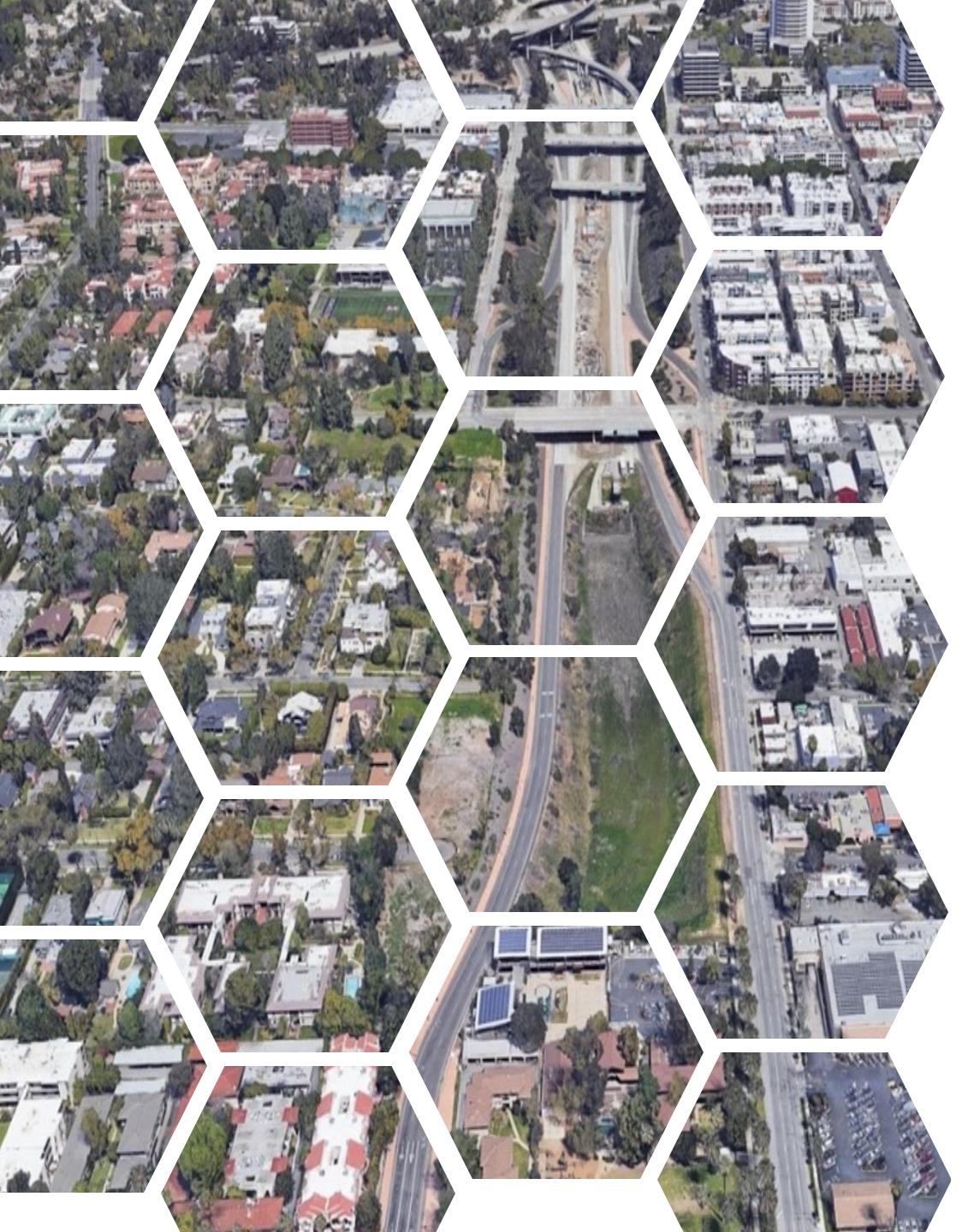


Advancing the Future of Pasadena: Connecting Communities Through a Middle Housing Approach





LAND ACKNOWLEDGEMENT

We acknowledge that Pasadena is included in the region of the indigenous homelands of people who have been known as the Gabrieleño Band of Mission Indians of the Sisitcanongna [pronounced "Shesh-i-i-kuan-ga") Village and Kizh Nation.

We acknowledge the painful history of genocide and forced removal from this land on which we gather.

We also honor the legacy of the African diaspora and recognize that the United States as we know it was built at the often-fatal expense of forcefully enslaved Black people. We are indebted to their labor and the labor of many Black and Brown bodies that continue to work in the shadows for our collective benefit.



