

ATTACHMENT C
COMMUNITY ENGAGEMENT AND PUBLIC FEEDBACK

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Prior to the preparation of the proposed Lincoln Avenue Specific Plan (LASP), the City 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)



- Seven plan-specific events to present and solicit community feedback on the LASP update
 - Plan Workshop (June 14, 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. More than 50 participants consisting of community members, business owners, and developers provided feedback on the future of the Lincoln Avenue Specific Plan, sharing their experiences living, working, and/or visiting the area, as well providing 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/Lincoln-Round1-Materials>.



- Virtual Walking Tour (February 2, 2019) – Scheduled as an outside walking tour of the area due to heavy rains, approximately 25 participants took part in a virtual walking tour at John Muir High School. The virtual tour helped gather participants’ observations and experiences throughout the intended route along Lincoln Avenue. Participants wrote comments on walking tour worksheets/guides as staff navigated through portions of the corridor, beginning at the intersection of Wyoming and Lincoln and ending at John Muir High School. At the end of the tour, participants identified specific locations on large maps with image cards depicting desired uses. Materials of the walking tour and summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/Lincoln-Walking-Tour-Summary>.



- Plan Workshop (February 28, 2019) – The objective of the workshop was to solicit community feedback on emerging themes, refined plan vision, and preliminary land uses, urban form concepts, and development standards. Approximately 14 participants attended, sharing feedback through an opening icebreaker activity, small group discussions, and larger report back session. Materials and summary of community feedback can be found on the program’s website, <https://www.ourpasadena.org/Lincoln-Round-2-Materials>.



- Youth Summit (October 19, 2019) - 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 Lincoln Avenue, and illustrate the types of development and improvements being discussed. Over 30 high school students and 8 youth ambassadors attended the



summit. Participants were encouraged to provide input through an interactive

mapping activity and storytelling station where they could record their stories and experiences on video.

- 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. A total of 869 users engaged with the Virtual Open House website. Materials can be found on the program’s website, <https://ourpasadena.consultation.ai/lincolnavenue/>.



- Live Webinar (August 27, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the LASP update and have questions answered live by staff in a Q&A format. Approximately 12 participants joined the webinar, discussing issues such as increasing the amount of green/open space, historic preservation of existing buildings, development standards such as façade modulation, and safety enhancements such as improved lighting, fence requirements, and bike lanes. Presentation can be found on the program’s website, <https://vimeo.com/454465278>.

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

- Maintain low-density character with two- to three-story scale with appropriate transitions to adjacent residential neighborhoods;
- Create opportunities for affordable, family-sized homes;
- Help “mom and pop” shops and local retailers and restaurants, especially those that cater to youth and families;
- Encourage walking with development standards that contribute to a more pleasant and safer street environment including wider sidewalks;
- Provide more places to walk to and a variety of public spaces, incorporating seating, outdoor dining and parklets;
- Create a more pleasant environment to stroll around the neighborhood and to the Arroyo Seco with native or drought tolerant landscaped parkways and additional shade trees;

- Provide additional pedestrian crosswalks and bike racks at key intersections;
- Reconnect the north and south portions of the plan area through streetscape improvements such as trees, benches, lighting, bike lanes, crosswalks, wayfinding signage, and public art;
- Provide underground parking and more on-street parking or shared parking solutions;
- Support clean, creative industry for future employment opportunities, but beautify building facades and require setbacks for landscaping; and
- Continue to limit liquor stores and alcohol sales.

Additional meetings were held to solicit feedback from the Northwest and Design Commissions and Council District One, as follows:

- Northwest Commission (November 10, 2020) – The Northwest Commission held an information item on the LASP update 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 Northwest Commission provided the following feedback:
 - Interest in strengthening the connection between the northern and southern parts of the plan area;
 - Noted the lack of easily-accessible open space and support for increasing park/open space throughout the plan area; and
 - Interest in murals and public art within the freeway underpass.
- Design Commission (December 22, 2020) – The Design Commission held an information item on the LASP update 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 connecting the northern and southern portions of the plan area, which is bisected by the I-210 freeway, such as through art and wayfinding signage;
 - Support for making the corridor more friendly to bicyclists;
 - Support for outdoor dining and other amenities;
 - Support for incentivizing new businesses rather than limiting business opportunities; and
 - Commissioners noted that the area currently lacks a design identity.
- Community Meeting (March 10, 2021) – Councilmember Tyron Hampton hosted a community meeting for District 1 residents and property owners to discuss the LASP update and solicit input on the refined plan vision and preliminary development, design, and public realm standards and guidelines. Over 50 participants attended the community meeting and expressed interest in the following topics:
 - Increased safety throughout the area;
 - Information on specific properties such as Chan’s Market and Kettle’s Nursery;
 - Building heights and the preservation of mountain views;
 - Limitations on certain uses such as liquor stores;
 - Interest in eateries and restaurant malls; and
 - Support for a more walkable area with spaces for families and pets.
- Planning Commission Study Session (April 28, 2021) – The study session focused on the update to the LASP, including plan boundary, vision, goals, policies, standards, and

guidelines to regulate future development, as well as background information on the Lincoln Avenue corridor and the planning and community engagement process that informed the preparation of the draft plan. The discussion also included a comparison of the existing 2013 LASP with the draft plan. The staff report and presentation can be found on the program's website, <https://www.ourpasadena.org/LASP-PC-SS-042821>. 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 façade standards and appropriate building modulation requirements.
- Commissioner comments included the following, organized by topic.
 - Outreach – General support for the outreach conducted for the LASP update and acknowledgement that the draft plan generally responds to community input and concerns received thus far;
 - Plan Vision – Recommendation that additional visuals be shown, such as digital models and examples of public art that could be encouraged, such as murals;
 - Development Standards (Housing) – Discussion on ensuring that the plan provides appropriate residential density and unit types; varied opinions on the concept of mixed uses on the west side of Lincoln Avenue, south of the I-210 freeway. Some commissioners felt that as proposed, the draft plan would not sufficiently increase density and promote “eyes on the street”. Other commissioners noted that the community responses indicated a preference for a lower density area. Additionally, there was some discussion about changing the Commercial Flex subarea to mixed-use to promote a more cohesive area in terms of uses and building forms;
 - Development Standards (Parking) – Support the concept of parking reductions for businesses but also discussed the potential for shared parking garages;
 - Development Standards (Plan Cohesion) – Acknowledged that the I-210 freeway creates a barrier within the plan area and expressed interest in further developing the standards and guidelines to encourage a greater sense of cohesion within the plan area; and
 - Public Realm Standards – Supported objectives related to streetscape improvements and noted that a robust streetscape plan, combined with development and design standards related to the private realm, would provide the corridor with a greater sense of identity.

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 Lincoln Avenue Plan Area boundaries as well as within a 500 foot radius of the boundaries to ensure that the greater community surrounding Lincoln Avenue 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 Lincoln Avenue

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 1,000 participants interacted with the program, whether by attending community workshops or walking tours virtually or 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.