



# Part A

## 1. Introduction



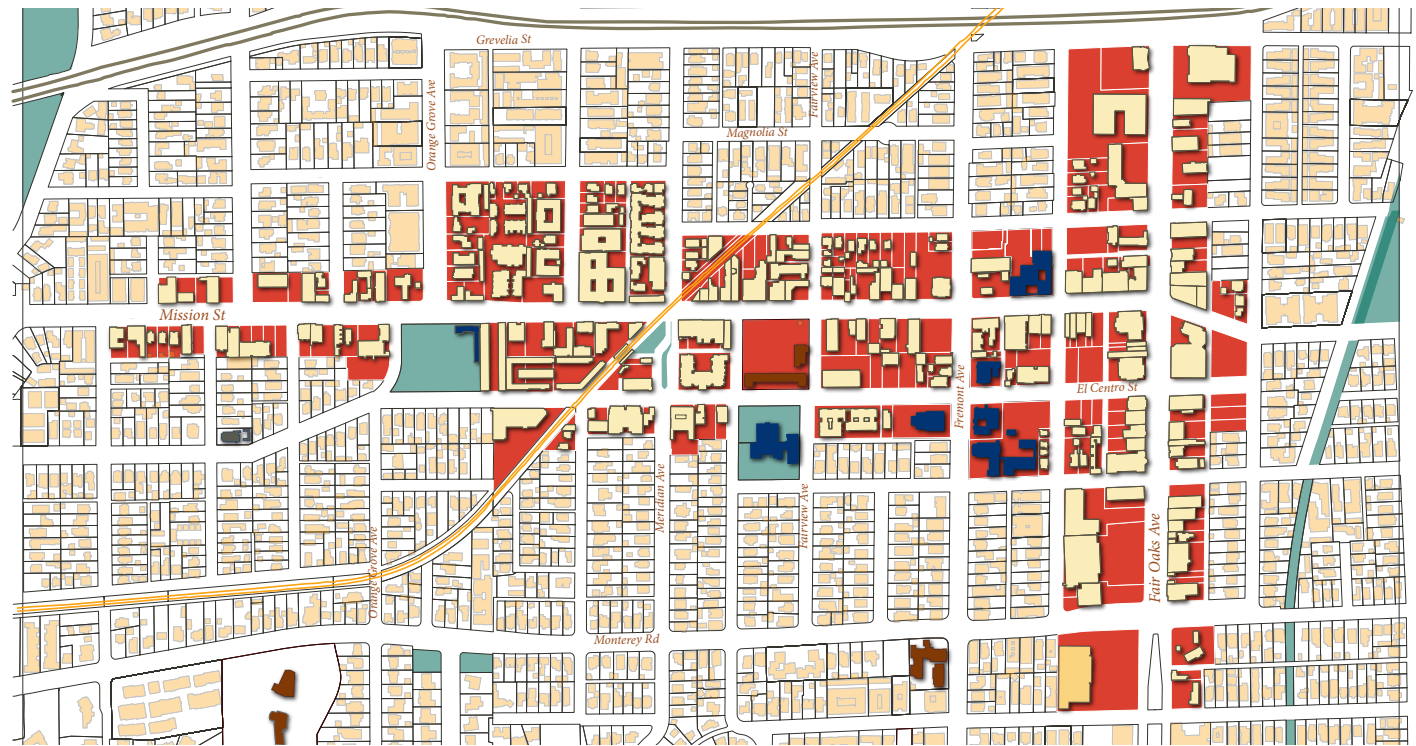
## A. CONTEXT

Downtown South Pasadena is located in the San Gabriel Valley approximately eight miles from downtown Los Angeles via the 110 Freeway.

Downtown South Pasadena has a rich and varied history, from settlements in the 18th and 19th centuries, through the post-World War II period. It has an impressive collection of period architectural styles and works by prominent local architects.

The social and commercial hub of the City is the traditional Main Street downtown with its unique blend of housing, retail, and civic use. Every Thursday evening the downtown comes alive with one of the region’s most popular weekly Certified Farmers’ Markets. The downtown is served by Metro’s A Line Station at Mission and Meridian streets.

To take advantage of the Metro station and to enhance the presence of Mission Street as a “pedestrian-oriented, historic shopping street,” the City Council adopted the Mission Street Specific Plan. The Mission Street Specific Plan has accomplished many of its original goals and has facilitated the orderly development and preservation of many downtown assets.



The central focus of the companion 2023 General Plan update is to protect the historic neighborhoods and direct majority of the growth to the downtown area. This Downtown Specific Plan intends to build on the success of the earlier plan and expand the downtown area to include Fair Oaks Avenue. Fair Oaks Avenue is a highly visible corridor with historic assets and many opportunities.

## B. PURPOSE

The Downtown Specific Plan will guide Downtown South Pasadena in a direction that improves the quality of life for residents, employees, and visitors. The specific plan includes policies and strategies to preserve historic assets, encourage

contextual infill development of vacant and underutilized parcels, create jobs, and maintain and support existing compatible businesses and industry, as well as accommodate housing for a variety of income levels. The specific plan will provide a vision for the future as well as predictability for new residential, office, and retail development.

The Downtown Specific Plan offers:

- A community supported vision and guiding principles that encourages a vibrant and walkable Downtown;
- Goals and policies to guide decision-makers in achieving the community’s vision for the Downtown area;
- Actions to be taken by the City to develop projects and partnerships

that implement the goals and policies;

- Phased catalytic projects to spur economic investment and residential and commercial development in Downtown;
- New form-based standards to provide precise and clear direction for developers and staff, while producing predictable outcomes; and
- Streetscape improvements to activate the public realm, providing an inviting and engaging urban core.

The Downtown Specific Plan also fulfills the goals, policies and actions of South Pasadena General Plan by promoting orderly growth, and efficiently utilizing existing infrastructure and services.

## C. THE HISTORY OF DOWNTOWN SOUTH PASADENA



### EARLY EXPLORERS

For centuries, Native Americans named Gabrielino after the San Gabriel Mountains lived here. The temperate climate, fertile soil, and numerous streams made it possible to live off the land.

South Pasadena occupies a small portion of the lands that were a part of Mission San Gabriel. After the secularization of Mission lands by the Mexican government, the land on which South Pasadena would later develop was given in an 1835 land grant by the government of Mexico to Juan Marine and Eulalia Pérez de Guillen and named Rancho San Pasqual. Portions of the rancho were sold.

In 1873, Indiana native Daniel Berry moved to Los Angeles with the intention of establishing the California Colony of Indiana, which came to prosper with the

cultivation of citrus trees and grapevines. In November of 1873, Berry organized a group of fellow Indianans as well as new associates he had met in California to create the San Gabriel Orange Grove Association. The newly-formed association acquired a large tract of Rancho San Pasqual and subdivided it among its members. Known as the Indiana Colony up until that point, the investors selected the name Pasadena in 1875; residents located in the southern section of the settlement were known as South Pasadenans, but there was no political division at that time.

South Pasadenans petitioned for their own school and later, in 1882, a dedicated post office, both located on Columbia Street. Jane Apostol, in her definitive history book on South Pasadena, notes that Pasadena began working toward incorporation in 1884, but there was less interest in such political recognition in the southern regions, where a desire to avoid “outside interference” prevailed. Pasadena was incorporated in 1886, with Columbia Street as the southern boundary.

The first commercial settlement of the area that would later occupy South Pasadena’s modest, early commercial district occurred in 1870. David M. Raab purchased sixty acres of land to establish his own agricultural operation, first growing fruit trees. Raab’s land occupied the area now bounded by Buena Vista and

Mission Streets on the north and south and Meridian and Fremont (then called Fair Oaks) Avenues on the west and east.

In 1888, Raab established the Oak Hill Dairy on the property. The portion of the downtown extending to Fair Oaks Avenue was a part of the Marengo Ranch, which made up the eastern portion of the later South Pasadena.

The land that now encompasses South Pasadena’s business district west of Fremont is made up of the land owned by David M. Raab that was purchased out of Rancho San Pasqual. The District west of Fremont, including the Fair Oaks corridor, was a part of the Marengo Ranch along with the holdings of several Indiana Colony investors. Until the turn of the 20th century, the current route of Fair Oaks did not exist, but the street name of Fair Oaks itself, descending south from Pasadena, jogged at Columbia Street and followed present-day Fremont Street south, until the Fair Oaks route was cut through the west side of Raymond Hill. The establishment of this route made way for the streetcar line that ran down Fair Oaks beginning in 1902.