OUR TEAM



**Anne Marie
Conte**



**Blair
Czarecki**



**Robin
Griffin**



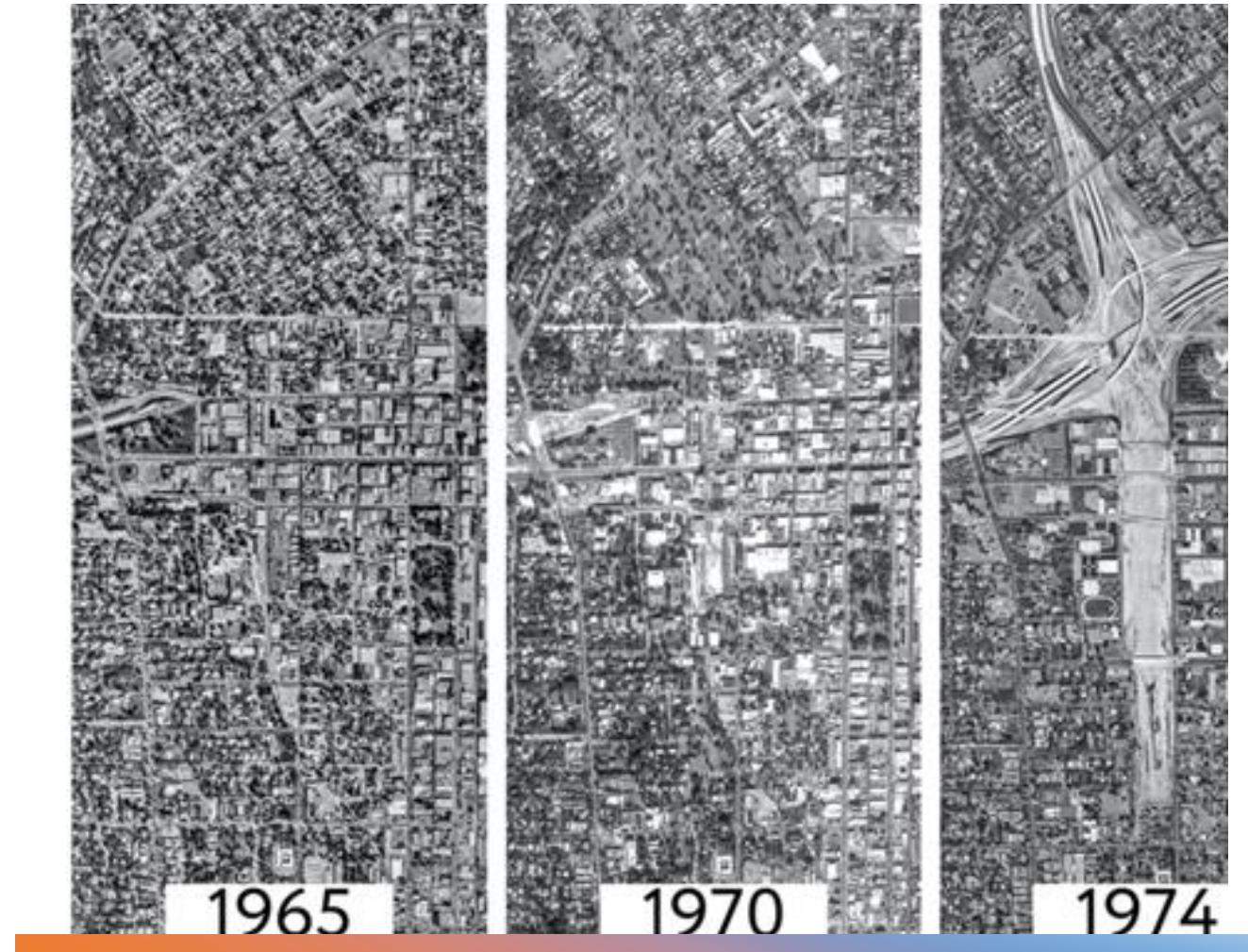
**Rogelio
Martinez**



BACKGROUND

History of Concerns

- 4,000+ community members affected
- Diminished housing opportunities
 - 1,500 homes demolished
- Displacement and community harm for past, present, and future generations



Project Area: SR710 Northern Stub

Project Area Description:

Caltrans relinquishment of SR710 Northern Stub transportation network from Union Street to Columbia Street

- Approved by the California Transportation Commission in June 2022
- Transferred to the City of Pasadena in August 2022



Pasadena Needs

Planning for 9,429 New Homes Over the Next 8 Years

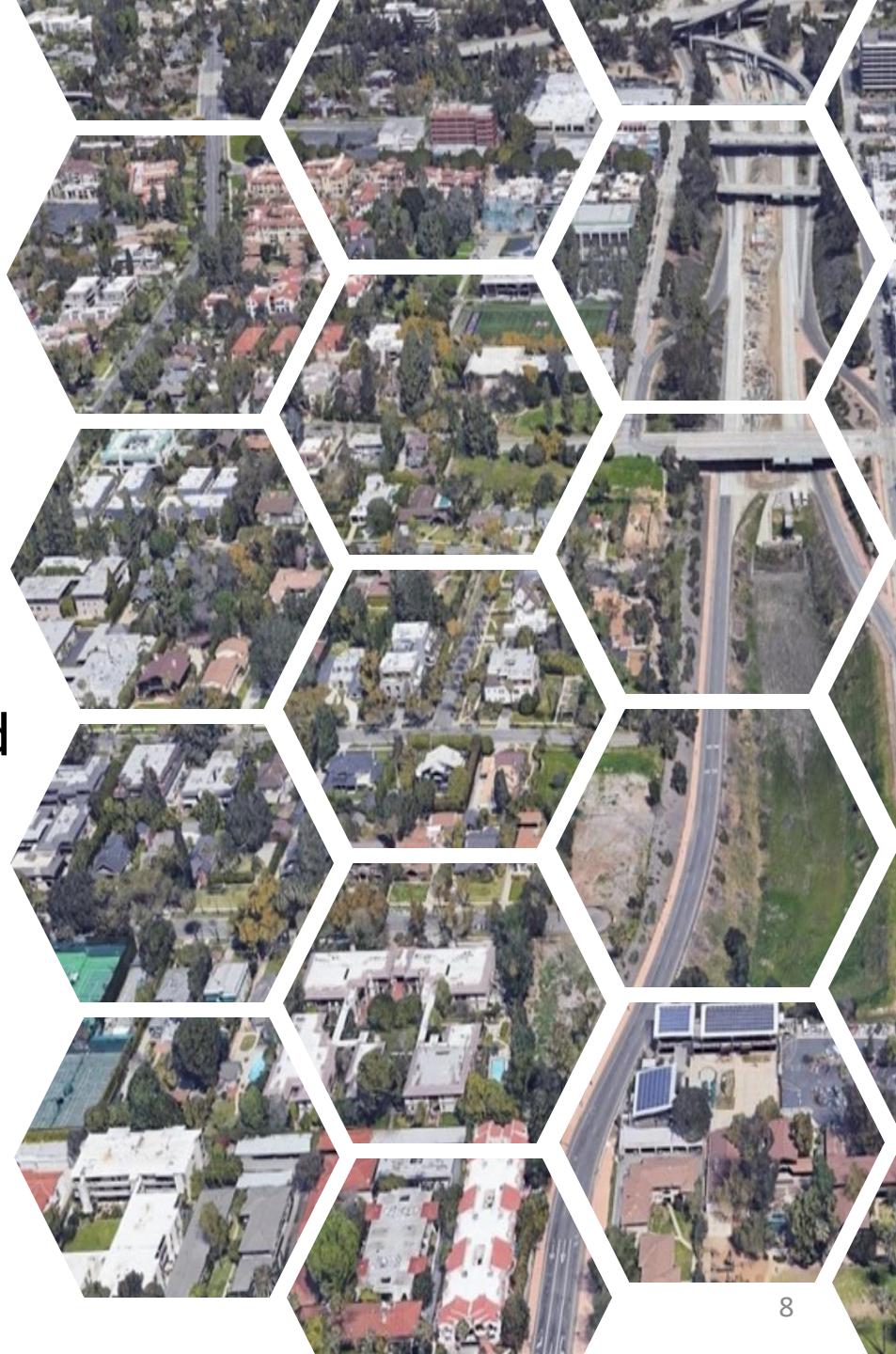
- Pasadena General Plan:
 - Land Use Categories – Residential Neighborhoods
 - Growth targeted to serve community needs and enhance quality of life
 - Higher density development focus on Central District, Transit Villages, and Neighborhood Villages
 - Housing Choices, Senior Housing, Adequate and Affordable Housing, Equitable Distribution of Affordable Housing, and Housing Maintenance



