

Appendix

Survey Notes



South Pasadena General Plan &

Mission Street Specific Plan

APPENDIX: SURVEY NOTES

This appendix is a companion to the Survey Findings presentation. It features the notes entered for the survey questions. These comments have not been edited. Similar responses were tallied and the total number is reported in parenthesis.

1. How would you rate South Pasadena's Natural Environment?

Comments: Natural areas - Arroyo could be maintained better (2); Air quality is a regional problem; lack of recycling bins for plastic bags; more e-waste pick ups; Re Poor Water - cancerous Chromium 6; Re "Fair" - because the school district seems to be on a mission to replace all grass and thus water draining biomass with turf. This is so sad and I wish the City could prevent it; Would like to see CA native plants! For drought tolerance and sustainability of ecosystems!! Re Drinking water - Artesian wells are a great resource (water quality should be excellent); Re Recycling programs - we pay Athens for top service; Re Recycling programs - Don't know aside from regular Athens pick up; Re Recycling programs - need more; Could be more features in Garfield Park and Arroyo; Re Recycling programs - eWaste good, bottles and cans poor; We definitely need recycling for rentals; General Comment - We really need to preserve & integrate all o four historic structure on Fair Oaks, especially in our General Plan; General Comment - Maintain small town; Re Natural Environment (Excellent) - needs more water; Re "Open Spaces" - we only have people's lawns and yards which are so interesting and sometimes lovely to look at; and Re Air Quality - live near 110 freeway.

2a. How would you rate South Pasadena's: quality of business and services; shopping opportunities; places to visit; employment opportunities; and cost of living.

Comments: Recreational & Cultural fair in South Pasadena; Pasadena is excellent; In our wonderful city there are terrible eyesores: (1) AT+T building across the City Hall ?! (2) Rialto Theater?!?; (3) Cappy's Liquor Store ?! (boarded up for at least 15 years; (4) Vacant lot at Fremont/Mission?! Why allowed?! Why no beautification or progress?!? Re Cost of Living - High (2)! Cost of living in S. Pas is high, but good quality of life; re Cost of living - high!; Re Cost of living - pricing people out; Cost of living - expensive; Re Cost of Living - Housing too high, bad or good? Good for owner, not so good for entry-level; Re Cost of living - too high; Re Cost of Living - fair for the Metro Area we live in; Re Cost of living - Housing too expensive!; Re Cost of living - expensive, but worth it for LA; Re Cost of Living - "high" = "poor, "low" = "excellent;" Cost of living - expensive; Re P:laces to visit - we are close enough to cultural/recreational opportunities, we don't need them here within the city limits; Re Cost of Living (Fair) - Housing; and Re Cost of Living (Poor) - Because of rents!

2b. What would make you visit the downtown (corner of Mission/Fair Oaks) area more than you do now?

