

ATTACHMENT B EAST COLORADO SPECIFIC PLAN UPDATE PUBLIC OUTREACH PROCESS

Prior to the preparation of the proposed East Colorado Specific Plan (ECSP), 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
 - 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)



- Six plan-specific events to present and solicit community feedback on the ECSP update:
 - Round 1 Plan Workshop (July 17, 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/East-Colorado-Round1-Materials>.



- Walking Tour (October 20, 2018) – The Planning & Community Development Department hosted a two-hour walking tour of the East Colorado Specific Plan area, starting at the Pasadena City College Shatford Library front lawn, and ending at Rosebud Coffee. Participants responded to questions and wrote other comments on walking tour worksheets/Plan area maps at six designated stops on the tour. Discussion and worksheet questions focused on a specific topic for each stop, including: Recent Restaurant Development, Active Sidewalks and Storefronts, Allen/Colorado Gateway, Auto Uses, Pedestrian Experience, and Hotel/Motel Uses. Materials of the walking tour and summary of community feedback can be found on the program's website, <https://www.ourpasadena.org/EC-Walking-Tour-Summary>.

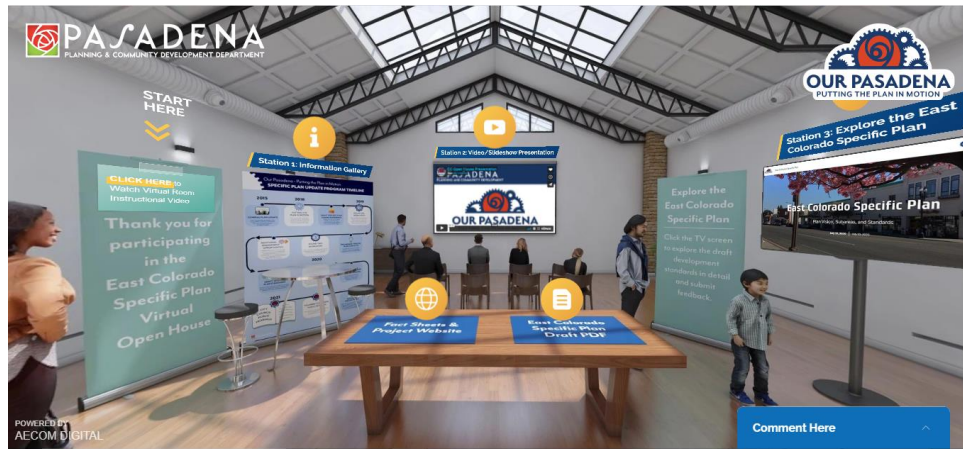


- Round 2 Plan Workshop (January 31, 2019) – The Planning & Community Development Department hosted a second community workshop to present preliminary land use and urban form concepts that considered a number of factors, including community feedback received since the first workshop. Input received helped to refine these concepts and guide the drafting of goals, policies, and development standards. In an opening icebreaker 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 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/East-Colorado-Round2-Materials>.

○



- Round 3 Virtual Open House (June 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/eastcolorado/>.



- Live Webinar (August 13, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the ECSP update and have questions answered live by staff in a Q&A format. Approximately 73 participants joined the webinar, discussing issues such as housing opportunities for students, young professionals, and school faculty, increasing the amount of public open space and gathering spaces, standards related to shade and street trees, and encouraging amenities to support a more comfortable biking/walking experience to and from the transit station. The presentation can be found on the program’s website, <https://vimeo.com/448609172>.
- A Youth Summit was held on October 19, 2019 to engage and introduce young residents in the City of Pasadena to the planning process. Through the use of 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 East Colorado, 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.



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

- Maintain and support small businesses, services, and amenities within walking distance for residents and students
- Accommodate student-oriented businesses like bookstores, cafes with WiFi, and restaurants near PCC and Caltech
- Support housing affordability through larger unit sizes that allow students to share housing costs
- Balance new housing opportunities with active commercial uses and services on the ground floor that are accessible from the street
- Improve building facades and design, and incorporate open spaces in the design of new buildings to break up big, unbroken walls
- Maintain context-sensitive building heights and densities while accommodating development that meets the community's housing needs
- Create appropriately-scaled transitions between larger developments and surrounding residential areas
- Support opportunities for placemaking, and accommodate mountain views at landmark destinations
- Increase sidewalk widths and amenities, like outdoor dining, sidewalk furniture, shade structures, and bus shelters
- Enhance shade and introduce more shade trees along Colorado Boulevard
- Tailor development standards to accommodate existing ficus trees along Green Street, which are valued by the community
- Improve the pedestrian experience surrounding the Allen Transit Station
- Support mobility enhancements in the public right-of-way that balance all modes of transportation, and encourage alternatives to driving to ease traffic congestion in the area

Staff also presented an information item to the Design Commission on the ECSP update on October 27, 2020 in order 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 Design Commission provided the following feedback:

- Balance implementation with incentives; some elements require large implementation measures;
- Desire for flexibility to set up maximums within a sub-area, perhaps less on a project-by-project basis with goals for percentages in the area supported by incentives; and
- Interest in micro-unit projects to support students.

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 East Colorado Plan Area boundaries as well as within a 500-foot radius of the boundaries to ensure that the greater community surrounding East Colorado 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. Staff also spoke directly with property owners and residents in and around the East Colorado area, and engaged with the Pasadena Youth Ambassador program to bring awareness of the Specific Plan Update and urban planning in general to the City's youth. In total, approximately 2,800 participants interacted with the program, whether by attending community workshops or walking tours (both virtually and in-person), providing written comments at workshops or via email, providing verbal comments by phone or in person, and by interacting with the OurPasadena webpage and social media.