- Housing Element Identified Needs:
 - Regional Housing Needs Assessment (RHNA) - Southern California Association of Governments (SCAG)
 - 1,341,827 housing units needed to meet state goals
 - The RHNA for Pasadena is **9,429** housing units
 - Pasadena's ability to further its housing vision depends upon addressing:
 - High Housing Costs
 - Housing Overpayment
 - Housing Quality
 - Equal Housing Access for All People: Pasadena does not view housing as a commodity.

Pasadena Challenges

- Design for Equity, Social Justice, Health, and Well Being
- Design for Infrastructure and Placemaking
- Stakeholder Engagement for Collective Action
- Address Housing Requirements
- Preserve Community Identity through Form and Architecture
- Meeting Regional Multimodal Mobility Needs
- Enhance Economic Vitality
- Capitalize on Funding Structures



Existing and Current Housing

Table: A

	Owner Households	Percentage	Renter Household	Percentage
Number of Households	23,396	43%	30,998	57%
Overpayment				
All Households Overpaying for Housing	7,720	32%	15,450	50%

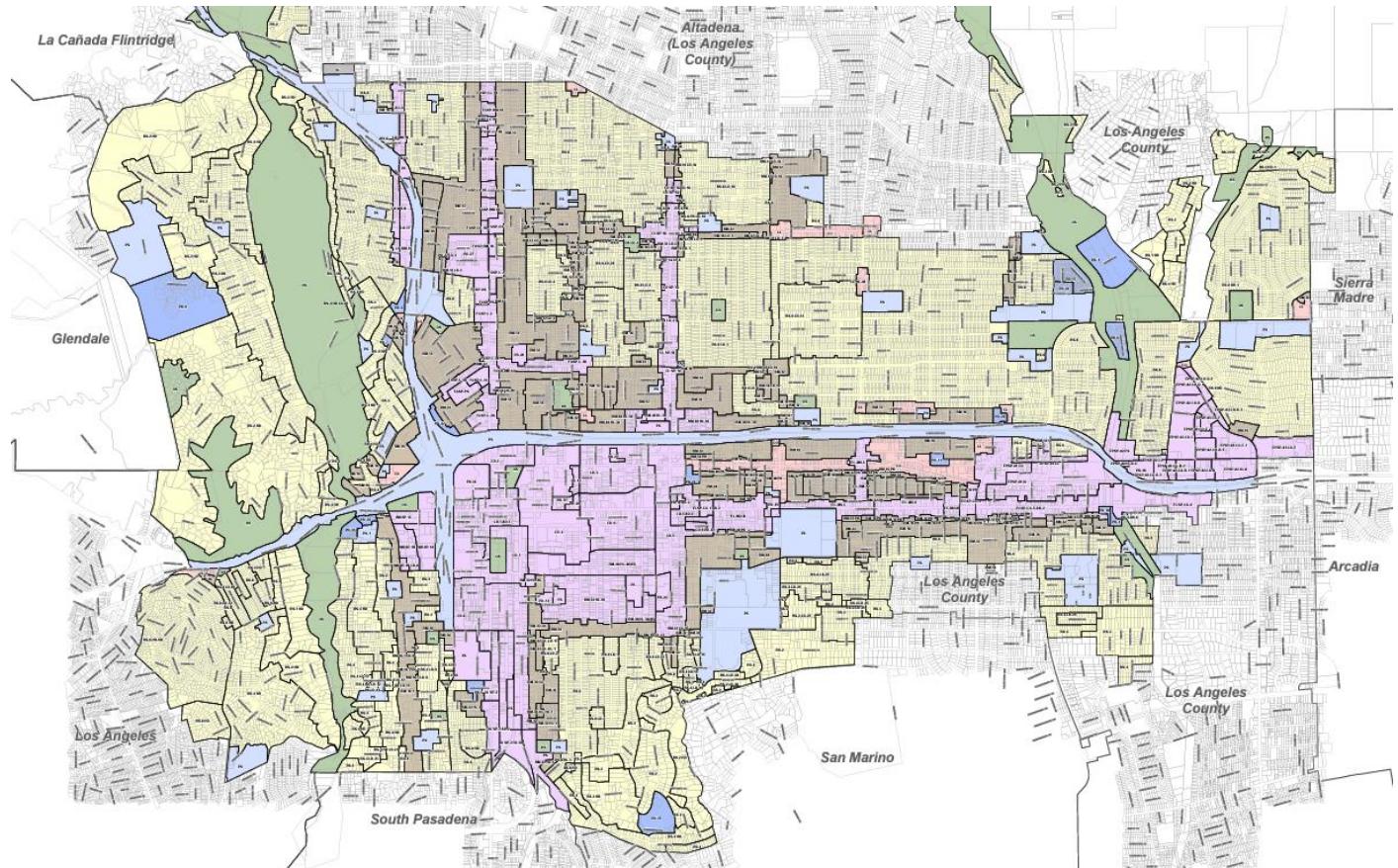
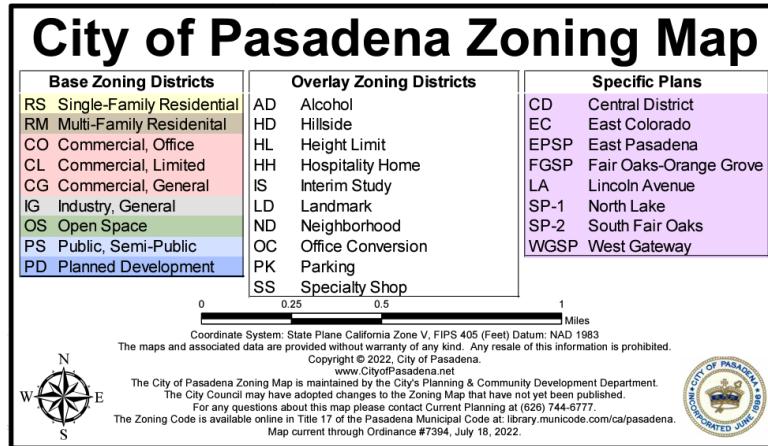
Source: U.S. Census Bureau Community Survey 2014-2018