Comments: Not sure how tight a radius you're expecting us to consider. At intersection there's a drug store, two banks and the Rite Aid mini-mall. Other than the need/desire to go to those commercial places, there's not many options to change this. Re: Other - fewer car repair shops on Mission. Other - convenient access and parking. Other - Downtown is fine with me the way it is; Other - movie theater; Other - bowling alley (2), arcade, karaoke, movie theaters (Rialto - 4); Other - Open Street event (excited to see the turnout for CicLavia 626 Golden Streets). Re Other - Most anything but larger retailers; Re Other - Parking structure on Fremont/Mission lot; Re - more interesting retail experiences = more "useful" retail experiences; Mixed used - retail, restaurants, office spaces, condo, apt., lower income living, affordable housing median \$450,000 not \$900,000; Re Other - More retail/restaurant uses at street front open at least until 9:00 pm; Re Other - more after HS activities. Re Other - Mudkips; Other - more free parking (3); Other - public plaza (2); Other - movie theater! More pocket parks needed/areas for young people; Mission Street is attractive and has good retail, but Fair Oaks is ugly and unappealing; too many empty retail spaces; re: More large retail stores - we need a Dick's Sporting Goods, a bagel shop, and a real bakery! Re Other - specialty stores, "destination" stores/restaurants/activities; Re Other - less traffic; Re: "more" interesting retail experiences - should be "additional" in lieu of "more;" Other - more bars, places to watch big sporting events; Re More Interesting Retail - more variety, men's clothes, for example; Re Other - pedestrian-friendly shopping experience, e.g., Rite Aid building should never have happened; Re Other - calmer traffic; Re Other - nice coffee shop (like Coffee Bean and Starbucks on the corner of ?); Re Large retail stores - NO; None of the listed uses would impact my visits to the corner; Re Other - Traffic calming, this question is written with very few options, BS; Re Other - More opportunities for outdoor dining; Wish Radio Shack hadn't left?; Re Other - I visit daily, walk me dog, live here; Re Other - easy parking; It would be helpful to have a downtown center like that in CI(rest cut off); Re Other - lower prices; Re Other - pursue the downtown revitalization project; Re Other - parking structure; Re Other - Business Coops; Re Other - make it more hospitable to pedestrians, Cars routinely travel too fast. Re Other - I would like to see a plan that provides more parking to make the Rialto a viable entertainment experience; Other - more 'normal' shopping.. the kinds of things you need everyday. Regular clothes, and shoes. normal house hold stuff; Re Other - Fewer pricey retail and dining options; Re Other - We consider downtown to be Mission & Meridian and we go there often; Re Other - Downtown redevelopment, more parking, renovated Rialto (2); Re Other - Fair Oaks has too many chain restaurants and ugly businesses, and Also wish Rialto would be re-opened, it would make wonders for the area; Re Other - free & available parking; Re Other - More outdoor seating areas and gathering places for people to gather near shops; sidewalk dining at restaurants; Re Other - Wider sidewalks with cozy walkable atmosphere (think Montrose); Re Other - Fewer nail salons, massage places, etc. Fair Oaks needs to be more walkable - more businesses open later with food/entertainment, etc; Move the grocery stores to the street, etc.; Re Other - public parking; Re More restaurants - need more eateries in the neighborhood. How many pizza places do we need? More variety. Re Other - free places to hang out (2); Re Other - affordable options; Re Other - Parking!!; Re More people living here and Other - rent control; Re Other - good Middle Eastern restaurant; Re More large retail stores - No (2); Re Other - better renovation of cultural/historic landmarks; Re More interesting retail experiences

- small, independent; Re More people living here - No; Re More restaurants - medium to average prices; Re Other - We need a MOVIE THEATER...if not the Rialto, then a new one, say, instead of Commerce Bank or Citizens Bank; We need to replace "Radio Shack" with some sort of electronics store; Re Other - fountain plaza as per earlier downtown plans; and 3-hour parking at Hope/Mound lot.

2c. What kind of business activity would you prefer to be in the Mission Street (downtown) area?

Comments: Mission/Fair Oaks is quite built up. Not too many options for alternative choices; Re Established national retail chains - movie theater; Re Established national retail chains - maybe just a few; Re Established national retail chains and local businesses - too many massage and nail salons and banks!; Re Loyal businesses - unique; Re Established national chains - just a couple; Re More parks and opens spaces - plaza; It is very important to address the quality and maintenance of Caltrans properties. Re Local businesses - specifically restaurants; Re National and headquarter offices and national retail chains - No (6); and Re Establishments that employ locals - Money made here should circulate here (2).

3a. How would you rate the quality of development in South Pasadena?

Comments: Quality of retail - need more variety, too many coffee shops and massage/nail salons. All new condos look the same, are too close to the sidewalk & provide nothing to neighboring homes in terms of green space or charm. We don't need industrial businesses here, we're too small. However, small businesses such as a custom furniture, upholstery, things like that would be fine. Selected "poor" since not sure what the question was after. Wish there was a "Don't know" choice; We are always under threat of development. We don't need more apartments and there are plenty of empty stores; Re public facilities - restrooms at Garfield Park are great. Would rate differently if distinguished between "new" and "old" development. See note for question 2(a) re: eyesores; Re "Great" column ="Good;" Re Industrial - no more!; Re Retail - local businesses; Re Industrial - (poor) and please keep it that way; Re Industrial - don't need; Re Residential - too much; Re Residential quality - single family, great, multi-family so-so, newer not so good; Re Office - Seems to be high vacancy? Re Industrial - some resources seem to be wasted, e.g. Microdot building; Re public facilities - need real community center; Re Public Facilities - not enough free parking for the Gold Line; Re Residential (Poor) - need more affordable housing for low and even middle income residents, pricing of single family homes and condos make purchase difficult for those even making six figures and have been renting in So Pas for years; Re Industrial - Note: this is a trick question, don't want any!; Re Residential (Poor) - Too expensive; re Industrial - enough; Re Residential - great, if R-1; Wish we had an office supply business; Re Industrial - maybe the Ostrich area; and Re Public facilities - parks are nice but nothing to do unless you have kids under (5).

