

THEME 1 & 2
NOVEMBER CHARRETTE – DAY 3, NOVEMBER 13

After day three of the Charrette, the City collected 57 surveys. Below are the questions, comments and answers. The mean average is found by adding up all the numbers in a set and dividing by the total number of entries. In a series of numbers, ordered from least to greatest the median is the middle number. The mode is the most commonly found number in a series of numbers.

Theme 1 & 2

Rate with 1 as strongly agree and 5 as strongly disagree

- a) The following land use should be considered for East Pasadena in proximity to the Sierra Madre Villa Gold Line Station.

Multi-Family Residential			(1) (2) (3) (4) (5)
<i>Mean = 1.9</i>	<i>Median = 2</i>	<i>Mode = 1</i>	
Retail			(1) (2) (3) (4) (5)
<i>Mean = 2.1</i>	<i>Median = 2</i>	<i>Mode = 1</i>	
Office			(1) (2) (3) (4) (5)
<i>Mean = 1.8</i>	<i>Median = 1</i>	<i>Mode = 1</i>	
Mixed Use (50% Commercial 50% Residential)			(1) (2) (3) (4) (5)
<i>Mean = 1.6</i>	<i>Median = 1</i>	<i>Mode = 1</i>	

- b) The following land use should be considered for East Colorado (Sierra Madre to Halstead)

Low Industrial			(1) (2) (3) (4) (5)
<i>Mean = 2.3</i>	<i>Median = 2</i>	<i>Mode = 1</i>	
Retail			(1) (2) (3) (4) (5)
<i>Mean = 2.2</i>	<i>Median = 2</i>	<i>Mode = 1</i>	
Research and Development (Startup Companies)			(1) (2) (3) (4) (5)
<i>Mean = 1.5</i>	<i>Median = 1</i>	<i>Mode = 1</i>	
Live/Work (i.e. Artist lofts)			(1) (2) (3) (4) (5)
<i>Mean = 1.6</i>	<i>Median = 1</i>	<i>Mode = 1</i>	

- b) Moderate increased vehicle travel times are acceptable to provide bike and pedestrian friendly environment.

Yes (44) No (8)

- *What's moderate? Also, bikes must follow the road laws.*
- *OK! Slows down traffic ok.*
- *Only a 2 min delay*
- *Not sure*
- *Increased travel times are more acceptable if you can maintain continuous movement, rather than stop & go. Suggestion: signs that indicate "The signals on this street are timed for 35 MPH" so that drivers know what their optimum speed will be. Less frustrating for drivers, allows for speed reduction and lowers GHG (no stop/start driving if you follow the speed recommendation).*
- *Worried about air quality but do support bike and pedestrian friendly environment.*

Other Comments:

- *Where is any mention of public education?*
- *Where are the public schools in this scenario?*
- *Make corridor below Sierra Madre station pedestrian friendly and safe!*
- *No more liquor stores in E. Pasadena*
- *Increase police presence in residential as well as retail areas*
- *Entertainment (theaters, restaurants) area in E. Pasadena, near Target where Pacific Theaters was.*
- *Please build tree canopy impacts analysis*
- *De-emphasize the street (use complete streets) on Washington Blvd. between Lincoln and Lake. Road diet, bike lanes, wide sidewalks, etc.*
- *Create the Great Park. Link the parks in the city with high quality bike and pedestrian corridors*
- *Situate medium-high density housing (2-4 stories) mid-corridor, between commercial nodes*
- *Use color on streets, sidewalks, etc. to aid way-finding and implement changes to corridors (adding bike lanes, pedestrian improvements, linkages, etc.) at a reliably low cost.*
- *If/when there is consensus on the kind of commercial/light industrial/R&D, then housing should be tailored to coordinate with those kinds of uses.*
- *I supported further development of E. Pasadena but not to the exclusion of both commercial/retail and housing growth in the Central District.*

THEME 3
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Theme 3

Rate with 1 as strongly agree and 5 as strongly disagree

The Reduced Capacity alternative should include the following policies:

1. Allow no new development project that would result in a “net increase” in automobile trips, water use, or demand on infrastructure.

(1) (2) (3) (4) (5)

Mean = 3 Median = 2 Mode = 2

- *This needs to be appropriate – are they being multi-use and low income and allowing people to walk and bike.*
- *This sounds good, but it is unrealistically restrictive?*

2. Reduce heights in the Central District (downtown area) so there will be greater investment in areas outside the Central District with development opportunities.