Table: B

Housing Characteristic	All Households	Percentage
Single Family Detached	26,388	42%
Single Family Attached	4,225	7%
Multi-Family Units	32,010	51%
Mobile home, other units	130	0.2%
Total units	62,753	100%

Source: California Department of Finance E-5 Population and Housing Estimates (2020)

Current Zoning



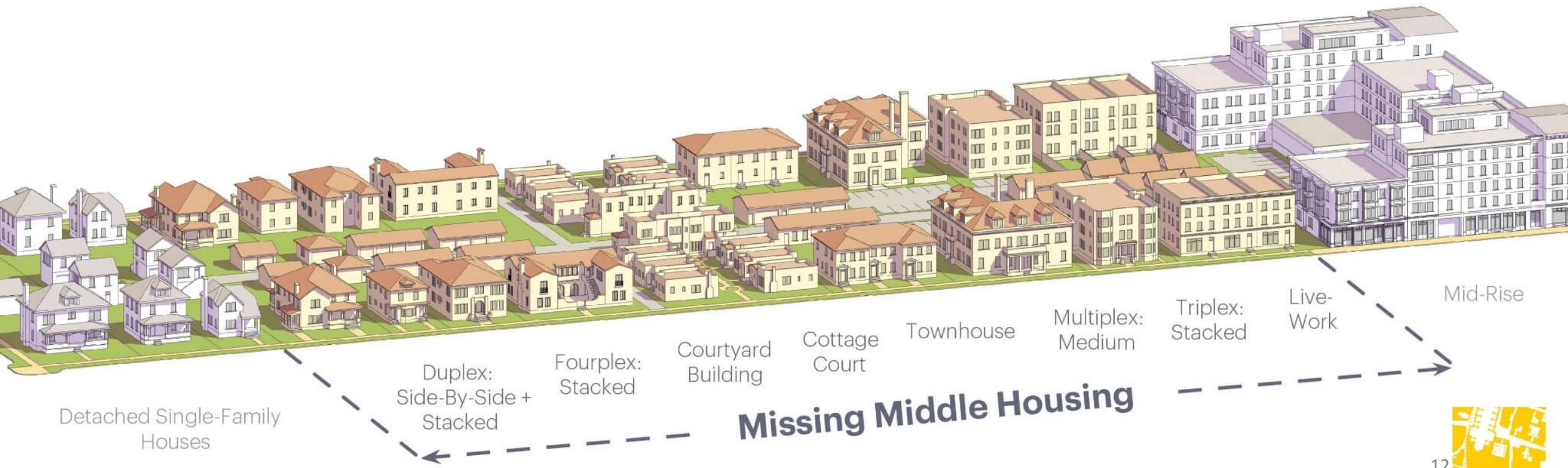
- 30% of Pasadena is Designated Low Density Residential
- Land Use: Residential Neighborhood Policies:
 - 21.1 Adequate and Affordable Housing
 - 21.2 Equitable Distribution of Affordable Housing
 - 21.3 Neighborhood Character
 - 21.5 Housing Character and Design
 - 21.6 Walkable Neighborhoods

HOUSING



Missing Middle Housing

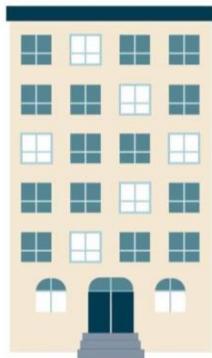
- What is Missing Middle Housing?
- Why is Missing Middle Housing Important?