3b. Should the General Plan:

- **Stop or significantly reduce allowable development because of the potential impact on the character of the community and environmental concerns.**
- **Permit new construction in infill areas within the Downtown, Mission Street and Fair Oaks Corridors. Limit development elsewhere in the City.**
- **Permit commercial and residential development to encourage job creation and enhance our local economy.**

Comments: For "b," see "c." Re Permitting new construction in underutilized areas along Mission Street and Fair Oaks = "without impacting the character." Re Stop or significantly reduce = significantly reduce (not stop); We already have enough students in our schools and too many empty commercial spaces; None of above, but some of each; Smart, strategic development throughout commercial areas BUT limit congestion and impact of character of community; Re stop or reduce allowable development - yes, but within reason; Re allowable development - define "development;" Re Permit new construction in underutilized areas - new "and proper" construction; Re Stop or significantly reduce - depends on the nature of the development; Re Permit new construction - only if it limits residential development that will lead to a drain on resources; Re permit new construction in underutilized areas - Yes to smart growth; Overall plan is good as it is; Question too vague on types of development to answer; Re Stop or significantly reduce - look at Monrovia; Re Permit new construction in underutilized areas - Also on Huntington and Ostrich Farm; Re Permit new construction in infill areas - don't limit development elsewhere in the City; Re Permit commercial and residential development to encourage jobs - "Please, oh lord, it's so hard for businesses in California; Re Stop or significantly reduce allowable development - Yes! What is "underutilized?" We should develop Huntington Drive area; Re Permit commercial and residential construction - Somewhat, permit development ONLY that enhances small town look and feel. The jobs should be result of a good project, not the reason for its creation. Re stop or significantly reduce - Except for Rialto; and Do an impact study on existing businesses, do not repeat the Fair Oaks debacle.

3c. Should South Pasadena neighborhood support a mix of development intensities, building types, and affordability, designed to be healthy, attractive, and centered by schools, parks, public and commercial services that meet daily needs within walking distance.

Comments: Re Range of housing opportunities - to the extent feasible. The several blocks centered around the library exemplifies this; NO to development intensities; Agree but limited in SFR areas. Re Strongly disagree - statement too broad. Need separate Specific Plan for Mission & Fair Oaks corridors design guidelines; lower parcel square footage requirements to allow granny flats behind (?) houses. Above! All neighborhoods? Including residential in all parts of city? and We always concentrate on neighborhoods west of Fair Oaks for more intense development, we have more than 52% multiple family units already.

3d. Over the next 20 years, the City should:

- **Direct new growth to commercial districts and corridors, away from established residential neighborhoods.**
- **Enhance the appearance of districts, corridors, and gateways through control on building placement, design elements, and signage.**
- **Allow intensification of commercial areas through conversion of surface parking areas to buildings in the downtown.**
- **Allow intensification of commercial areas through conversion of surface parking areas to buildings in the downtown.**
- **Create a range of housing opportunities and choices.**

Comments: Re Enhance the appearance of districts - flexible control; Re Allow intensification - replace with low profile parking structures; Re allow intensification of commercial areas - how about the Park structure? and Allow granny flats, huge increase of affordable housing.

4a. On a scale of one to ten, where one is very difficult and ten is very easy, how easy is it to get around South Pasadena without driving a car?

Comments: I have a disability (leg); Depends on where one lives (2); I'm a walker, but live close to Vons/Pavillions, Library and Gold Line. It works for me, not so much in other areas. Be willing to walk; Keep small town; If able-bodies, easy, if disabled there are impediments from areas with out sidewalk maintenance and curb cut access. Public scrutiny like on Myrtle in Monrovia is needed.

4b. Rate the mobility characteristics of South Pasadena

- **Overall ease of getting to places you usually visit**
- **Ease of travel by car**
- **Availability of sidewalks**
- **Ease of walking**
- **Availability of public parking**
- **Traffic flow on major streets**
- **Ease of public transportation**
- **Ease of travel by bicycle**