1200



1700

1771 Mission San Gabriel Arcangel is founded

1800

1822 California becomes Mexican territory



1853 Manuel E. Garfias is the first non-Indian child born in what is now South Pasadena

1874 Agricultural enclave of dairy farms and orange groves

## RAILROAD EXPANSION

Several train lines opened South Pasadena to development, industry, and tourism. The commercial corridors of Fair Oaks and Mission Street were both born of the presence of rail routes.

The Los Angeles & San Gabriel Valley Railroad first began service to South Pasadena in 1885. In 1895, the track between Highland Park and South Pasadena was rerouted to eliminate excess curves, and a larger new station was constructed by the Santa Fe Railway along the new tracks near the northwest corner of El Centro and Meridian Avenue.

In 1902, the Pacific Electric's Pasadena Short Line was established and ran from Pasadena all the way down Fair Oaks into South Pasadena to the junction at Huntington Drive, known as Oneonta Park. The station at this junction was built shortly after.

Two Pacific Electric Lines took different routes from Los Angeles into South Pasadena; the Pasadena Short Line arrived via Huntington Drive, while the Mission St. line arrived via Highland Park and the Ostrich Farm, similar to the route of the Santa Fe. The Fair Oaks line traveled directly north to Colorado Boulevard while the ATSF steam train ran parallel a block to the east on Raymond Avenue.

As early as the 1920s, many of the Pacific Electric lines of Pasadena were converted to bus service, a

process that continued through the 1940s. The Pacific Electric announced their intention in 1937 to run busses over the new Arroyo Parkway (later Pasadena Freeway), and in 1941 sold their local lines to a bus company.

## WATCH US GROW!

The year 1887 marked a major leap in South Pasadena's commercial development, which likely occurred on the heels of the establishment of the Raymond Hotel. Real estate offices, a meat market, a barber shop and a blacksmith shop opened. By 1888, the Center Street schoolhouse, a Methodist church, and the Graham & Mohr Opera House building had been erected along Center Street (now El Centro Street).

The Meridian Iron Works building, originally occupied by a small hotel and grocery, was constructed at 913 Meridian Avenue at about this time as well.

The blocks east of Meridian Avenue and south of Mission Street developed as an industrial zone prior to 1900, due to access and proximity to the Santa Fe depot. A citrus packing house, lumber yard and ice company were among those businesses, utilizing large parcels of land, in the area bisected by the Santa Fe tracks. By 1910 Mission Street was filled by two-story commercial buildings from Meridian to Fairview, all built to the sidewalk.



Meridian Iron Works Museum (circa 1887)



## RIDE WITH THE SUN

By 1930, South Pasadena's commercial core had largely been developed. A furniture store, a hardware store, and several small-scale manufacturing businesses, including a stamp manufacturer, an automobile paint shop and a furniture finishing company, were located in South Pasadena's commercial center. However, commercial prosperity came to a halt in 1929 and the beginning of the Great Depression. Businesses failed, and the city witnessed a sharp decline in tourism. In 1931, the Raymond Hotel closed its doors, and in 1934, the massive resort hotel was demolished. Cawston's Ostrich Farm went bankrupt and was forced to close

1888 South Pasadena becomes an incorporated city

1901 New Raymond Hotel opens

1910 Pacific Electric lays two additional tracks on Huntington Drive



1900

1906 Business expands east along Mission Street towards Fair Oaks Avenue

1925 Rialto Theatre opens

1920

1927 "Ride with the Sun" becomes the official slogan of South Pasadena





Fair Oaks Pharmacy, 1915. A popular destination serving ice cream and shakes for those cruising the original Route 66.



824 Fair Oaks Avenue. Security Trust and Savings, 1922.



Baranger Studios, completed in 1925.



Rialto theatre, 1925.



Fair Oaks from Columbia Street south to Huntington Drive became a part of Route 66 in 1928.



Day-Ray, 1131 Mission Street.

in 1933. The city struggled with a sharp rise in unemployment and sought help from the federal government. Federal relief agencies put jobless South Pasadenans to work on the construction of the flood control channel built in the Arroyo Seco. Federal aid also helped fund new buildings at the high school, a new post office at El Centro Street and Fremont Avenue, and improved sidewalks, storm drains and sewers throughout the city.

In 1936, the City Council approved the construction of the Arroyo Seco Parkway through the north end of the city. Ground was broken in 1938, and the Arroyo Seco Parkway officially opened in 1940.

## THE CITY

With the commencement of World War II, many young men of South Pasadena left their hometown

for military training. Nineteen light manufacturing plants opened in the city, including Day-Ray Products (an electrical equipment manufacturer for aircraft companies), Phillips Aviation (an airplane and tank parts manufacturer), and National Technical Laboratories and the Helipot Corporation (manufacturers of precision instruments for measurement and analysis). Perkins Oriental Books, a family-owned business that operated out of a house on Mission Street, produced thousands of Japanese dictionaries and pocket-sized textbooks used by the United States military in language training courses. Over 1,500 individuals, most of whom lived in South Pasadena, were employed by these companies. After World War II, most manufacturing companies left South Pasadena.

South Pasadena appointed its first planning commission in 1947, which adopted the first updates to the

City's zoning laws since 1926. As nearly all of the land in South Pasadena had been developed prior to World War II, the two large parcels of land in Monterey Hills and on the former site of the Raymond Hotel were the only remaining resources which could be improved to accommodate the sudden post-war influx of new residents to the area.

In 1996, the Mission Street Specific Plan was adopted to aid in the revitalization of the city's old commercial core. The plan proved to be successful, and today, businesses are thriving along Mission Street with a number of new restaurants, retail stores and offices occupying some of the city's oldest commercial buildings.

Many of the photographs in the history section are from South Pasadena Public Library and Huntington Library collections.

1930 Public Library rebuilt in the center of Library Park



1930

1935 Buses replace trolleys on Mission Street

1934 City endorses proposals for Arroyo Seco Parkway



Whistle bottling plant operated in the downtown area until around 1930

1945 Nineteen light-manufacturing plants in South Pasadena are engaged in war work

1940

1943 Meridian Iron Works opens at 913 Meridian Avenue



1950

1960

1965 City Council adopts a General Plan for future development of the City

**PLACE**

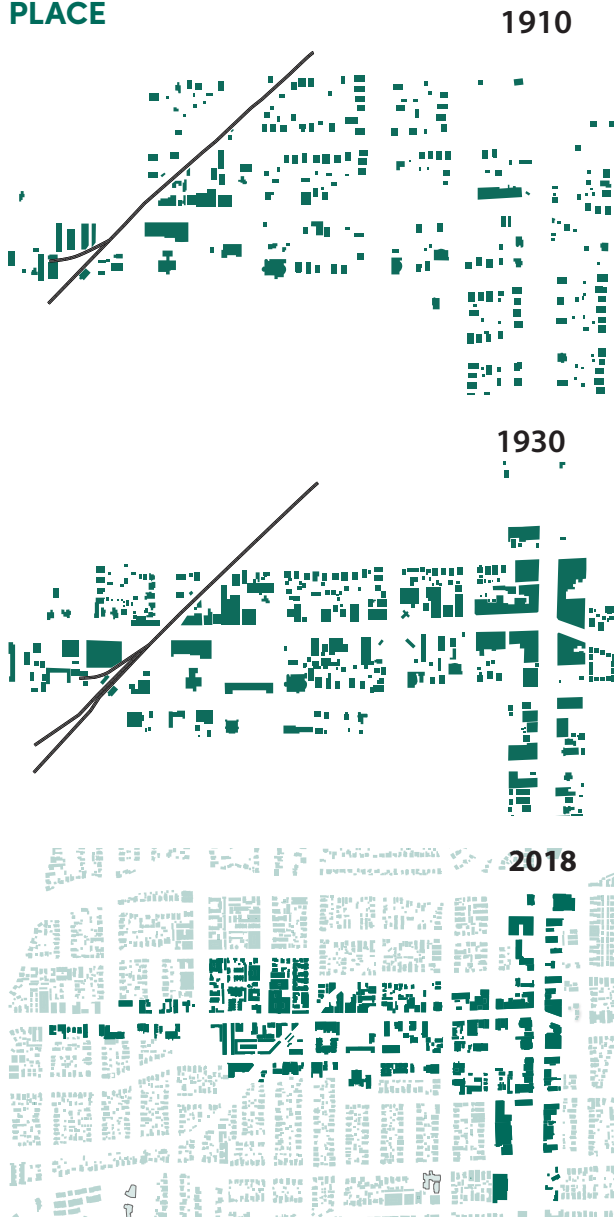


Figure A1.1. South Pasadena downtown grew around the numerous rail lines at Mission Street and Fair Oaks Avenue. Since 1930s, the automobile has gradually shifted the downtown focus towards the more visible Fair Oaks Avenue. The arrival of light rail station has sparked revival of the older Mission Street downtown core.

