

## ATTACHMENT B CENTRAL DISTRICT SPECIFIC PLAN UPDATE PUBLIC OUTREACH PROCESS

Prior to the preparation of the proposed Central District Specific Plan (CDSP), 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 (*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)



- Six plan-specific events to present and solicit community feedback on the CDSP update:
  - Playhouse Village Association Block Party Pop-Up (June 9, 2018) – Staff hosted a pop-up booth at the annual Playhouse Block Party to increase visibility of the Our Pasadena program and solicit input for the Central District Specific Plan. A variety of hands-on activities were offered for participants of all ages to provide comments and respond to prompting questions about the types of changes they would like to see in the plan area.  
*(533 participants interacted with the booth, and 173 comments were collected)*



- Round 1 Plan Workshop (June 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 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/Central-District-Round1-Materials>.  
(Over 100 participants)



- Round 2 Plan Workshop (March 21, 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/Central-District-Round2-Materials> (65 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/centraldistrict/> (466 unique page views, 1,000 total page views)



- Live Webinar (December 2, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the CDSP update and have questions answered live by staff in a Q&A format. Approximately 40 participants joined the webinar, discussing issues such as affordable housing, ground floor use requirements, increasing the amount of public open space, and standards related to shade and street trees. The presentation can be found on the program’s website, <https://vimeo.com/487015336> (Approximately 40 participants)

- 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 Central District, 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)



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

- Support for more housing around the Del Mar, Memorial Park, and Lake Metro L (Gold) Line Stations;
- Support for affordable housing for families, singles, and seniors;
- Strong desire to protect existing historic resources and iconic view sheds;
- Desire to protect and add to the tree canopy;
- Support for wider sidewalks and more sustainable landscaping ,with mixed opinions on how to achieve sidewalk widening;
- Interest in creating more flexibility on ground floor use requirements with less emphasis on strict retail requirements, and more emphasis on quality design;
- Desire to maintain existing density in residential areas south of Cordova; and
- Support for implementation of paseos and more significant open spaces with various features and amenities, but with clarification on property owners' role in management of publicly accessible open space.

Staff also presented an information item to the Design Commission on the CDSP update on June 22, 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:

- Support for tying open space requirements to the number of bedrooms as opposed to square footage or number of units;
- Interest in exploring the idea of allowing housing on Lake Avenue near the Lake Metro L (Gold) Line station in areas that are currently identified as High Commercial;
- Concerns that proposed development standards may be too prescriptive; and
- Desire for increasing design flexibility by providing a process for projects to seek exceptions to certain development standards such as modulation requirements, subject to Design Review approval.

Finally, staff participated in a virtual community meeting on November 16, 2021 hosted by Vice Mayor Andy Wilson for constituents of Council District 7. During this meeting, staff presented the Round 3 version of the CDSP, with emphasis on the areas of South Lake that are within Council District 7, and participants had an opportunity to ask questions and provide feedback. Residents commented on a variety of issues, with a majority of attendees expressing concerns about the proposed density and height on parcels south of California Boulevard between Hudson and Mentor Avenues. Many expressed a desire to either not increase the existing regulations for density and height, or remove these parcels from the CDSP boundary altogether. General concerns were also raised regarding proposed densities and heights along other portions of the South Lake and South Lake Village subareas, as well as affirming a desire for increased pedestrian safety and the protection and enhancement of the tree canopy.

*(51 participants)*

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 CDSP Area boundaries as well as within a 500-foot radius of the boundaries to ensure that the greater community surrounding the Central District 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 Central District 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.