street (now San Gabriel Boulevard and Walnut Street)
- December 27, 1920 - The territory of Lamanda Park is formally annexed by Pasadena.
- 1915 - Titleyville School is established

1930-1970

- 1933 - The Lamanda Park Municipal Light and Power Station (160-162 N. Altadena Drive) is built
- 1941 – The Lamanda Park line of the Pacific Electric Railway closes
- 1946 – The Ace Motel (2870 E. Colorado Boulevard) is constructed in 1946
- A majority of buildings in the plan area are constructed after World War II
- Large footprint industrial and commercial buildings were developed in the 1960s and 70s, particularly in the central portion of the plan area along Walnut Street

1970-2000

- In the 1970s to 1990s, buildings with little articulation or street presence are developed throughout the plan area
- Pasadena access to the Foothill (I-210) freeway opens in 1976

2000-Present

- Primarily non-residential buildings are constructed throughout the LPSP area, with design emphasizing human-scaled, pedestrian orientation

Locally Designated Landmark Buildings	
Resource Name	Address
160-162 N Altadena Drive	Lamanda Park Municipal Light and Power Station*
2350 E Colorado Boulevard	Fedde Furniture
2490 E Colorado Boulevard	The Original Whistle Stop
2547 E Foothill Boulevard	Foothill Liquors Delicatessen
2573 E Foothill Boulevard	City Wholesale Electric

Historic Signs	
Resource Name	Address
2490 E Colorado Boulevard	The Original Whistle Stop Sign
55 N San Gabriel Boulevard	Jesus Saves Sign

*Appears eligible for listing in the National Register

Individual Property that is listed or designated locally
2300 E Colorado Boulevard

2415 E Colorado Boulevard
2562 E Colorado Boulevard
2569 E Colorado Boulevard
2627 E Colorado Boulevard
2634 E Colorado Boulevard
2800 E Colorado Boulevard
2801 E Colorado Boulevard
2818 E Colorado Boulevard
2966 E Colorado Boulevard
2620 E Foothill Boulevard
314 Del Rey Ave
Appears to be individually eligible for local listing or designation through survey evaluation
2301 E Colorado Boulevard
2500 E Colorado Boulevard
2870 E Colorado Boulevard
2900 E Colorado Boulevard
2754 E Walnut Street
2817 E Foothill Boulevard
2914 E Walnut Street

2.2 Existing Land Uses, Urban Form, & Public Realm

Foothill/Sierra Madre Corridors

The Foothill/Sierra Madre Corridors subarea acts as the northern and northwestern border of the LPSP area. The subarea is generally bounded by Vista Avenue to the west, Sunnyslope Avenue to the east, Foothill Boulevard to the south, and Corson Street to the north. The western portion of the subarea extends south of Walnut Street, following Sierra Madre Boulevard.

The Sierra Madre Corridor, located in the western portion of the subarea, creates blocks that are varied in form and comprises a mix of commercial and industrial buildings, many of which provide automobile services. The standalone commercial developments feature extensive surface parking lots. Prominent commercial uses can be found in developed free-standing buildings as well as in former residential buildings.

Large office developments, neighborhood commercial, small-scale vehicle-related uses, and restaurant uses characterize much of the Foothill Corridor. Along the northern portion of Foothill Boulevard, the scale and form of buildings are consistently one-story and form a semi-continuous street wall.

Along both corridors, the buildings are generally 1 to 2 stories. Many of the buildings were built between the 1930s and the 1960s, reflecting the development of the subarea as a neighborhood-serving commercial area that has evolved toward a focus on vehicle-related uses. Building setbacks vary from 0 to 5 feet, however some commercial uses that occupy former residential uses have a street setback of 15 feet.

The subarea's public realm is significantly auto-oriented. Sidewalk widths are typically 10-12 feet, however, due to relatively wide vehicular rights-of-way on Sierra Madre and Foothill

Boulevards, the pedestrian experience is generally poor, which is reinforced by large block sizes, infrequent crossing opportunities, a prevalence of surface parking lots and drive-thru restaurants.

Landscaping in the public realm is inconsistent throughout the subarea. Some segments feature parkways or street trees, while others lack landscaping or sufficient maintenance. On Sierra Madre Boulevard from Walnut Street to Altadena Drive, a small number of mature street trees are present, and they provide some shading for the sidewalk. The subarea lacks pedestrian amenities such as street furniture and street shade, aside from a bus shelter located near the intersection of Sunnyslope Avenue and Foothill Boulevard. The subarea does not include any publicly accessible open spaces.

R&D Flex District

The R&D Flex District subarea encompasses the central portion of the plan area. It is bounded by Foothill Boulevard to the north, Cook Avenue and Eloise Avenue to the west, Nina Street to the south, and the LPSP boundary to the east. The R&D Flex District is mainly composed of commercial and industrial uses, with many in the science and technology sectors, but also contains clusters of residential uses.