(1) (2) (3) (4) (5)

Mean = 3 Median = 3 Mode = 5

- *Heights should be appropriate to the neighbors and buildings, context sensitivity.*
- *Too inflexible*
- *Where is economic advantage?*
- *The Central District has the land mass, public transit and compatible uses. Stopping growth in the Central District will not spur development to other areas of the city – development will go elsewhere outside of Pasadena.*
- *No cause and effect here.*

3. Allow absolutely no demolition of bungalow court housing.

(1) (2) (3) (4) (5)

Mean = 2.3 Median = 2 Mode = 1

- *“absolutely” is too strong; not every bungalow court is necessarily historically sound or economically viable.*
- *Wow! Never knew that was an option!!*
- *Who is asking for this?*
- *Where is this? Could be moved? Depends on bungalow.*
- *Too little flexibility*

4. Allow no legal deviation (variance) from zoning code standards (for example, height limits).

(1) (2) (3) (4) (5)
Mean = 2.9 Median = 3 Mode = 5

- *Only under the most rare and unique circumstances. This should be the policy!*
- *Vague question*
- *Right to apply for reasonable variance is a basic principle.*

5. Time all nonresidential development so it matches population change or the needs for local institutions.

(1) (2) (3) (4) (5)
Mean = 2.8 Median = 3 Mode = 2

- *The marketplace, not the city, controls this to a great extent, but it is a good goal.*
- *Who decides that – community or legislative?*
- *Not sure what this means – up to a maximum? With some limits? Too open-ended sounding.*
- *Not sure how this is possible – future projections are unpredictable.*
- *Really? How would the city do that?*
- *Developers should build when the market is ready. This is not a city determinant.*
- *Change after! Not “build and they will come.” It doesn’t work that way it is based on demand.*
- *How would that happen?*
- *That sounds impossible to implement unless the city has huge budget.*

6. State density bonus law allows an increase in the number of units that can be built on a site when the development includes some affordable units. The Reduced Capacity alternative should reduce the basic allowable number (“downzone”) in higher density zoning districts, so use of the density bonus would result in no more units than were allowed by the original zoning.

(1) (2) (3) (4) (5)
Mean = 3 Median = 3 Mode = 5

- *We need to keep the density bonus and allow for affordable housing.*
- *I do not approve of this – we need affordable housing.*
- *-or less!*
- *Confusing question*
- *Many homeowners are adding or remodeling. This is healthy for the city. But the permit process, and the ordinances it embodies, are a major barrier. There must be flexibility. Remodel, or move out of Pasadena?*
- *Simplify the permit process for renovation for existing housing that makes efficiency oriented renovations. Make the permit process less opaque for renovations. Fear snowballing requirements discourages upgrades.*

Other Comments:

- *This option does not address workforce housing, affordable housing, sustainability, or economic vitality.*
- *One dimensional alternative – doesn't address amount of housing, jobs needed for future population, economic outlook, walkability, sustainability. Doesn't address guiding principles – circulate without cars, etc. & State / Housing & greenhouse requirements.*
- *If Parsons wants to develop housing on its parking lot – this is what we would want – people walking to work.*
- *Theme 3 – Reduced capacity – a.k.a. Fantasyland Alternative*
- *Where are the public schools in this discussion/scenario?*
- *What about community concerns for education. Good schools means city will retain higher-income workers who will spend money here, as well as enhancing lower income opportunities*

Reduced Capacity Alternative

Residential Development (Units)

Question: Should the Proposed Alternative be higher (↑), lower (↓), or is it good (=)? Circle your answer below.						
	Constructed Since 1994	Remaining Development (Ex.)	Remaining Development (Proposed Alternative)	Circle Your Answer		
				↑	=	↓
Central District	3250	756	150	21	5	10
East Colorado	0	745	745	10	21	4
East Pasadena	204	116	116	16	14	4
North Lake	4	495	150	25	8	3
South Fair Oaks	134	166	100	19	12	4
West Gateway	0	42	0	18	14	4
Fair Oaks/Orange Grove	205	317	317	6	22	8
Multi-Family (Outside Specific Plans)	735	2,306	2,306	8	14	11
Total	3,797	2,637	1,578	21	3	8

Commercial Development (Square Footage)

Question: Should the Proposed Alternative be higher (↑), lower (↓), or is it good (=)? Circle your answer below.						
	Constructed Since 1994	Remaining Development (Ex.)	Remaining Development (Proposed Alternative)	Circle Your Answer		
				↑	=	↓
Central District	1,328,329	3,743,011	500,000	19	6	9
East Colorado	373,335	197,673	197,673	16	4	1
East Pasadena	41,061	2,041,099	Average = 319,503	3	7	1
North Lake	52,075	121,542	121,542	8	22	3
South Fair Oaks	606,879	551,521	275,000	16	9	6
West Gateway	800	390,495	0	18	13	2
Fair Oaks/Orange Grove	93,702	465,937	465,937	3	20	11
Commercial Zones (Outside Specific Plans)	295,838	2,215,253	1,250,000	10	12	9
Total	2,792,019	9,726,531	2,810,152	17	5	8