Comments: Bulb-outs on Mission & Fair Oaks don't allow quick turns; re: overall ease, too much traffic and waiting for trains, no idea how to resolve; re: ease of travel by bike, condition of too many roads dreadful, bulb-outs too dangerous, and no place to park bikes once you arrive. Re ease of getting places - the Gold Line is impossible to take - there is no place to park, would love to use it more; too much traffic, insufficient parking. Re - free parking, is there any? Re - traffic flow, given up on some shopping areas; re traffic flow on major streets - Fair Oaks in evening; re traffic flow on major streets - Poor (on Fair Oaks -2); Re Ease of public transportation access - can't get from Huntington to Gold Line; bump outs are pointless; parking spaces on Fair Oaks and Mission are too long - you could fit more cars if you made them somewhat smaller; Re traffic flow on major streets - Fremont is awful; Re - availability of sidewalks (poor) - e.g., no continuous sidewalk to dog park; Re - availability of free public

parking and Re public transit access - e.g., not good enough for Gold Line users; Re bike travel ease - more bike lanes needed and 3-foot safety distance for bicycle riders given by motorists should be better enforced by local police; Re Travel by car (Poor) - roads desperately need repairing; Re Traffic flow (Poor) - lights on Fair Oaks need to be adjusted; Re split on sidewalks - "good" for availability, "fair" for condition; Re Traffic flow - rush hour is slow!; Re Traffic flow (Poor) - Fair Oaks is bad; Re Public parking - valet on Mission is bad; Re Travel by bike - too old to bike; Re travel by car (good) but road conditions (not so good); I use public transportation and bicycle all the time; Re Ease of travel - fair, but Fremont and Fair Oaks suck; Re Ease of bicycle travel - Bike lanes would help on major streets; Re Sidewalks - trip & falls; Re Ease of travel - Road conditions are awful!!; No more massage parlors, no more nail/beauty salons; and Re Traffic flows - the new "bump outs" are dangerous.

4c. How important do you find the following transportation improvements?

- **Building more bike lanes and paths**
- **Expanding and improving sidewalks**
- **Repairing and maintaining streets**
- **Synchronize traffic lights to reduce congestion**
- **Increasing transit frequency or reliability**

Comments: Widening and repair of sidewalks are too separate issues; many sidewalks need repair, but widening isn't necessary. Fix the trip hazards in highly utilized sidewalks. Add Most Important - make pedestrian walk signals automatic; All of these are very important, and synchronizing of traffic lights most of all; Re sidewalks - already great; re synchronize traffic lights - not important except on Meridian going north at Mission; re transit - already great, I use it all the time; Every other light should be in sync; We need a "trolley" bus to take visitors from Gold Line Station to restaurants, shops in all commercial section of S.P. - Fair Oaks, Huntington Drive, golf course, etc. - Also to take far away to our "city centers." Re build more bike lanes - Disagree; and Re expand sidewalks - take out bump outs.

5. How do you feel about the following measures the City could take to encourage sustainability?

- **Promote pedestrian and transit-oriented development that reduce automobile trips**
- **Build a network of locally owned merchants and encourage residents to buy local**
- **Offer financial assistance for conserving water and energy**
- **Expand outreach and education to highlight the economic, health, and community benefits of local food**

Comments: Online shopping better than network of locally owned merchants. What is meant by "local food?" - SP, LA area, Southern Cal, Western US? Re - network of locally owned merchants, and education/outreach on local food, only if you can get to them. Re Build a network - farmer's market? Only one that is community, all other ones personal choice. Re Expand outreach - as far as I know, AP Environmental Science already covers this. Re Expand outreach, local food - what local food? SP farms, CA grown, what do you mean? Re Promote pedestrian and transit-oriented development - agree with reservations; Re Financial assistance - Agree but would be dependent on income; Re financial assist for water - just charge more and people will use less; re outreach - Farmers Market already good; Re

Promote TOD - Too much development with TOD; Re Promote pedestrian & TOD - Limited; More healthy & organic restaurants and groceries; Re Promote TODs - Not tons of condos!; and Re promote TODs - provide more sheltered seating along the way.

6a. The American Heart Association suggests at least 150 minutes per week of moderate exercise or 75 minutes per week of vigorous exercise (or a combination of moderate and vigorous activity). Do you meet your suggested quota of physical activity by?

- **Walking**
- **Jogging**
- **Biking**
- **Exercising at health club**
- **Don't exercise**
- **Other form of physical activity**

Comments: Health club = YMCA (4); Other = Pilates; Other - Adult sports league; Other - Arroyo Tennis; Other - swimming (2); Other - dance; Re Other - swimming and water exercises, yoga, weights; Tennis; Re Other - gardening (2), walking my dog; Re Other - housework; and Re Other - ballet, yoga.

6b. Can you buy fresh and nutritious food near your home?

Comments: Are you referring to foods available at Farmer's Market or Vons type supermarkets? We do well in SP, but we also go to Sprouts in Pasadena or Alhambra. Re Yes - depending on how close "near" is. Yes - Farmer's Market - organics; Fresh food is within walking distance and I walk to the store frequently, also backyard gardening source of food; and Re No - we need more healthy nutritional small independent restaurants and bakeries that are in West LA - Santa Monica, Highland Park, Eagle Rock - not chains, i.e., Starbucks.