Benefits

- Increase Housing Supply
- Create Affordable Housing Options
- Creates Diverse Housing Options
- Density
- Walkability

MISSING Middle Housing





TRANSPORTATION & MOBILITY

Getting Around Pasadena

- Census Bureau ACS 5-Year Estimate Data for 2021:
 - 63.5% of workers in Pasadena drove alone to work
 - 16.5% worked at home
 - 5.54% carpooled
 - 4.8% used public transit
 - Average commute time 28.4 minutes
 - 3.17% of workforce have super commutes (+90min.)
 - Average household owns 2 cars

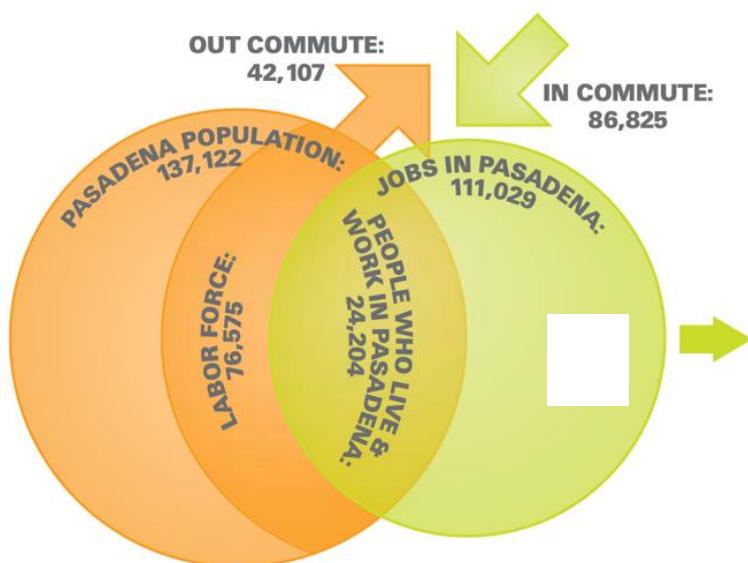


Image Source: Stanley R. Hoffman & Associates



Walker's Paradise

Daily errands do not require a car.



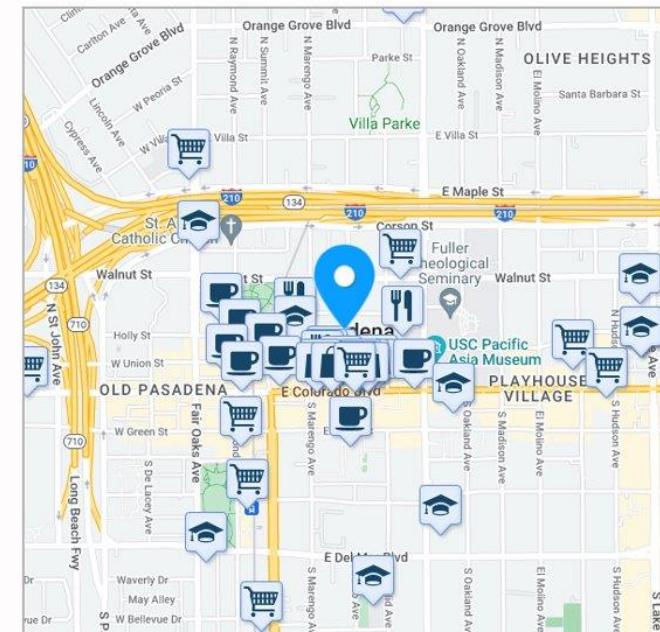
Excellent Transit

Transit is convenient for most trips.



Very Bikeable

Biking is convenient for most trips.