** East Pasadena - Development cap will match existing development sites with a 2-3 story height limit.

Other Comments (from chart):

- [Residential Development Chart: West Gateway] – *does this assume Westgate and Ambassador Campus W. development is complete?*
- [Commercial Development Chart: Commercial Zones (Outside Specific Plans)] – *Where are these commercial zones that are outside specific plans?*
- [Commercial Development Chart: Fair Oaks/Orange Grove] – *This looks like most of the commercial development is being directed to Fair Oaks and Orange Grove.*
- [Residential Development Chart: Central District – Remaining development (proposed alternative): 150] – *150 units over 20 years? Are you kidding?*
- [Commercial Development Chart: North Lake – Remaining Development (proposed alternative): 121,542] – *So, they can build, but use no water?*
- [Commercial Development Chart: West Gateway – Remaining Development (proposed alternative): 0] – *not realistic; selfish. WG is an appropriate place for good development.*
- *There is no growth or low growth. There is no income to pay for city amenities, where will fees come from?*
- *People drive less in Central District.*
- *If you want more life in East Pasadena, plant trees – it feels barren and hot.*
- *Single family houses are, I submit, bad for one's health, physical & psychological. They use land, force people to work harder to promote community, discourage walking.*
- *How do you define "artist"? Typically people romanticize the word. I am in a profession with some connection to it, but would never consider leaving East Pasadena. It's not urban, not vital enough, nor enough of the rich mixture manifests itself in the Central District, which is closer to downtown and points west.*
- *In contrast to I guess many others, I support more development in Central District.*

THEME 4 SUSTAINABILITY
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Theme 4 – Sustainability

In order to reduce auto trips, this alternative focuses development into **Transit Nodes** around the light rail stations and at a small scale, into **Mini-Villages**. Mini-villages are at intersections like Lake and Walnut, Fair Oaks and Orange Grove and along North Lincoln Ave.

Rate with 1 as strongly agree and 5 as strongly disagree

1. The density of housing and offices should be increased in Mini-Villages to allow more people to live and work in the same area?

(1) (2) (3) (4) (5)

Mean = 2.3 Median = 2 Mode = 1

- *Live-work requires nearby jobs – not realistic.*
- *Depends on level of density and how it fits within the context of the surrounding neighborhood.*
- *Most jobs cannot be in such areas, only local-serving businesses.*
- *No desire to live where there is no public transport, home at night beyond 7:30am in best case 9:40*

2. A buffer (transition to the single family neighborhood) should be created around Mini-Villages that is more flexible and may intensify home-based business?

(1) (2) (3) (4) (5)

Mean = 2 Median = 2 Mode = 2

- *As long as it doesn't create barriers to home based businesses elsewhere.*
- *Sounds like some kind of village discrimination*
- *What does this mean? There are 2 themes in one sentence.*
- *Need to closely regulate types of businesses*
- *Not sure – what does this mean?*
- *I do not have a problem of home-based businesses but we need to be certain to protect SFH near commercial.*

3. The buffer zone should also be more flexible about allowing 2nd units on single-family lots, including allowing larger 2nd units that accommodate larger families?

(1) (2) (3) (4) (5)

Mean = 2.7 Median = 3 Mode = 1

- *No – 2nd units on single family lots, zoned as R-1. Buffer zones are very important.*

- *End of our old estates where you build another unit BAD!*

4. Boarding houses should be allowed in the Mini-Village buffer zones?

(1) (2) (3) (4) (5)

Mean = 3.1 Median = 3 Mode = 5

- *I assume “boarding houses” and like dorms – no kitchens, etc.*
- *Hotel? What is this?*
- *What is a boarding house?*
- *What?? Give me an example*
- *Maybe*
- *“boarding houses” – really bad word. Housing that accommodates persons with disabilities should be allowed in single family areas.*
- *Again, need specific guidelines regarding type and number of units allowed, dependent on surrounding SFR and neighborhood character*
- *What is the definition of this?*
- *What is a boarding house?*

5. To discourage auto trips this alternative recommends less-intense Mini-Villages around schools with some shops and services and some rental housing for larger families. This alternative proposes that shops, services and rental housing should be permitted around schools?