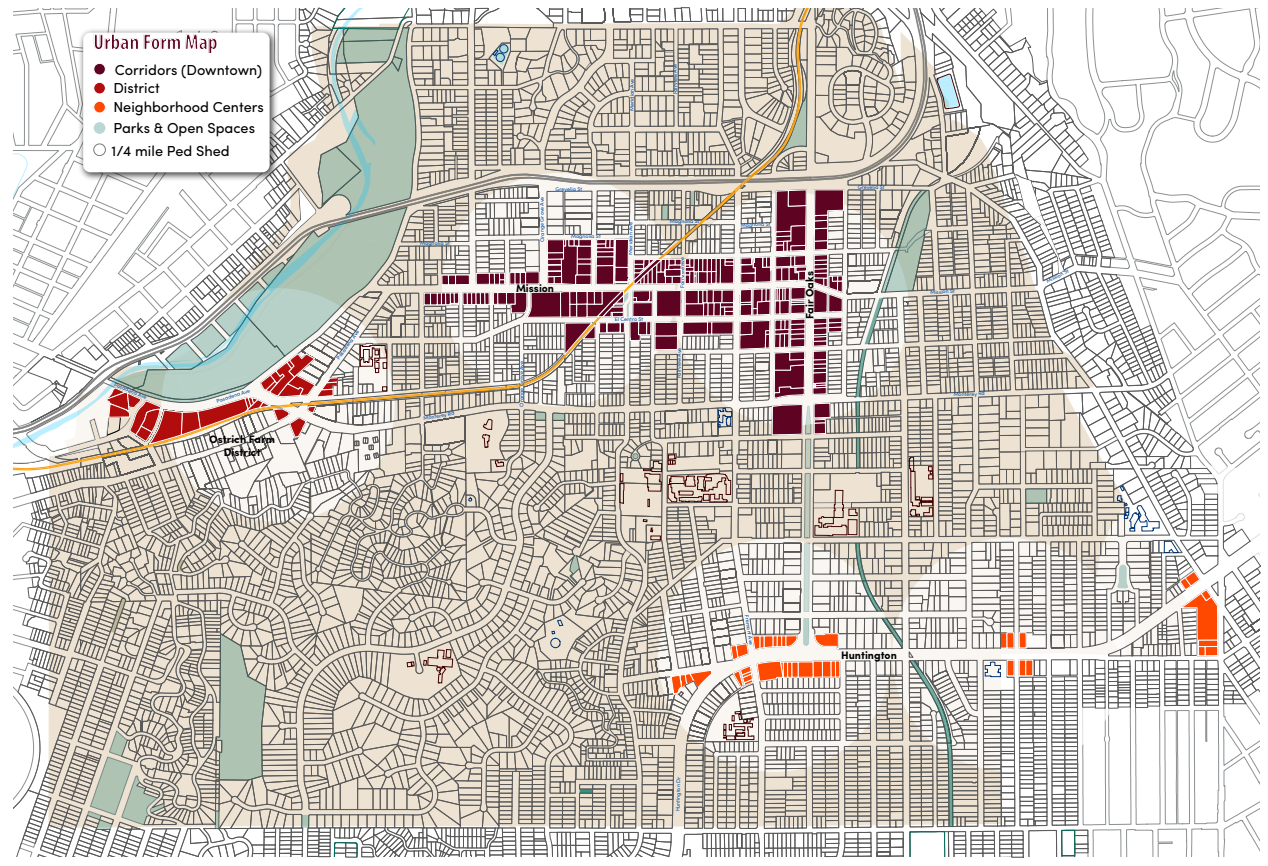


Figure A1.2. South Pasadena Urban Form Map.

**Urban Form**

The South Pasadena General Plan recommends:

- Preserving the distinctive stable residential neighborhoods; and
- Directing new growth to Downtown corridors, the Ostrich Farm, and neighborhood centers, as depicted in Figure A1.2;
- Providing opportunities to increase housing;
- Conserving the existing housing stock and maintaining standards of livability; and
- Encouraging and assisting in the provision of affordable housing.

Through a visioning process the community identified the character, intensity, and scale of contextual

infill development desired for vacant and underutilized tracts on Fair Oaks Avenue and Mission Street in the downtown area.

The fundamental factors that contribute to Downtown South Pasadena’s ability to generate and maintain its quality of ‘place’ are:

1. walkability;
2. completeness;
3. diversity; and
4. accessibility.

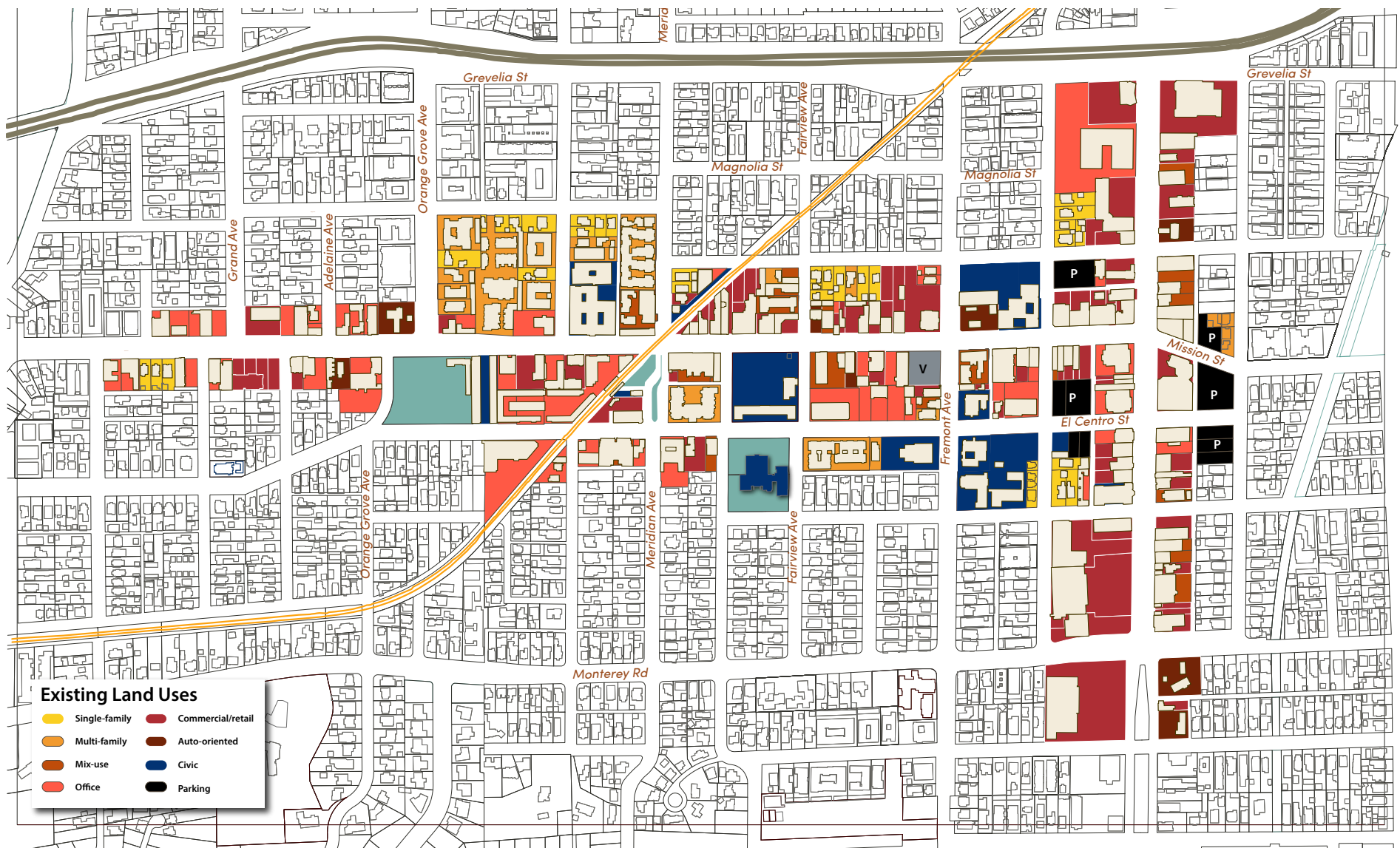


Figure A1.3. South Pasadena Existing Land Use Map.

