

ATTACHMENT C COMMUNITY ENGAGEMENT AND PUBLIC FEEDBACK

Prior to the preparation of the proposed North Lake Specific Plan (NLSP), 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)



- Youth Summit (October 19, 2019) – Staff hosted a Youth Summit to engage and introduce young residents in the City of Pasadena to the planning process. Using 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 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)*



- Five plan-specific events to present and solicit community feedback on the NLSP update:
 - Round 1 Plan Workshop (June 21, 2018) – The Planning & Community Development Department facilitated a listening and learning session to find out more about participants' experience living and/or working in, or visiting the NLSP area, and their ideas for how the NLSP could improve the area. The workshop began with a brief interactive visioning activity, and an introductory presentation on the NLSP Update program, the General Plan vision for the NLSP area, and background information. For the majority of the workshop, participants were divided into small groups with facilitated discussions on specific topics such as appropriate land uses and housing types, streetscape and public amenities, and mobility and parking. The main objective of the workshop was to solicit feedback from the community, rather than reach consensus on any particular topic.. Workshop materials and summary of community feedback can be found on the program's website: www.ourpasadena.org/NorthLake-Round1-Materials.
(Over 50 participants)



- Community Walking Tour (April 6, 2019) – The Planning & Community Development Department hosted a one-mile walking tour of the NLSP area, starting at the corner of Washington Boulevard and El Molino Avenue and ended at the Santa Catalina Branch Library. Participants wrote comments on worksheets as they walked east along Washington Boulevard, then north up Lake Avenue, and back down to Washington Boulevard. At the end of the tour, participants identified specific locations on large maps with image cards depicting desired uses. The following represents major themes that emerged during the walking tour: residential development, Washington Theater, Washington Boulevard/Lake Avenue intersection, active sidewalks and storefronts, pedestrian experience, automotive uses, and parking requirements.. Summary of community feedback can be found on the program's website: www.ourpasadena.org/NorthLake-Walking-Tour-Summary (Over 30 participants)



- Round 2 Plan Workshop (May 30, 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 presented background information on the program, an overview of the existing NLSP area, emerging themes and draft vision. Lastly, participants formed small groups to discuss the concepts. Each table reported back to the entire group with a summary of the main points. Materials and summary of community feedback can be found on the program's website: www.ourpasadena.org/NorthLake-Round2-Materials
(Over 50 participants)



- Round 3 Virtual Open House (October 2020 through March 2022) – For the third and final round of community workshops, the Planning & Community Development Department hosted an interactive virtual open house website and live webinar. Through an introductory presentation and a series of informational materials, staff presented the refined NLSP vision and concept, along with full draft standards for the Land Use, Public Realm, and Development & Design chapters of the plan. Participants were encouraged to submit questions in the Q&A portion of the live webinar event. While the community was unable to gather in person due to the COVID-19 pandemic, the virtual platform was available 24/7 for an extended period of time, allowing participants to visit and provide feedback at their pace and convenience, as well as download materials and share the open house site with family, friends, and neighbors. Materials can be found on the program’s website, ourpasadena.consultation.ai/northlake/.
(358 unique pageviews and 733 total page views.)



- Live Webinar (October 15, 2020) – As part of the Round 3 outreach, a live webinar was held where participants could learn about the NLSP update and have questions answered live by staff in a Q&A format. Approximately 50 participants joined the webinar, discussing issues such as incentivizing neighborhood amenities, shared parking options, public open space, concerns over increased traffic, and more affordable housing options. The presentation can be found on the program’s website, vimeo.com/469107835
(Approximately 50 participants)



- Plan-specific public meetings to present and solicit community feedback on the NLSP update:
 - Northwest Commission Meeting (April 13, 2021) – Following the Round 3 Webinar, the Planning & Community Development Department presented at the Northwest Commission in Spring of 2021 to solicit feedback on the preliminary draft of the NLSP, respond to clarifying questions from commissioners, and discuss various issues to be considered in the development of standards, policies, and implementation strategies for the next draft of the plan.

The audio recording can be found online:
pasadena.granicus.com/player/clip/5519

- Design Commission Meeting (May 18, 2021) – Staff presented the preliminary draft of the NLSP to Design Commission in late spring of 2021, focusing on new public realm and development standards that would impact the scale and design of new construction in the North Lake area. Commissioners asked thoughtful questions, discussed considerations from their own expertise, and provided specific input on how the plan and its regulations could be improved in subsequent iterations.

The audio recording can be found online:
pasadena.granicus.com/player/clip/5578.

- Planning Commission Study Session 1 (May 24, 2023) – Planning and Community Development staff held a study session with the Planning Commission to present an update to the NLSP.. This was an informational item only. The Planning Commission received public comments, discussed the draft plan, and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-052423. The audio recording can be found online: pasadena.granicus.com/player/clip/6753.

- Planning Commission Study Session 2 (January 10, 2024) – Planning and Community Development staff presented an update on the NLSP focusing on revised plan boundaries, subarea concepts, and the vision, goals, and policies that will guide future development in the plan area. This was an information item. The Planning Commission received public comment, discussed the draft plan and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-011024. The video recording can be found online: pasadena.granicus.com/player/clip/7090.

- Planning Commission Study Session 3 (April 10, 2024) – Planning and Community Development staff presented an update on the NLSP focusing on drive-through businesses and housing opportunities. This was an informational item. The Planning Commission received public comment, discussed the draft plan and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-041024. The video recording can be found online: pasadena.granicus.com/player/clip/7236.

- Planning Commission Study Session 4 (May 8, 2024) – Planning and Community Development staff presented an update on the NLSP joined by the Departments of Transportation and Public Works, focusing on the public realm. This was an informational item. The Planning Commission received public comment, discussed the draft plan and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-050824. The video recording can be found online: pasadena.granicus.com/player/clip/7282.

