

LINCOLN AVENUE SPECIFIC PLAN DRAFT VISION AND EMERGING THEMES

The emerging themes for Lincoln Avenue reflect community feedback gathered to date, helping to build a draft vision for this area. Please take a few moments to read the emerging themes below.

Emerging Themes

- Create a vintage "main street" that serves as the focal point for neighborhoods surrounding northern Lincoln Avenue.
- Provide a variety of housing types, including apartments over retail shops, which offer various living options, while enhancing existing residential areas.
- Encourage commercial uses and development that foster a **stronger sense of place**, and better serve adjacent residents, students, and employee needs.
- Allow building heights that support redevelopment in specific areas, and which provide appropriate transitions to adjacent residential properties.
- Enhance the aesthetics and design of new development through strengthened **standards and guidelines**.

- Design buildings that create safer and more inviting spaces and that maximize opportunities for visibility of both the street and public spaces.
- Facilitate opportunities for adaptive reuse of existing buildings along Lincoln Avenue that support a more vibrant street atmosphere and provide local amenities.
- Continue to support the creation of creative industrial space south of Washington Boulevard that contribute to a more pleasant walking environment.
- Better connect Lincoln Avenue through pedestrian-oriented development, expanded sidewalks, and improved tree canopy which leverages its close proximity to the Arroyo Seco and Rose Bowl.

The City of Pasadena would like to gather initial feedback on the draft vision, which we'll use to make refinements, and continue to share with you as the project progresses.

- Does the draft vision reflect most of what you would like to see happen on Lincoln Avenue?
- What is missing?
- Is there language you would change? What are your suggestions?

·	Of Subilific
Please Write Down Your Comments and Suggestions Below:	comments to:
	ourpasadena@
	cityofpasadena.
	net
	2/28/2019



LINCOLN AVENUE PRELIMINARY CONCEPTS

Please take a few minutes to read the following concepts and write down your comments and suggestions below. **Vintage Main Street:** The preliminary concept for Vintage Main Street envisions creating a pedestrian-friendly commercial district where nearby residents can walk to for local goods and services. An emphasis will be placed on maintaining the existing low-scale character and encouraging reuse of existing buildings to create a sense of place. What are your thoughts? Multi-Family Residential Neighborhood: The preliminary concept for Multi-Family Residential Neighborhood envisions maintaining the area between Wyoming and Stanton Streets as a medium-scale residential neighborhood while allowing for new housing opportunities. An emphasis will be placed on improving specific design treatments to enhance the quality of the built environment. What are your thoughts? Mixed Use Neighborhood: The preliminary concept for Mixed Use Neighborhood envisions creating a pedestrian-friendly neighborhood with a mix of uses that capitalize on its proximity to the Arroyo Seco and Rose Bowl while serving local residents. A variety of housing opportunities, including housing above commercial uses, will be supported generally between Howard Street and Washington Boulevard. What are your thoughts? Commercial and Multi-Family Neighborhoods: The preliminary concept for Commercial Neighborhood envisions supporting creative and flexible industrial/office space that enhance the built environment and walkability on the east side of Lincoln Avenue between Washington Boulevard and Hammond Street. The preliminary concept for Multi-Family Neighborhood envisions providing additional housing opportunities on the west side of Lincoln Avenue between Pepper and Hammond Streets to create a new medium-scale residential neighborhood. What are your thoughts?