### Existing Land Use Map

Downtown South Pasadena has a rich variety of residential, commercial, and civic uses. Mission Street is the historic Main Street with primarily 2 story buildings with pedestrian serving retail and civic uses on the street level and office or residential uses above.

The Fair Oaks commercial corridor has larger format buildings, some with parking lots in the front oriented towards the car.



## D. DOWNTOWN ARCHITECTURE

Downtown South Pasadena has a rich collection of historic neighborhoods and buildings representing examples of significant architectural styles, construction techniques, and stories of South Pasadena's people and developmental influences. The architectural character of Downtown traces its stylistic evolution to developmental events or periods that shaped their growth.



South Pasadena's Mission West District is on the National Register of Historic Places. The District contains the vestiges of the city's earliest commercial area and several adjacent public buildings. The district is composed of a number of commercial buildings (1887-1924), the city library, several modern buildings, and several sites of historically important buildings that retains its small-town, small-business atmosphere.

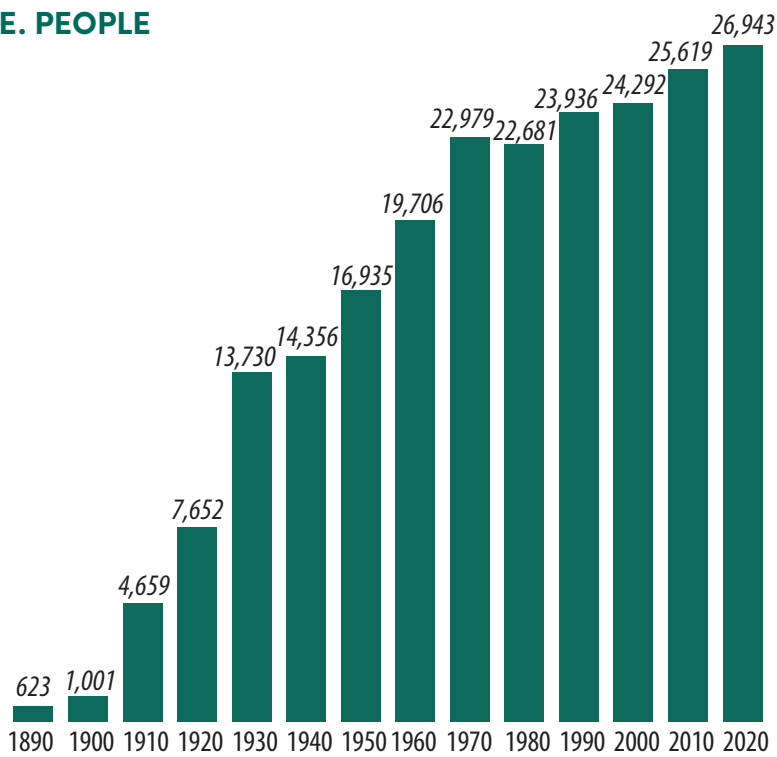
The buildings are designed in "commercial vernacular" style, common in American cities of the late 19th and early 20th centuries — typically brick in construction, with minimal decorative detailing.

South Pasadena's business district was originally in the Mission Street-El Centro Street area between 1888 and 1910. With the completion of the Pacific Electric Railway through South

Pasadena in the first decade of the 20th century, the town's business activity shifted eastward to Fair Oaks Avenue. By 1925, the center of South Pasadena had moved away from the older business district. The arrival of the Gold Line light rail station in 2003 has sparked renewed interest and attracted numerous investments in and around the historic business district.



## E. PEOPLE



**Growth:** The City’s population growth tracked with the County’s between 2010 and 2014. Since 2014, the City’s population growth has leveled off to its 2023 total of approximately 26,943 people. The vast majority of South Pasadena’s housing stock was built before 1980; only 13% of the City’s units have been built since then.

**Age:** South Pasadena’s median population age is higher than Los Angeles County. The City has

a notably lower percentage of 15 to 34 year-olds and a greater percentage of individuals aged 35 to 60 and 65 to 84. There is a greater percentage of children aged five to 14, but a lower percentage under the age of five.