Walnut Street bisects the subarea and acts as its primary east/west corridor. Many parcels north of Walnut Street contain large one- to two-story warehouse-style commercial structures surrounded by surface parking lots. The most prominent example of this development pattern is the Home Depot hardware store occupying an approximately 10-acre lot in the eastern portion of the subarea north of Walnut Street, in the former Avon distribution center facility. The site features an extensive landscaped setback along Walnut Street, creating a buffer between the sidewalk and the surface parking lot. Also found north of Walnut Street are technology companies including Quiet Machines, MEMS Drive, Hyperion Energy Marketing, and Fast Detect, which use these larger warehouse-style buildings to house their headquarters.

South of Walnut Street, the subarea typically features smaller scale, street-oriented mid-20th century developments. This historic character is demonstrated by buildings such as a historic cross-cable cottage (ca. 1897) and the Lamanda Park Municipal Light and Power Station (1933). On the western edge of the subarea, a cluster of single and multifamily residences create a uniquely residential character along Eloise Avenue. A small number of single-family homes are also found east of Altadena Drive, fronting Walnut Street and Nina Street, with several live/work units also located along Nina Street. A few small commercial uses along Walnut Street occupy former residential structures.

Public realm conditions in the subarea are inconsistent, reflecting the wide variety of development patterns and adjacent uses. Conditions along Walnut Street are generally not pedestrian friendly due to the auto-oriented nature of the street and prevalence of adjacent industrial uses and surface parking lots. While sidewalk widths of 10-12 feet are generally adequate for pedestrian travel, many stretches lack amenities such as street furniture, lighting, or consistent shade. Street trees are planted relatively consistently along Walnut Street in tree wells, but most trees do not provide expansive shade.

Mature street tree canopies and landscaped parkways provide comfortable pedestrian conditions along Eloise Avenue, Vinedo Avenue, Daisy Avenue, and Sunnyslope Avenue. The segment of Altadena Drive within the subarea features some street-oriented storefronts,

however sidewalks are relatively narrow and lack any landscaping or street trees. Nina Street provides an eclectic and relatively pleasant public realm from Altadena Drive to Sunnyslope Avenue. Consistent street trees provide comfortable shade along most of Nina Street, but some street-facing parking lots, blank walls, and industrial uses detract from the pedestrian environment. The intersection of Nina Street and San Gabriel Boulevard lacks any marked crossing features, creating a pedestrian barrier.

Surface parking lots, blank walls and fences, and industrial uses contribute to an auto-oriented environment along San Gabriel Boulevard, which is particularly unfriendly to pedestrians south of Walnut Street. North of Walnut Street, some street trees and occasional bus stop amenities serve pedestrians, and a landscaped median contains mature trees, which improve roadway shade.

Colorado Mixed-Use

The Colorado Mixed-Use subarea surrounds Colorado Boulevard throughout the entirety of the plan area, forming the southern boundary to the LPSP area. Roosevelt Avenue bounds the subarea to the west and Kinneloa Avenue to the east. A mix of pedestrian-focused and vehicle-focused commercial uses characterizes the subarea, including Pasadena Plaza, Walgreens, Ace Hardware, and a variety of neighborhood-serving small businesses. This area is home to arts and music uses such as the Pasadena Music Academy, fitness-related uses, eateries, breweries, auto-related uses, and science and technology companies such as hQPhotonics Inc.

The intersection of Colorado Boulevard and Sierra Madre Boulevard at the western end of the subarea is the corridor's main focal point of activity, featuring both historic street-facing building fronts and contemporary multi-tenant shopping centers with large surface parking lots.

The buildings in the subarea are predominantly 1 or 2 stories tall. Though some buildings are three stories or more, including The Bank of the West building on Colorado Boulevard and the Public Storage building on Daisy Avenue. The buildings reflect various architectural styles from mid-to-late-20th Century development. Many of the buildings on Colorado Boulevard, from Sierra Madre Boulevard to San Gabriel Boulevard, are built to the property line. Commercial storefronts and office uses in the subarea contribute to the "Main Street" character of this corridor segment. The corridor's character becomes more automobile-oriented east of San Gabriel Boulevard, continuing to the subarea's eastern border.

The subarea contains the most pedestrian-friendly public realm conditions of the LPSP area, primarily due to the expansive street tree canopy providing consistent shade for pedestrians between Sierra Madre Boulevard and San Gabriel Boulevard. However, to accommodate the large shade trees in this portion of the subarea, tree wells can take up more than half of the sidewalk width, creating some obstacles to pedestrian mobility.

Public street furniture and amenities in the subarea are limited to occasional benches, trash receptacles, and bike racks. A noticeable lack of amenities, mid-block crossings and median landscaping east of Sunnyslope Avenue discourages pedestrian activity toward the eastern boundary of subarea. South of Colorado Boulevard, condominiums and apartment buildings house a local pool of residents who patronize businesses along Colorado Boulevard and would greatly benefit from a more walkable public realm in the area.

ATTACHMENT B
Community Engagement and Public Feedback
for the Lamanda Park Specific Plan Update

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.

ATTACHMENT C
2000 East Pasadena Specific Plan

Can be viewed at:

https://www.ourpasadena.org/managed_files/Document/1080/East+Pasadena+Specific+Plan+2000.pdf

ATTACHMENT D
2003 East Colorado Boulevard Specific Plan

Can be viewed at:

https://www.ourpasadena.org/managed_files/Document/1079/East+Colorado+Specific+Plan+2003.pdf