- Planning Commission Study Session 5 (November 13, 2024) – Planning and Community Development staff presented an update of the NLSP focusing on public realm improvements in the NLSP area. This was an informational item. The Planning Commission received public comment, discussed the draft plan and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-111324. The video recording can be found online: pasadena.granicus.com/player/clip/7594.

- Planning Commission Study Session 6 (July 23, 2025) – Planning and Community Development staff presented an update of the NLSP focused on the public realm. This was an informational item. The Planning Commission received public comment, discussed the draft plan and provided feedback to staff.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-SS-072325. The video recording can be found online: pasadena.granicus.com/player/clip/8001.

- Planning Commission Public Hearing 6 (November 17, 2025) – Planning and Community Development staff held a hearing with the Planning Commission to present the proposed NLSP. The Planning Commission received public comments, discussed the proposed plan, and provided additional recommendations for City Council to consider.

The staff report and presentation can be found on the program website: www.ourpasadena.org/NLSP-PC-HR-091025. The video recording can be found online: pasadena.granicus.com/player/clip/8085.

A summary of the comments and feedback received is provided below:

- Support for 'Complete Streets'.
- Request to install new historic street lights.
- Implementation is important and crucial for a successful Specific Plan.
- Concerns about buildings with lighting that shines on neighboring properties.
- New development on North Lake Avenue could impact adjacent residential neighborhoods.
- Request for bicycle infrastructure on North Lake Avenue.
- Recommended building heights may be too high.
- Drive-through businesses on North Lake Avenue should be eliminated.

Commissioner comments and recommendations are the following:

- Implementation is important and City Council support is needed.
- Requirements for non-residential uses on ground floor in certain locations may not be appropriate.
- Recommended building heights for residential and mixed-use developments may not be high enough to result in larger residential units.
- Increase the building heights south of E. Orange Grove Boulevard.
- More residential density should be allowed at southwest corner of North Lake Avenue and East Washington Boulevard ('Block 5').
- PK (Parking) Overlay at Block 5 should be eliminated.
- Change timeframe for Implementation Action PA-4 (Temporary Art Installations in Empty Storefronts) from 'Medium-Term' to 'Short-Term'.
- Increase the residential density at 701 and 709 N. Mentor Avenue and 919 E. Orange Grove Boulevard.

Planning Commission Public Realm Subcommittee

The Planning Commission Public Realm Subcommittee met on May 28, 2024, with City Staff (Planning and Public Works) to review background information on the public realm, and on June 7, 2024, a member of the Subcommittee met with Department of Transportation staff to review the current public realm plans for North Lake Avenue. The Subcommittee met with the Executive Director of the South Lake Business Association on July 15, 2024 to learn about the processes to form and manage a Business Improvement District.



In addition, the Subcommittee held a meeting with invited members of the community on August 17, 2024, with over 20 total attendees. At that meeting, a 10-member working group was formed, which met on August 26, 2024 and September 9, 2024. Based on these meetings and discussions, the Subcommittee prepared nine Goals, four Objectives, and 25 Policies to make Lake Avenue a 'Great Street', which were presented to the Planning Commission at the November 13, 2024 Study Session:

- Goals focused on building a sense of place, attracting businesses and mixed-use projects with housing, providing a clean and safe corridor, calming traffic movement, emphasizing transit, reducing congestion, addressing the heat-island effect and stormwater runoff, and embracing public art.
- Objectives emphasized on preparing a comprehensive streetscape plan for North Lake Avenue.
- Policies for the public realm addressed the function of the corridor and mobility options, pedestrian safety through new and more visible crosswalks, eliminating some on-street parking, new and more resilient street trees, replacing center turn lanes with landscaped medians, and enhancing the pedestrian experience with paseos and green spaces.
- Policies for private property focused on reducing the amount of existing and new parking, redeveloping existing parking lots, reducing the number of curb cuts along North Lake Avenue, and supporting façade improvements for existing businesses.

Staff met with the Subcommittee on May 7, 2025 and June 4, 2025 and presented an approach on how to incorporate the Subcommittee's recommendations. At both meetings the Subcommittee supported staff's approach.

Summary of Comments and Themes from Outreach.

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

- Create a Sense of Place through public realm design that offers safe and visually interesting pedestrian connections, generates community gathering and activity, and respects, preserves, and celebrates North Lake Avenue's historic fabric and context
- Foster a Mixed-Use District with a supportive environment for investment in businesses and development of mixed-use projects that help meet housing and retail service needs within the NLSP area and its surrounding neighborhoods
- A well-maintained corridor that provides a high standard of care and maintenance that contributes to the clean and safe environment along the entirety of the corridor and uplifts North Lake's feeling of community pride and ownership
- Creating traffic calming measures along North Lake Avenue such as public realm infrastructure and streetscape design that promote pedestrian travel and bicycle use and safety
- Encourage a metered pace of travel along the corridor that reflects North Lake Avenue's identity as a pedestrian-scaled social and economic destination via all modes of transportation, not simply a vehicle thoroughfare
- Reinforce North Lake's identity as a destination by improving public and active transportation connections to and within the NLSP area rather than prioritizing movement through the area to other destinations
- Advance climate change mitigation goals, reduce environmental impacts, and support a walkable and sustainable environment through strategies that de-emphasize single-occupancy vehicles, reduce impermeable paving, increase tree canopy, and create memorable and delightful experiences for pedestrians
- Promote creative and sustainable landscaping techniques that beautify the corridor while mitigating the environmental impacts of stormwater runoff
- Encourage murals and public art programming that reinforce a strong sense of place and continuity between North Lake's past, present, and future.