**Median Age in South Pasadena:** 40 years

**Median Age in Los Angeles County:** 36 years

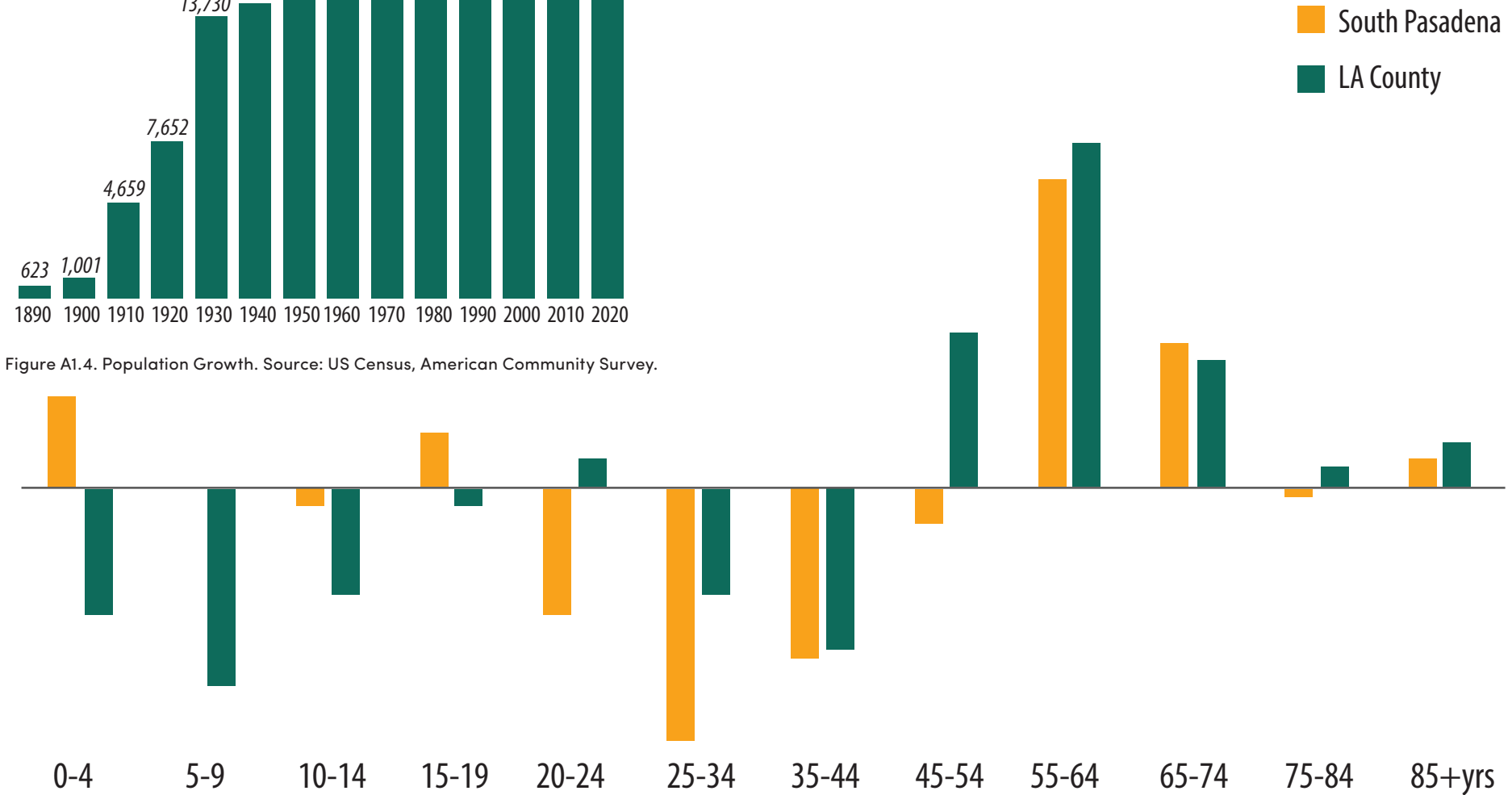
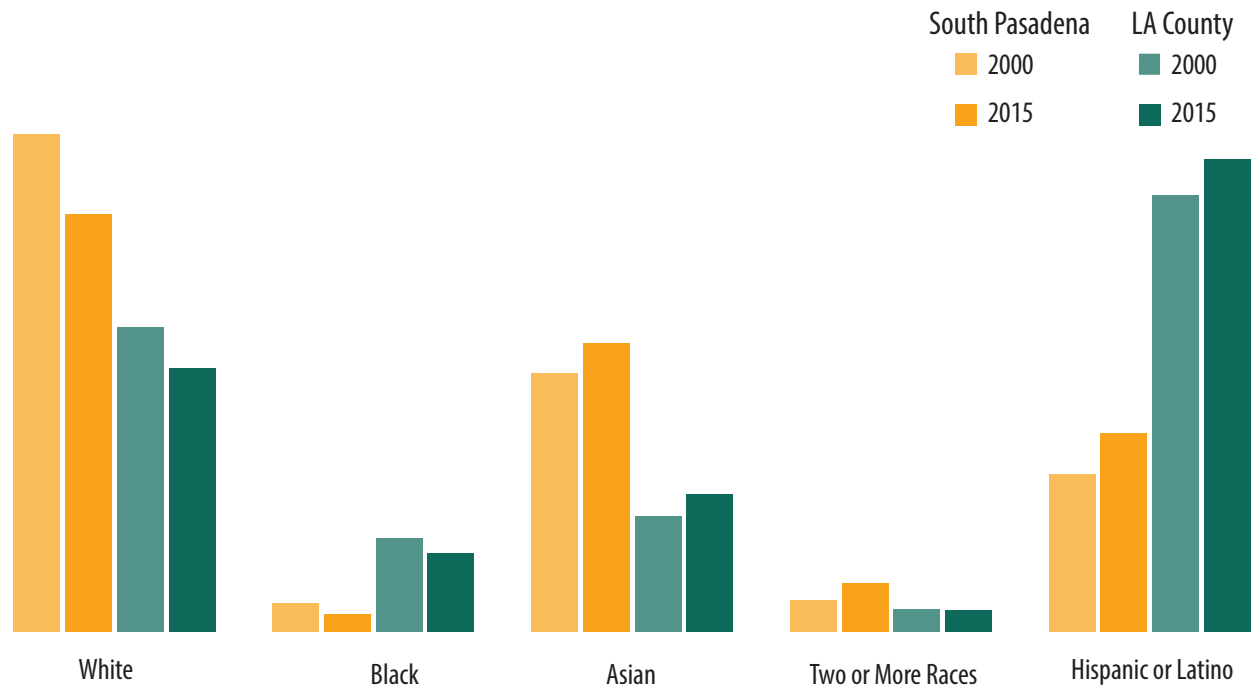


Figure A1.4. Population Growth. Source: US Census, American Community Survey.

Figure A1.5. Age. Source: US Census, American Community Survey.



**Race:** In the past 15 years, South Pasadena has seen a growth in Asian population, with a slight decrease in white and black population.

Figure A1.6. Race, Source: US Census, American Community Survey.

**Income:** South Pasadena is wealthier than Los Angeles County as a whole, with a median household income of \$96,579. About 60% of its households earn more than \$75,000 a year, and about a third of its households earn more than \$150,000 a year.



Figure A1.7. Income. Source: US Census.

## F. HOUSING

The approximately 11,000 total residential units that make up South Pasadena's housing stock are divided fairly evenly between multi-family and single-family units.

More owners than renters live in homes built prior to 1940 and since 2000, and renters generally live in older buildings built in the middle of the past century.

South Pasadena's multi-family residential rents and vacancies over the past decade have been similar to its surrounding competitive areas.

Except for studios, units in South Pasadena generally have higher rents than in the surrounding area.

Multi-family homes in South Pasadena sell for prices slightly higher

than those in competitive areas, while single-family homes sell for prices well above those in competitive areas,

Single-family home sale volume and prices in South Pasadena have historically surpassed multi-family sales.

Among residences within South Pasadena, townhomes and condominiums turnover at a faster rate than single-family homes, which implies that property tax values are reassessed more frequently for these units.

Residential units in South Pasadena turnover (i.e. are bought and sold) at a rate of approximately 4.6% in a given year, which is slightly below average among competitive areas.



Figure A1.8. Housing Tenure and Income. More renters than owners. Owners have a 53% higher income than renters. Source: American Community Survey.

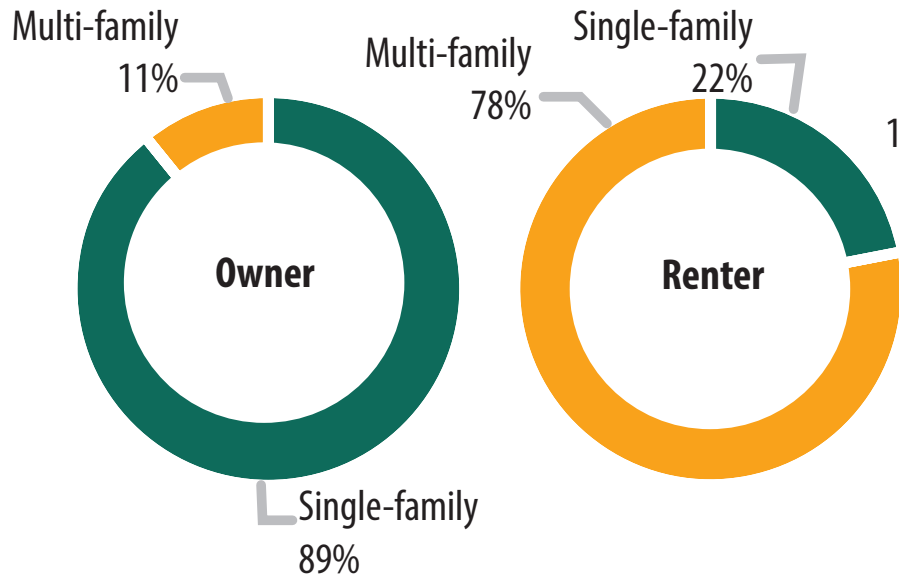


Figure A1.9. Housing Type and Tenure. Majority of residents are renters who tend to live in multi-family units, although over a quarter of all single-family homes are rented; owners predominantly live in single-family homes. Source: American Community Survey.

