

## **ATTACHMENT B**

### **SOUTH FAIR OAKS SPECIFIC PLAN UPDATE PUBLIC OUTREACH PROCESS**

Prior to the preparation of the proposed South Fair Oaks Specific Plan (SFOSP), 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 SFOSP update:
  - Round 1 Plan Workshop (May 24, 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/SFO-Round1-Materials>.



- Walking Tour (May 18, 2019) – The Planning & Community Development Department hosted a two-hour walking tour of the SFOSP area, starting at Central Park, and ending at Jones Coffee Roasters. Participants responded to questions and wrote other comments on walking tour worksheets/Plan area maps at designated stops on the tour. Discussion and worksheet questions focused on a specific topic for each stop, including: Land Uses in the Arts & Innovation Flex District, Scale and Density along the South Fair Oaks and Raymond Corridors, Access to the Metro Fillmore Station, and Uses and Scale along South Arroyo Parkway. Materials of the walking tour and summary of community feedback can be found on the program's website, <https://www.ourpasadena.org/SFO-Walking-Tour>.



- Round 2 Plan Workshop (June 20, 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/South-Fair-Oaks-Round2-Materials>.



- Round 3 Virtual Open House (October 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/southfair Oaks/>.





- Live Webinar (November 5, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the SFOSP update and have questions answered live by staff in a Q&A format. Approximately 21 participants joined the webinar, discussing issues such as housing opportunities for students and medical professionals, increasing the amount of public open space, standards related to shade and street trees, and encouraging uses that support more ground floor activity and a more active neighborhood. The presentation can be found on the program’s website, <https://vimeo.com/477014509>.
- 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 South Fair Oaks, 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:

- Mixed opinions on the amount of density and height proposed for most subareas, with some calling for more housing density while others expressed concerns about increased development;
- Desire for more flexibility in allowed land uses, particularly at the ground floor of mixed-use buildings;
- Desire to allow more multi-family housing with a diversity of housing types, such as micro-units and senior housing;
- Mixed opinions on the appropriate amount of parking to require for new development, particularly near the Fillmore Station, where many support limited or no parking requirements;
- Concerns from some property owners regarding requirements for increased sidewalk widths, setbacks, paseos, and plazas and impacts of these requirements on development feasibility;
- Support for increased open space, landscaping, and an improved tree canopy that promotes shade and walkability;
- Concerns about increased traffic and impacts to surrounding neighborhoods;
- Desire to strike an appropriate balance of medical offices and facilities with housing, retail, restaurant, and other pedestrian oriented land uses so that one land use type doesn't dominate the plan area;
- Preserve historic resources and encourage adaptive re-use; and
- Explore the possibility of allowing housing along portions of Arroyo Parkway that currently only allow commercial uses.

Staff also presented an information item to the Design Commission on the SFOSP update on February 21, 2021 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:

- Interest in allowing residential uses in the Arts & Innovation Flex subarea;

- Desire to see more flexibility in ground floor commercial requirements;
- More emphasis on creativity, innovation, and 24/7 activity in the district;
- Support for encouraging eclectic character and infusing different uses beyond institutional uses;
- Interest in promoting wellness of uses from architectural standpoint, including WELL building standards;
- Support for east-west paseos to create more linkages in the district; and
- Interest in supporting Raymond Ave. as a multi-modal and pedestrian-focused street as a companion to more auto-oriented streets of S. Fair Oaks Ave. and Arroyo Pkwy.

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 SFOSP Area boundaries as well as within a 500-foot radius of the boundaries to ensure that the greater community surrounding South Fair Oaks 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.