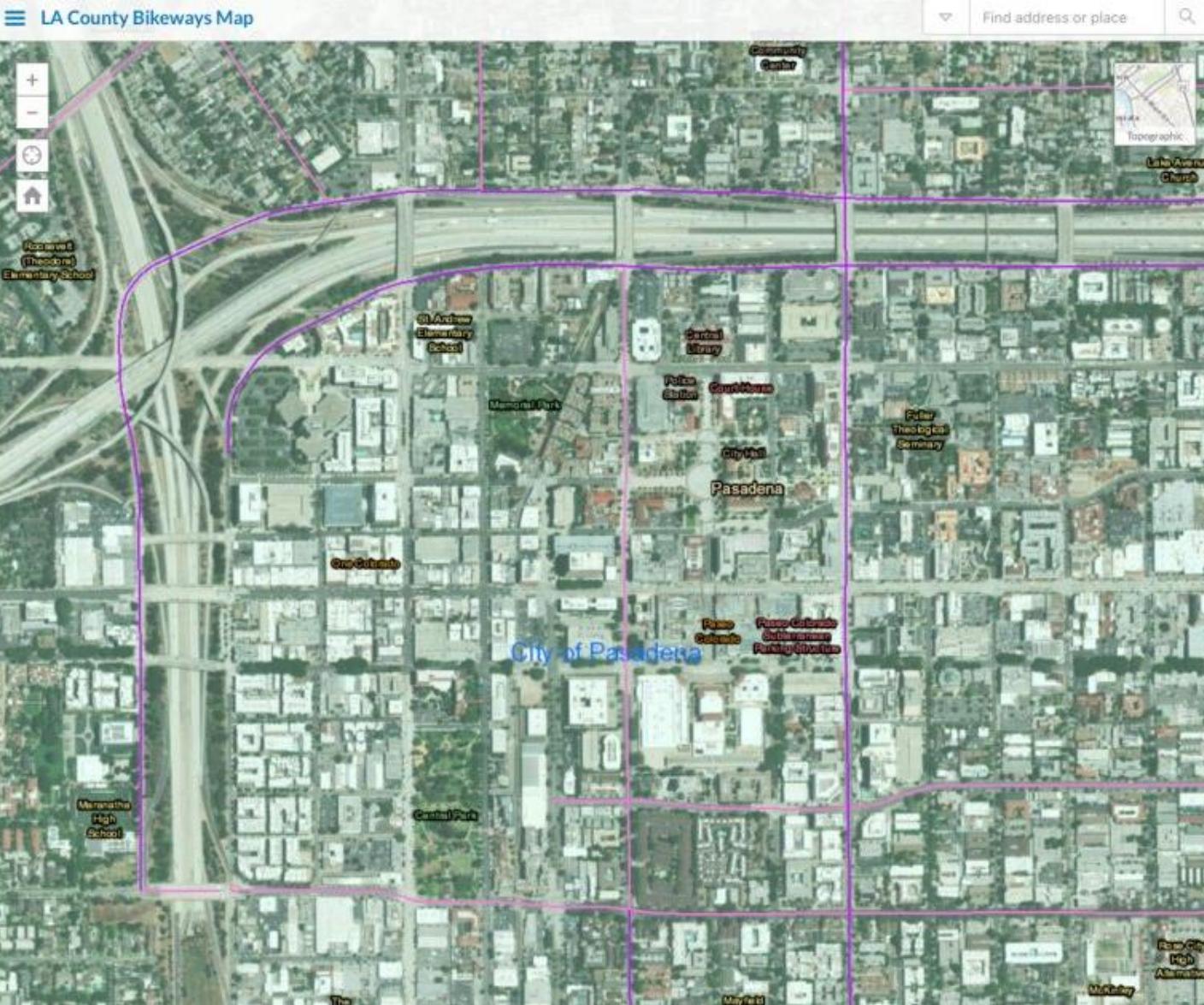
Source: Walk Score

Mobility Element

2015

Guiding Principal 5 from General Plan:
 "Pasadena will be a city where people can circulate without cars"

- Pasadena Pedestrian Plan
- Safe Strides and Rides Plan
- Neighborhood Traffic Management Plan
- Bicycle Master Plan & Transportation Action Plan



- Remove 134 and 710 freeway connectors
- Make through connections of bike paths, ensure separation from vehicular lanes

Mobility Challenges

AB 1358 ('08) & SB 743 ('20) = Reduce VMT

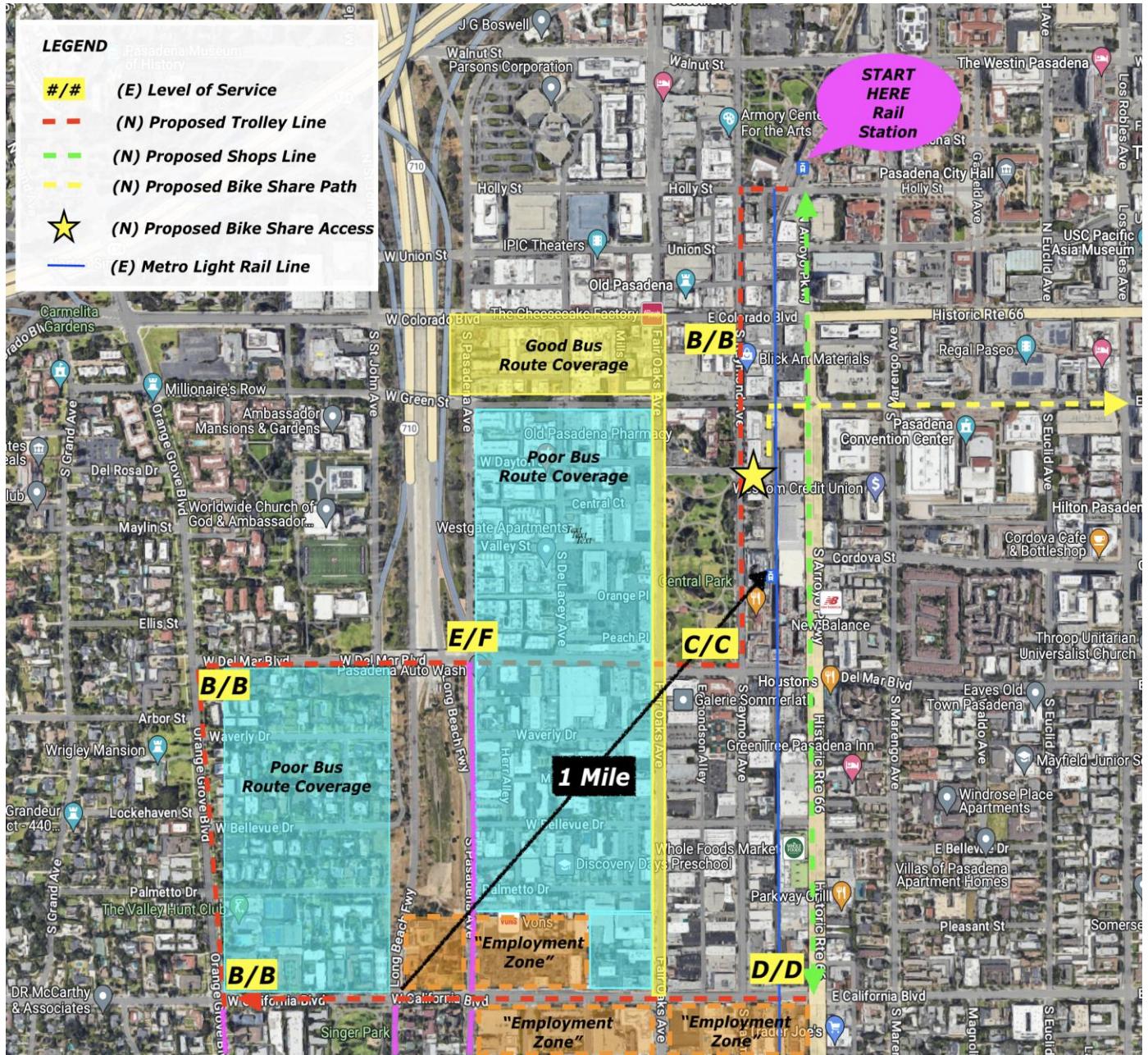
Challenges with Alternative Transportation:

- Bus Ridership Stigma
 - Difficult to gain choice ridership
 - "Captive" ridership only
- Public Transit Ease of Use
 - First & last mile challenges
 - Inefficiencies/Inconvenient/Delays



Mobility Recommendations

- Expand Rapid Transit Routes
 - Closes access gap for residential neighborhoods east of Fair Oaks
 - Provides carless options for Missing Middle Households
 - Parking Recommendations for New Missing Middle Households:
 - Current Zoning Code = 2 spaces per unit
 - Reduce to 1 space per unit
- Safe Cycling Program
 - Connector Paths/Lanes (LA County Bikeways Map)
 - Connect to Orange Grove Blvd. Where possible to provide vertical and horizontal coverage