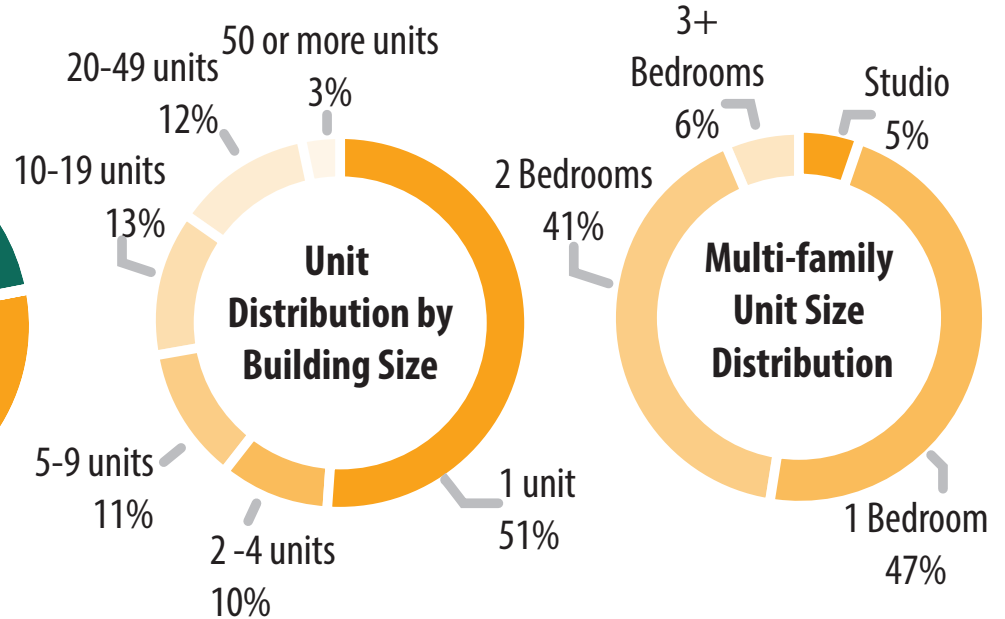


Figure A1.10. Unit Distribution. 69% of multi-family units are located in buildings with less than 20 units. One- and two-bedroom units make up 88% of multi-family rental units in the City. Source: American Community Survey.

## G. ECONOMY

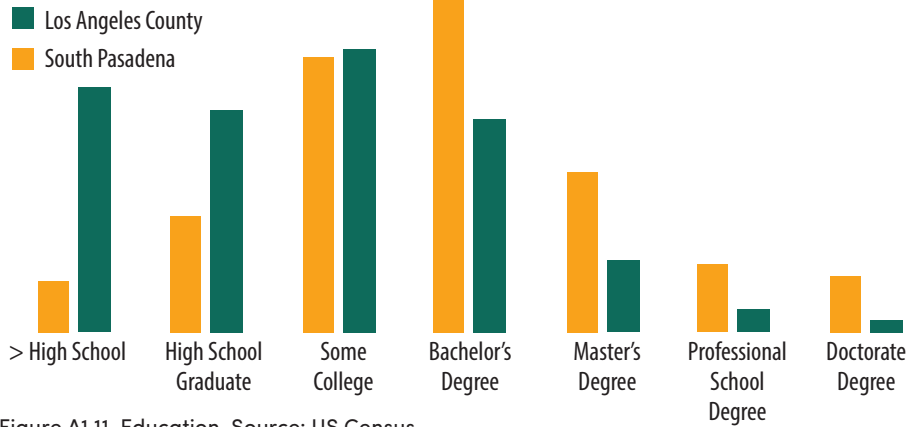


Figure A1.11. Education. Source: US Census.

**Schools:** The quality of South Pasadena’s public schools is a key driver of residential demand. Established in 1886, the South Pasadena Unified School District serves approximately 4,800 students

within five schools. Students are consistently recognized for superior performance, and earn honors at the local, state and national level.



Creative office suites in the Ostrich Farm area are typically occupied by tenants who require larger floor areas such as entertainment and design firms.

**Office:** Office inventory in South Pasadena constitutes only 4% of the total office inventory of its competitive submarket, most of which is Class B creative office space.

South Pasadena has 137,300 square feet in a creative office building, which makes up 20% of creative office space within its submarket.



Independent retailers along Mission Street within a historic main street environment.

**Retail:** Historically, retail growth has been “organic.” South Pasadena’s 866,000 square feet of retail is primarily composed of small-scale neighborhood oriented storefront space. Majority of City’s retail space is clustered along Mission Street and Fair Oaks Avenue.

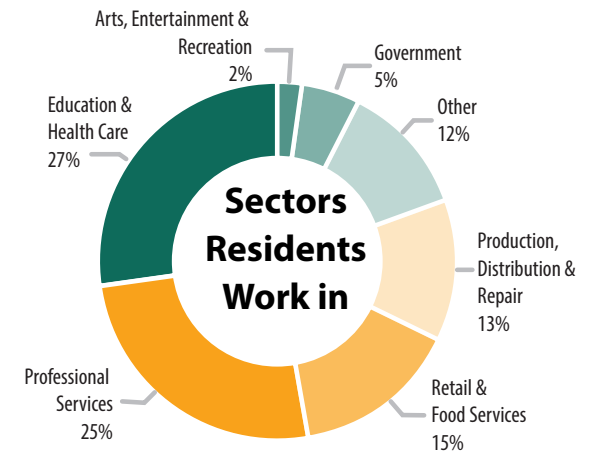
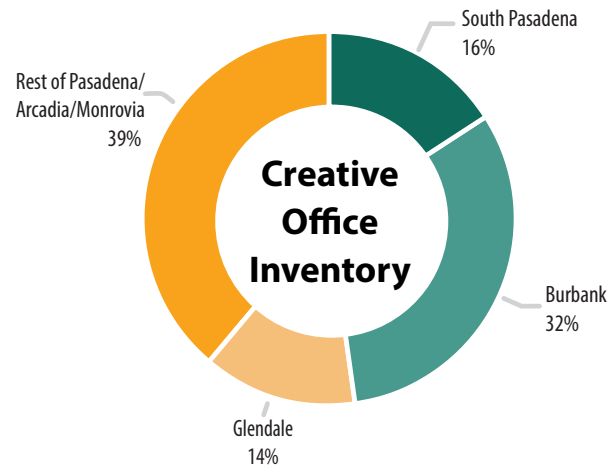
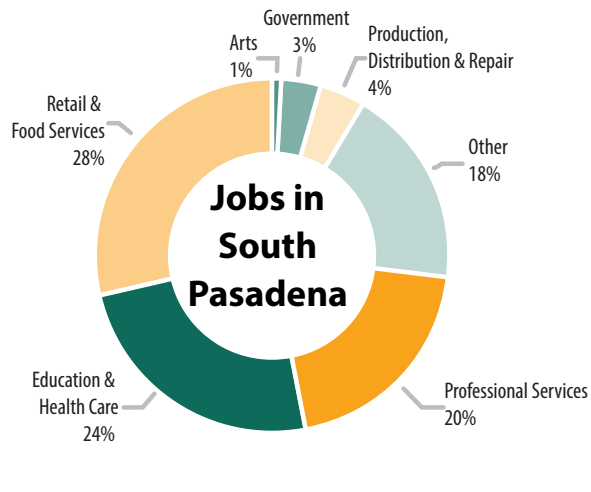
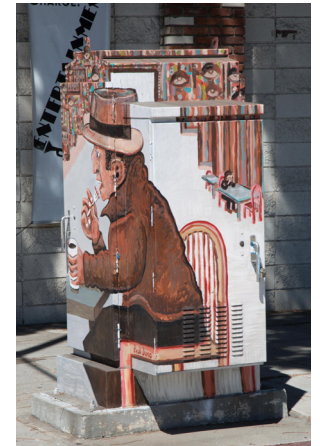
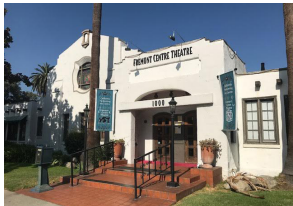


Figure A1.12. Jobs, Creative Office Inventory, and Employment Sectors. Source: LEHD.

## H. CREATIVE DOWNTOWN

Diverse multicultural population, personal and active cultural activities throughout the year, creative industries and businesses that serve the region are all unique features of the South Pasadena arts and cultural milieu.





## I. GETTING AROUND DOWNTOWN



### Travel Patterns

95% of South Pasadena’s residents commute out of the City for work, primarily to Downtown Los Angeles, Pasadena, Burbank, and Glendale. About 6% of commuters use public transportation.

As in most other Southern California communities, most travel in South Pasadena is a) by private vehicle, and b) over relatively long distances, especially for commute trips.

Census and Nielsen Company data compiled by the Southern California Association of Governments (SCAG) indicate that average commute time for South Pasadena residents has been growing along with the region, from 29 minutes in 2000 to 31 minutes in 2014.

As shown in Table 1.1, rates of driving alone declined slightly over that same period, largely due to an increase in transit use. However, single-occupant vehicle (SOV) trips remain the dominant mode of commuting.

