

ATTACHMENT A UPDATED PUBLIC OUTREACH PROCESS AND FEEDBACK RECEIVED

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 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.

Staff additionally 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)

Finally, staff presented a study session to the Planning Commission on December 8, 2021 in order to give the Commission and public the opportunity to review and provide feedback on the draft CDSP, specifically in regards to General Plan amendments related to parcels along North Lake Ave. and the parcel at the corner of Union St. and El Molino Ave, as well as discussion on proposed densities and heights in the North Lake and South Lake Village subareas and possible revisions to the proposed CDSP boundary. The staff report and presentation are available for review on the program's website at <https://www.ourpasadena.org/CDSP-PC-SS-120821>. The Planning Commission received public comments, discussed the draft plan, and provided feedback to staff. A summary of the comments and feedback received is provided below:

Public comments focused on the following:

- Support for housing opportunities, including adaptive reuse, around the Metro L Line Stations, particularly along Lake Avenue, north of Colorado Boulevard (in North Lake subarea);
- Concerns about residential density and building heights on Lake Avenue, specifically south of San Pasqual Street (in South Lake and South Lake Village subareas);
- Preference to maintain Lake Avenue, south of Cordova Street, as a commercial-only district (in South Lake and South Lake Village subareas);
- Support for implementation of publicly-accessible open spaces such as paseos and plazas throughout the plan area;

- Desire to preserve historic sight lines and retain green spaces near City Hall (in Civic Center subarea);
- Desire to protect and add to the tree canopy and other features that enhance walkability, such as wider sidewalks and landscaped areas;
- Concern about ensuring that pedestrian mobility improvements, including scrambled sidewalks and mid-block crossings, are sufficiently addressed and implemented through the CDSP update;
- Greater use flexibility and parking reductions for desired commercial uses;
- Caution under-parking new development; and
- Request to remove parcels on Lake Avenue, south of California Boulevard from the CDSP (in South Lake Village subarea).

Commissioner comments are organized by topic and included the following:

- Plan Boundary and Potential Buildout
 - Suggestion to move the portion along Arroyo Parkway (in Arroyo Del Mar subarea) into South Fair Oaks Specific Plan; and
 - Consider removing the portion on Lake Avenue, south of California (in South Lake Village subarea) from the CDSP; and
 - Concerns over the potential buildout of the plan area.
- Land Uses
 - Support for housing opportunities with substantial residential density on Lake Avenue, north of Colorado Boulevard (in North Lake subarea);
 - Consider retaining and/or reducing residential density in a few areas, including the Boston Court area, north of Colorado Boulevard (in Mid Lake subarea), the Shopper's Lane parking lot on Lake Avenue (in South Lake subarea), and in the South Lake Village subarea;
 - Consider including language that supports adaptive reuse of currently unoccupied office space to residential uses in order to meet housing needs; and
 - Preference to maintain Lake Avenue, south of Cordova Street, as a commercial-only district (in South Lake and South Lake Village subareas).
- Building Heights
 - Concerns of proposed heights in a few areas, including the southeast portion of the In-Town Residential subarea, with a preference to limit height to 36 feet as the area west of El Molino; and
 - Support for varied roof lines along Walnut Avenue.
- Public Realm and Open Space
 - Support for the new open space and public realm requirements being recommended in the CDSP, such as the expanded paseo network, but suggest identifying specific publicly accessible open space opportunities at key locations, including the northeast corner of Lake Avenue and California Boulevard;
 - Suggestion to rezone the "lawn areas" of the YWCA and YMCA as open space;
 - Consider incorporating additional standards in the plan that would require new development (potentially new uses) to provide pedestrian entrances along paseos;
 - Support for expanding outdoor dining opportunities along Colorado Boulevard, including parklets;

- Desire for uniform design guidelines for outdoor dining areas;
- Consider expanding setback requirements throughout the plan to provide space for street trees;
- Consider setting the minimum sidewalk width at 12 feet throughout the plan area, maintain existing 15 feet sidewalk widths, and expand the 15 feet minimum sidewalk width on Arroyo Parkway up to Holly Street;
- Support for the expanded sidewalk widths of 12 feet and setback requirements along Walnut Street.

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.