710 Repurposing Recommendations

- Freeway and Ramps Removal
 - Union Street to California Blvd
- Pasadena and St. John Avenues
 - Primary Street Connections to 210 (One-Way)

SCENARIO	VMT Comparison
Existing Stub (Today)	3,089,253
Existing Stub (Future)	3,436,776
Concept 1 (RECOMMENDED)	3,418,275
Concept 2	3,424,505
Concept 3	Less VMT than future existing stub but more than 1&2





PUBLIC FINANCE MECHANISMS

Public Finance Mechanisms

- Enhanced Infrastructure Financing District (EIFD) – SB 628
 - Funds Economic Development Projects without raising taxes
 - Capitalizes on the City's strong credit rating
 - Assembly Bill 116: No public vote for bond issuance with increased outreach
- Since modified to allow for funding of:
 - Climate Resiliency and Public Health
 - Infrastructure Maintenance





STAKEHOLDER ENGAGEMENT

Stakeholder Concerns

Stakeholder Groups	General Concerns	Housing Concerns	Transportation Mobility Concerns
Government	Budgetary Constraints	Meeting Regional Housing Needs	Meeting Regional Mobility Needs
710 Advisory Committee	Alignment with community priorities	Mitigating Disparities	Mitigating Disparities
Community Based Organizations	Alignment with community priorities	Affordability & Beneficiary Selection	Equity & Environmental Justice
Residents	Displacement and Gentrification	Equity, Safety, Community Character	Equity & Environmental Justice
Businesses	Economic Vitality	Retail & Service Demand & Consumer Spending	Accessibility

Representing
(2)
Stakeholders
whose homes
were
seized by
eminent
domain



Engagement Methodologies

The Spectrum of Community Engagement to Ownership



The Spectrum of Community Engagement to Ownership, *Facilitating Power*

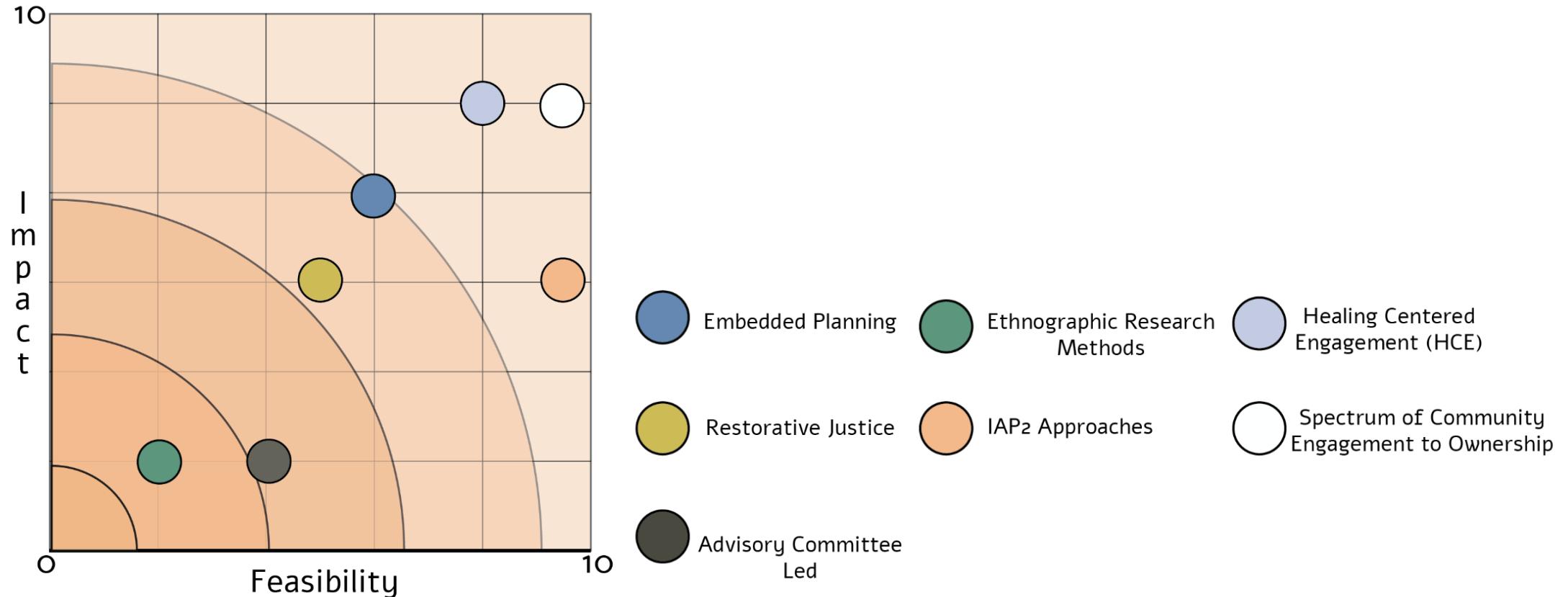
Engagement Methodologies continued: HCE

- 1.** Explicitly political
- 2.** Culturally grounded – views
 - healing as the restoration of identity
- 3.** Engages people as agents of their own well-being
- 4.** Asset-driven
 -
- 5.** Leverages existing strengths
 -