Mode	2000	2010	2014
Drive Alone	84%	86%	83%
Carpool	11%	8%	8%
Transit	1%	1%	5%
Other	4%	4%	3%

Table 1.1 Commuting Mode. Rates of driving alone is declining, while Metro A Line ridership has grown over time.

### Configuration of Major Streets

Within downtown, each street features two general-purpose lanes in each direction, left-turn lanes in some locations, parallel parking along both curbs and “bulbout” sidewalk extensions at corners. However, the right-of-way of Fair Oaks is substantially wider – 100 feet, compared to 80 feet on Mission – so it also features landscaped medians where there are no left-turn lanes as well as wider outside lanes and sidewalks.

### Traffic Volumes

The city’s busiest roadway is Fair Oaks Avenue, with more than 32,000 vehicles per day south of Monterey Road. This is followed by other segments of Fair Oaks Avenue, Huntington east of Fair Oaks Avenue and Fremont, each of which have Average Daily Traffic (ADT) greater than 20,000. Monterey Road west of Fair Oaks Avenue, Orange Grove Avenue north of Mission Street, and Garfield Avenue south of Monterey all have volumes in the 10,000 to 20,000 range. No other city street is used by more than 10,000 vehicles per day.

### Transit

South Pasadena is served by Metro rail and fixed-route bus lines, as well as Los Angeles County Access Americans with Disabilities Act (ADA) paratransit service for persons with disabilities and City of South Pasadena Dial-a-Ride service for older adults. Fixed-route services are shown in Figure A1.13.

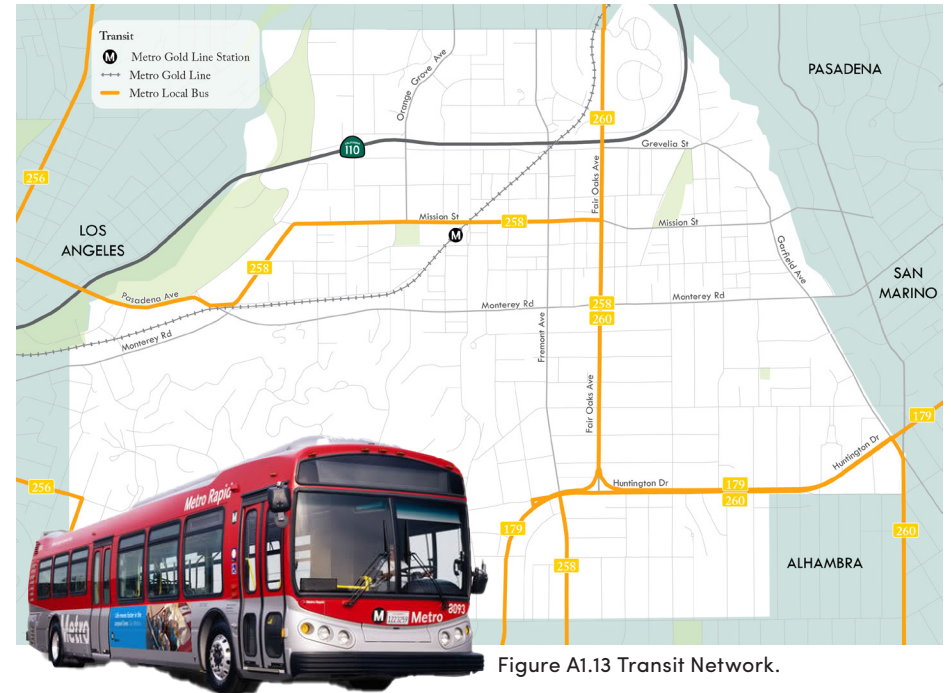


Figure A1.13 Transit Network.

### Metro Rail Delays

The Metro A Line intersects a number of South Pasadena streets at-grade. The California Public Utilities Commission (CPUC) requires that gates be lowered 20 seconds in advance of train crossings. Because there are up to 20 trains per hour passing through South Pasadena during peak periods, this can result in substantial “gates-down” time and added delay for motorists.

Because the station is immediately southeast of the Mission Street and Meridian Avenue intersection, gates must remain down while northbound trains “dwell” or remain stopped at the platform. This can add 20 or more seconds, resulting in total gates-down time of 45 or more seconds per crossing, including time for the train to pass through the



intersection. This problem is compounded for motorists on Meridian Avenue, as the signal cycle reverts to a green phase on Mission Street after every train crossing. If another train approaches from the opposite direction before the cycle is completed, the green phase on Meridian Avenue may be delayed until the next cycle, resulting in waits of several minutes.





Figure A1.14 Crosswalks.

### Pedestrian

Most Downtown streets feature sidewalks, although they are of varying width and condition. One exception is the lack of sidewalk on the north side of El Centro Street between Mound Avenue and Edison Lane, which is used for perpendicular parking and is a key gap in the pedestrian network. In the outreach process, residents indicated that lighting in residential areas is often inadequate, and that some sidewalks are in substandard condition due to tree root damage and other factors.

Figure A1.14 shows locations of marked crosswalks in the Downtown area. These crosswalks are generally of a high-visibility “ladder,” “zebra” or “continental” design, with wide parallel stripes. Most are located at signalized intersections, although a small number

on Mission are at uncontrolled intersections. At these locations, additional signage is provided to alert motorists to the presence of pedestrians. Many crosswalks on Mission and Fair Oaks have been shortened using bulbouts. At signalized crossings within the Downtown area, there are crosswalks on all four sides of the intersection and walk phases are pedestrian-actuated (signal cycles and resulting pedestrian wait times vary). Distances between crosswalks in the downtown area vary from a few hundred up to nearly a thousand feet, between Meridian and Orange Grove. In general, crosswalks in areas with high pedestrian volumes should be no more than about 600 feet apart, in order to reduce out-of-direction travel.

### Access to Metro Line A Station

As the figure below notes, there are streets leading directly to the station from the north, south, east and west (Meridian, Mission, El Centro and Glendon). These have been identified as path arterials. There are also a number of streets connecting to these streets that extend some distance and provide important connections. These have been identified as path collectors, and include Grand, Orange Grove, Prospect, Fremont, Grevelia, Charter Oak and Monterey. Some of these streets are existing or planned bicycle routes providing important connections beyond the half-mile radius to the larger bikeshed; for example, Mission and El Centro connect to the Pasadena Avenue bike lanes at their western ends.



As the Figure A1.15 shows, the walked around the station generally connects of a well-connected network of streets with relatively small blocks, enabling direct pedestrian and bicycle paths. However, a few obstacles are noted. These include physical barriers – SR-110, the rail line itself – as well as widely spaced or missing crosswalks, substandard or missing sidewalks, gaps between bike lanes and wide streets.

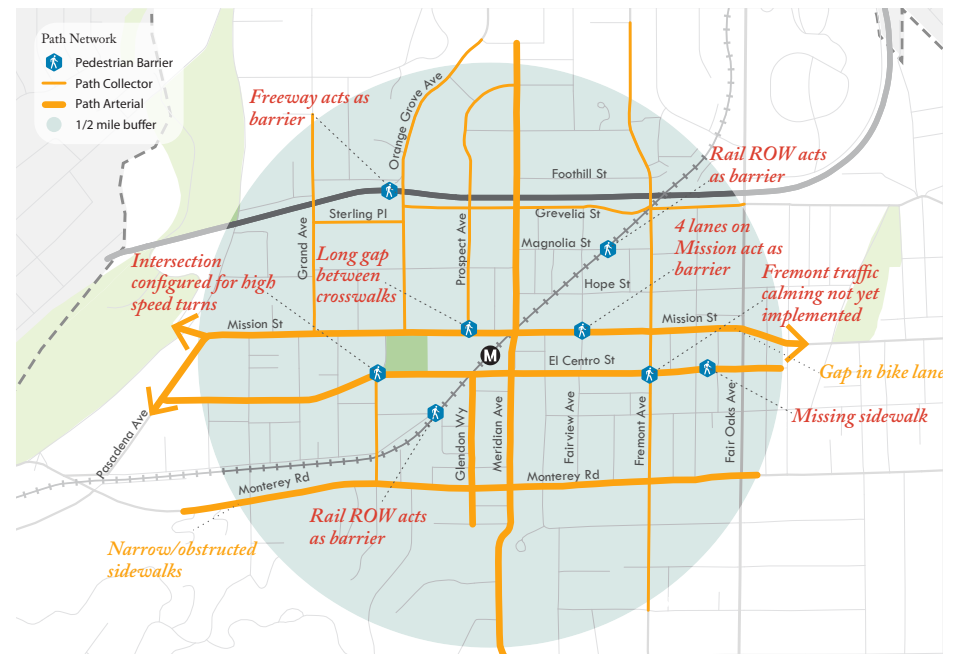


Figure A1.15 Transit walkshed.