(1) (2) (3) (4) (5)

Mean = 2.6 Median = 2 Mode = 2

- *Depends on the surrounding land uses.*
- *All of these should be around schools – not a relevant question*
- *Depends*
- *Needs very specific guidelines, services needs to be tailored to needs of specific neighborhood*
- *We are built around schools and they’re largely in SFR.*
- *Doesn’t solve the lack of transportation home beyond 7:30 or 9:30 at night from entertainment, cultural, school events, as exists now...so still need to own and park a car or be trapped a car or be trapped there at night.*

6. In Mini-Villages and Transit Nodes, work-live housing is a tool to reduce auto trips, but our current regulations allow only a small residential space within a larger work space. With this alternative current zoning regulations would be changed to allow larger residences and larger families to live in work-live space?

(1) (2) (3) (4) (5)

Mean = 2 Median = 2 Mode = 1

- *How do we think about good housing for elderly who can live independently but cannot drive anymore?*

- *Please build tree canopy into impacts analysis.*

7. Home occupation rules should be loosened to allow more types of home based businesses and including those with multiple employees?

(1) (2) (3) (4) (5)

Mean = 2.4 Median = 2 Mode = 1

- *Depends on parking in neighborhoods; type of business, etc.*
- *Need employee limits*

8. Housing should be intensified at Major Nodes and Gold Line Stations.

(1) (2) (3) (4) (5)

Mean = 1.9 Median = 2 Mode = 1

- *Housing near freeway does not work well without a buffer*
- *Within reason. Del Mar and Raymond is too high.*
- *Depends on station.*

9. Housing often doesn't match the needs of employees. To increase the supply of affordable housing this alternative would modify the Inclusionary housing ordinance to require affordable housing be build on-site and eliminate the in-lieu fee option?

(1) (2) (3) (4) (5)

Mean = 1.8 Median = 1 Mode = 1

- *Might scare businesses away. Maybe make it an option?*
- *Depends on development*
- *How will this do anything to match income to housing?*

10. The Inclusionary housing requirement for affordable housing should be increase (i.e. More affordable housing required) around major nodes?

(1) (2) (3) (4) (5)

Mean = 1.9 Median = 1 Mode = 1

- *If paid by all citizens of Pasadena*
- *Will this work? Maybe identify where and have some sort of credits system?*
- *In theory yes, but this increases development costs to the point that it will kill projects.*

11. The lease or rent cost of employee parking should be "unbundled" (charged separately) from property rent in order to let employers decide how much parking they need to purchase to accommodate their employees?

(1) (2) (3) (4) (5)

Mean = 1.9 Median = 2 Mode = 1

- *This could create a problem with enforcement.*

- *Unable to answer without more info on impact on low income households, especially those whose wage earners has to drive long distances.*
- *Is this our business?*
- *Or does an employee want a parking space provided or extra pay per month instead (and use the money for public transport if it is acceptable).*

12. The lease or rent of parking with new rental housing be “unbundled” (charged separately) from property rent in order to let residents decide how much parking they need to purchase to accommodate their parking needs? Under this scenario renters who do not own a care would not have to pay for parking that they do not use or need.

(1) (2) (3) (4) (5)

Mean = 1.7 Median = 1 Mode = 1

- *What rent is market rent, irrespective of parking costs*
- *This could result in a “bidding war” for parking within a complex – people who need 2 spaces could be significantly impacted financially.*
- *How would this be implemented and enforced?*
- *Does this create a “Black Market” for parking spaces?*
- *Are there other options for dealing with parking? What about metered use of non-standard commercial parking areas after business hours? (i.e. medical plazas, institutional parking, etc)*
- *Needs safeguards to prevent parking on neighborhood streets instead.*

Other Comments:

- *Where is any mention of public education?*
- *Consider not requiring a business license for low impact occasional home business (e.g. part-time consulting). I believe Santa Monica doesn't require one until a \$ threshold if some \$10,000+ is reached. People who work out of home drive less.*
- *Mini-villages should include community gardens to grow food or other shared resources.*
- *Where are the public schools in this scenario?*
- *This plan does not take into consideration the aging population, i.e. no auto-trips.*
- *Density, mixed uses, proximity, urban design*

THEME 5
NOVEMBER CHARRETTE – DAY 3, NOVEMBER 13

Theme 5 – Economic Vitality

Rate with 1 as strongly agree and 5 as strongly disagree

1. There has been an expressed need for new workforce housing in the community to be incorporated into this Theme. Please rank the following locations as potential areas for new workforce housing.