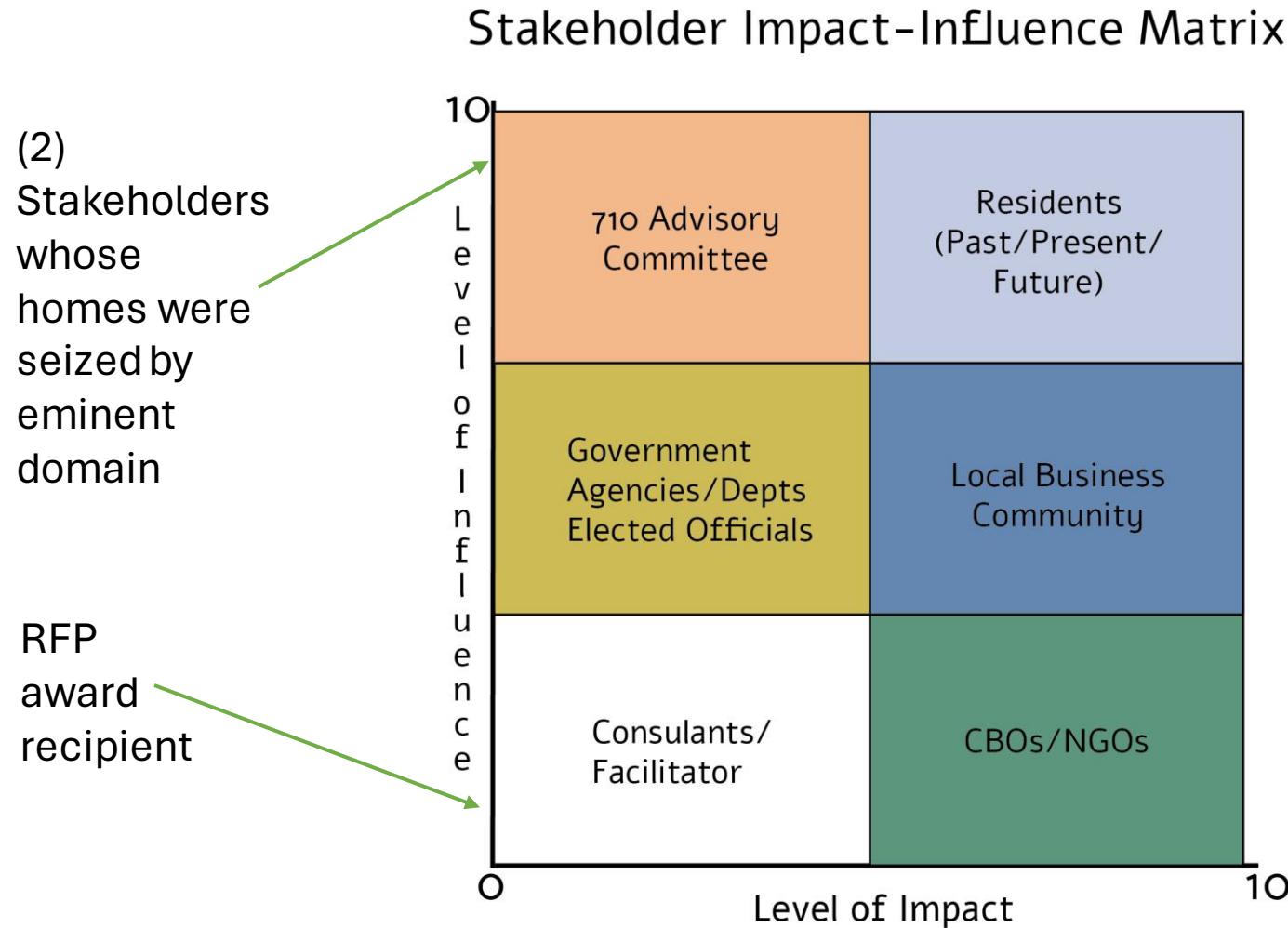


Evaluation of Engagement Strategies

Impact-Feasibility Matrix: Engagement Strategies



Stakeholder Identification



Engagement Measures

- Stakeholder outcomes reflect alignment with HCE principles
- HCE measures reflect goals of active and post engagement stages

Residents	Community Based Organizations	710 Advisory Committee	Businesses	Government
By embodying Healing Centered Engagement practices stakeholders....				
Contribute to a more just and equitable community where residents are the co-creators of community resiliency	Contribute to a more just and equitable community where the voices of all residents are not only heard but deepened by the work of local, state, and national CBOs	Contribute to a more just and equitable process where the voices of all residents are not only heard but also shape the decisions that impact their lives	Contribute to a more just and equitable community where the voices of all residents are not only heard but also help inform the business landscape	Contribute to a more just and equitable process where the voices of all residents are not only heard but also shape the policies that impact their lives
Ensure those with lived experiences are given the space to tell their stories from a place of truth	Nurture the community's capacity to actively participate in and guide decision-making processes	Recognize and address power imbalances within the committee	Facilitate social connections and community bonds	Create mechanisms for inclusive decision-making processes that prioritize healing, addressing historical and structural traumas, and fostering trust
Become agents in "restoring their own well-being"	Facilitate building a culture of openness and trust within the committee	Enforces relationship building through cultural responsiveness and respect for the community's cultural diversity	Actively contribute to systemic changes that amplify community voices and mitigate disproportionate harms faced by communities of color	
Address conditions that created historical and collective trauma	Support efforts to build trust, highlight cultural assets, and promote a sense of agency	Foster a sense of responsibility around active engagement in the decision-making process		
Promote collective healing	Contribute to the overall well-being and resilience of the community	Enhance adaptability and innovation		
Support vulnerability which creates the courage to say/listen to unpopular/un-comfortable opinions				

Level of Engagement

- Level of engagement informed by the development stages of the *Spectrum of Community Engagement to Ownership* model of engagement, adapted from the *International Association of Public Participation (IAP2)*

Developmental States of The Spectrum of Community Engagement to Ownership

Acknowledge marginalization		
Pre Engagement	MMH	Mobility/Transportation
Strategy	Consult	Inform
Communication	Two-way	One-way
Active Engagement		
Strategy	MMH	Mobility/Transportation
Communication	Collaborate	Involve
Communication	Two-way	Two-way
Post Engagement		
Strategy	MMH	Mobility/Transportation
Communication	Involve	Consult
Communication	Two-way	Two-way

★ Create a space
For clear visioning

★ Assess engagement
efforts



QUESTIONS