## Bicycle

Existing and planned off-street Class I bike paths and on-street Class II lanes are shown in Figure A1.16.

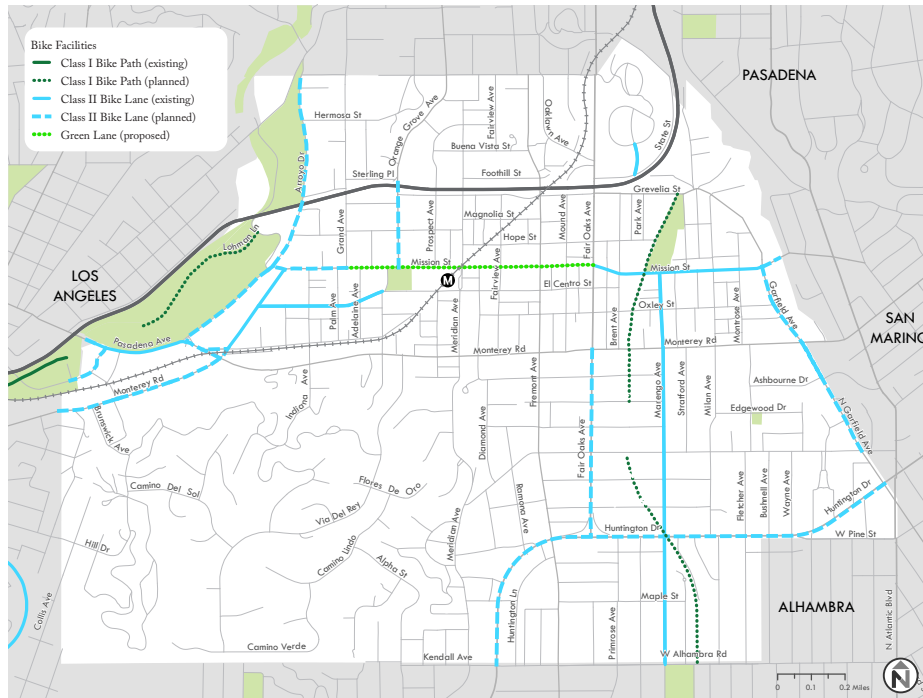


Figure A1.16 Bicycle Facilities (Existing and Planned).

As the figure indicates:

- There are existing Class II on-street bicycle lanes on several street segments, including all of Mission to the east and west of downtown, El Centro to the west of downtown, Pasadena Avenue to the west of downtown.

Together, the existing and planned paths and lanes form a disconnected network of dedicated bicycle facilities. Completion of bike facilities on Mission, Fair Oaks and Huntington, however, would result in a continuous network along major north-south and east-west

routes. There are also bicycle racks located on sidewalks throughout the City, primarily on Mission and at the Metro Rail station downtown.



## Downtown Parking

In April 2017, Nelson\Nygaard conducted a survey of availability of public parking in the Downtown area. The survey was conducted on a weekday afternoon and evening, Wednesday, April 19 from 2-4 p.m. and 6-8 p.m., and on a weekend afternoon and evening, Saturday, April 15 between 2-4 p.m. and 6-8 p.m. (Note that on Saturday evening, the Taste of South Pasadena event was occurring, resulting in somewhat higher than typical occupancy.) The survey area included most blockfaces within the Downtown area as well as the Mission/Meridian garage and Hope/Mound lot.

The survey found the following:

- On the blockfaces surveyed, including most of those in the Downtown area (and consequently, in downtown and on Mission just to the west), there are a total of 643 general (non-disabled or loading) parking spaces. There are an additional 164 spaces in the off-street lots, for a total of 807 in the survey area.
- Occupancy exceeded 85 percent at some locations during all time periods. (Eighty-five percent is a widely used figure representing “optimal” occupancy; parking is generally considered to be oversubscribed whenever availability falls below 15 percent.)
- In general, the locations with the lowest availability were in the Mission corridor rather than along Fair Oaks, where there is greater availability of private parking. They included blockfaces around the Trader Joe’s supermarket on Mission, Orange Grove Park, and the Metro Rail station, as well as on Mission between Meridian and Fair Oaks, including adjoining blocks and the Hope/Mound lot.
- During all time periods, there was availability of more than 15 percent on most blockfaces within the survey area, as well as at the Mission/Meridian garage. In general, there is not currently a shortage of on-street parking in the downtown area, although parking may not be available immediately adjacent to destinations and may require some walking.



## J. PLANNING PROCESS

The Downtown Specific Plan was developed in conjunction with the General Plan Update. This allowed a wider dialogue about linkages and the role of downtown within the larger city framework. The planning process for Downtown Specific Plan, which began in January 2017, was designed around extensive and thoughtful public input.

The project team consisted of a core executive team, an advisory committee, and six focus groups. Focus Groups supported the public process of developing policy options and actions to implement the public's vision. Each Focus Group contributed members and expertise to the combined CORE Group which concurrently addressed the Well Planned, Accessible and Resilient Community. This Core Focus Group considered Downtown's approach to growth and preservation, incorporating perspectives from the other five groups.

The Executive Team included key City staff members with responsibility to keep the project on schedule and within budget. The Advisory Committee included members from City Council, Planning Commission, and department heads that provided on-going direction throughout the project.

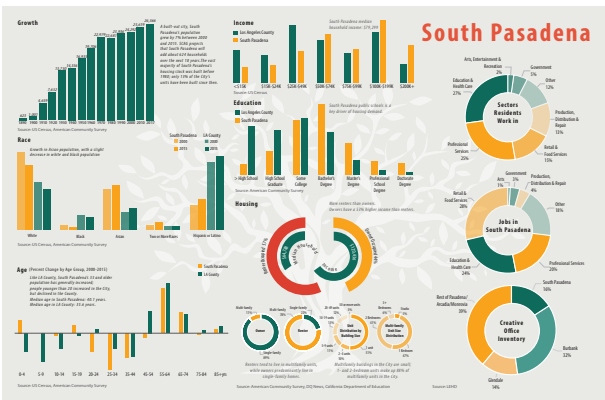




## K. CIVIC ENGAGEMENT

The community engagement approach was designed around five goals:

1. Inform — to provide the public with balanced and objective information to assist them in understanding the challenges, alternatives, opportunities, and/or solutions.
2. Consult — to obtain public feedback on analysis, alternatives and/or decisions.
3. Involve — to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
4. Collaborate — to partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
5. Empower — to place final decision-making in the hands of the public.



Above and Middle: Local talent entertained participants at Focus Group meetings. Below: Focus Group discusses safety.



Above and Middle: CORE focus group discusses growth and mobility options. Below: Book-a-Planner session with the Youth Commission.

In conjunction with the General Plan Update, the extensive public engagement process combined new and trusted techniques to encourage a diverse group of citizens to contribute to the Downtown plan, including five-day visioning charrette, over 10 Focus Group meetings, a robust online presence to help guide the process. The Speaker Series brought three national experts to provide perspective, present alternatives, and stimulate

community dialogue.

Opportunities to participate included large public meetings to small stakeholder roundtables, surveys, project web page updates, Neighborland social media engagement, email notifications, Facebook and Twitter posts. Each method encouraged the public to learn and convey their opinions on what was important for the city to consider over the next 20 years.

An estimated thousand-plus individuals attended these meetings, contributing ideas and insight. Online participation was equally extensive and captured an audience that doesn't typically attend public meetings. Over 340 individuals registered with the Neighborland site, contributing 41 ideas on various topics.



Pop-up Workshop brought planning to the community event and engaged new voices into public conversation.



Speaker Series



Visioning Charrette