- | | |
|---|---------------------|
| a. South Fair Oaks, south of Huntington Hospital | (1) (2) (3) (4) (5) |
| <i>Mean = 1.8 Median = 1 Mode = 1</i> | |
| b. East Colorado (vicinity of Pasadena City College) | (1) (2) (3) (4) (5) |
| <i>Mean = 1.9 Median = 2 Mode = 1</i> | |
| c. Sierra Madre/Foothill | (1) (2) (3) (4) (5) |
| <i>Mean = 2.2 Median = 2 Mode = 1</i> | |

- *Central District needs workforce housing/80,000 existing jobs in the Central District jobs/housing balance needed.*
- *Central District*
- *Yes – a good value depending on other uses to be protected, historic buildings, etc.*
- *Throughout the entire city.*
- *Depends on what is considered workforce – at what level? 120% of median? We also need housing at lower income bands as well.*
- *Top priority: additional workforce housing in Central District, especially Playhouse District.*

2. In order to improve the attractiveness of smaller scale neighborhood commercial areas (e.g. North Allen Avenue, North Lake Avenue and East Washington) please prioritize the following improvement options. (1 is the most important and 3 is the least important).

Storefront façade improvements _____

Mean = 1.1 Median = 1 Mode = 1

- *Should be up to owners.*

Streetscape improvements (e.g. trees/landscaping, decorative lighting, street furniture) _____

Mean = 1.1 Median = 1 Mode = 2

Cross walk improvements (e.g. decorative paving) _____

Mean = 2.1 Median = 3 Mode = 3

- *Not a city responsibility.*
- *Decorative paving can be bad for bicycling.*
- *Decorative paving must be bicycle friendly. Decorative paving really doesn't help. Clear signage and maintained paint on the street are sufficient.*
- *Most-least – huge waste of money.*
- *DO ALL.*
- *Who cares? These are details! Why is this a function of the general plan?*
- *Why the tradeoff?*

- *Fine but a low priority to me.*
- *Please include N. Fair Oaks as well – N. or Washington.*
- *But on N. Lake we need parking desperately.*
- *Must be maintained adequately.*

3. Technology/business incubator uses should be located within proximity of high schools.

(1)	(2)	(3)	(4)	(5)
<i>Mean = 2.0</i>		<i>Median = 2</i>		<i>Mode = 1</i>

- *Not always possible.*
- *Consider not requiring business license fee for low-impact and/or occasional home based sole proprietors. I've heard some cities (Santa Monica?) only require a license when revenue goes above some \$10,000 level. Home-based consulting saves trips!*
- *Get rid of liquor stores near schools.*
- *Depends on high school location.*
- *Should be colleges.*
- *Depends on the land uses and community character surrounding the high school. Accessibility is the key idea, not proximity.*
- *Why not?*
- *If they are not in proximity, they need to be connected in a transit-friendly way. Also, geographical proximity is only part of the equation – even more important would be the use of incubators as mentors for the high school programs and the opportunity for partnership.*
- *Also, PCC, Art Center, and Caltech? Public and private high schools? Most meaningful if programs are created at the schools that somehow connect to start-up or tech. development businesses.*
- *In addition, the city needs to add an 8th principle that states the City of Pasadena values public education and it is the shared responsibility of our community. Or better yet...the city should add an element to the General Plan – “Education”. Examples of cities that include education in their Guiding Principles and/or as an element in their General Plan: Arcadia, Anaheim, Davis, Sacramento, Marin County, etc.*
- *Only if they are close to transit and other employment serving amenities.*

Other Comments:

- *Please get more attention focused on public schools.*
- *Where are the public schools in this scenario?*
- *Please build tree canopy into impacts analysis.*
- *Replace a seedy hotel with workforce housing.*
- *Add and 8th guiding principle supporting public education.*
- *Love the Great Park Idea!*
- *Economic vitality should include a variety of job opportunities, for a range of people with differing educational attainment and experiences.*
- *The Central District is a vital economic engine for the city of Pasadena – in 10% of the city's land area – 25% of the city's sales are generated.*
- *The Central District is the city's largest employment center with over 80,000 employees.*

- *The Central District is sustainable with over 25% of the residents not using a car to get to work.*
- *This is the best and most appropriate alternative. The Central District is the economic and social heart of Pasadena. Residential + Business + Entertainment Downtown is a concept of focused development or CD is only about 75% complete.*
- *The colors are too close to determine.*
- *Excellent public schools would add to the vitality of our wonderful city. Please make public schools a priority and part of the general plan.*
- *These questions don't do justice to the theme of "economic vitality" citywide. Questions probe 2nd and 3rd order concerns. The map proposes important big concepts like more urban open space, additional housing locations throughout the Central District and elsewhere in the City, and significant transformation in East Pasadena that should be the focus of discussion.*