6c. Do you feel safe in the following locations:

- **In your home/office**
- **On the street**
- **In local parks**

Comments: If you checked unsafe, what are the factors that contribute to feeling unsafe? A lot of hot prowls and thefts in our neighborhood; Arroyo parks are too close to a number of park crimes; Street lighting is TERRIBLE, more opportunity for crime; personal safety issue; feel safe in parks most of the time; not always safe on side streets where the sidewalks are dimly lit, there are tall hedges at back of walk; also, there are critters out at night - raccoons, possums, peacocks, that rustle around in the underbrush; Don't like the curb bump-outs; Street lighting VERY POOR after dark - it's scary to walk or be outside after sundown; Re: Neutral - bad lighting and less people; Re In your home - Neutral (home invasions); Need more streetlights !; Safety on the street or local parks depends on whether day or night; "Somewhat" safe, instead of "safe," in home/neighborhood; More light on street at night and more police; Only at dusk and evening; lack of lighting, security presence, lurkers; More lights needed after dark at Garfield Park; the only unsafe thing are drivers driving too fast on residential streets; Re On the street - Unsafe because of homeless people; Re In local parks -

Unsafe, but only referring to the Arroyo. It's walking distance from my house, but I don't feel safe walking the trail down there or through the freeway underpass so I never go there; Re Local parks - Neutral (parks have an increase in homeless population lately; Re In local parks - Garfield yes, Arroyo no; Between the Colorado bus and the Gold Line, some weird people come out; Re Residential (Unsafe) - a lot of car thefts (especially bikes); Homeless in parks, mail stolen, home invasion in Altos; Home robberies; The world is not safe, so South Pas is ok; Re Safe on street - "Safe" during the day, "Neutral" at night; Re Local parks - "Safe" during the day, "Unsafe" at night. Garfield park lacks sufficient lighting, no emergency buttons. In general, streets lack lighting plus broken sidewalks.

7a. Is there a park near your home or work place that you can walk or bike to?

Comments: Near park in Alhambra, not South Pasadena; Re Yes - Elementary schools next to here Arroyo Garfield; Re Yes - Garfield; Yes - in Alhambra; and Re Yes - still 10 minute walk.

7b. Are you satisfied with the quality of parks?

Comments: Re Yes - I don't live near one; Re Yes - but they got rid of the trees in the non-grassy area and those were great to climb, very fun; Re Yes - but too much watering; Yes - like the Savannah GA squares; Satisfied, but wish there were more; and Re Satisfied - could be better landscaped.

7c. What do you think is needed?

- **More parks & open space**
- **More amenities for youth**
- **More general amenities**
- **Improve maintenance**

Comments: Develop more parks sounds good, but how much empty space is there? Bury power lines in easements and create greenway! The parks are fine, I just don't really like the other options; Re More youth-oriented, get homeless out of parks! Re more general amenities - need better parking in Arroyo (currently unsafe for kids to walk); re More youth-oriented activities - Teen Center; Re Improve maintenance - "keep up" rather than "improve;" We only have 1 pool at the high school for the whole community; can we get a small water/splash park? Kids have no way to go during hot summer days; Ping pong table at Eddie Park; Re more youth-oriented - not skate parks); Re Improve maintenance - Eddie Park!; Orange Grove playground lacks shade; and Re improve maintenance - and streets and trees.

8a. How important is it to have arts and cultural offerings in South Pasadena?

Comments: Pasadena is very close.

8b. Where would you take visitors for a cultural experience in South Pasadena or elsewhere in the region?

Comments: Yes (?); Pasadena Museum for California Art; Norton Simon (32); Rose Bowl; The Broad; Ahmanson; museums (4), gardens; Mission/Meridian district, including restaurants, transit plaza and galleries (31); Huntington Library & Gardens (52); the Arroyo; Fremont Theater (16), Greek Theater; Pasadena Playhouse (4); Hollywood Bowl (2); Levitt Pavilion; Museums (10); historic and iconic buildings and, neighborhoods sites (4); Farmer's Market (32); Zoo; South Pasadena downtown (5), Old Pasadena (8); Pasadena (10); South Pasadena Historical Museum (8) to see the ostrich artifacts; Concerts in the Park; Griffith Park & Observatory (3); SW Hills open space; South of Huntington Drive; Annual Eclectic Music Festival & Art Crawl (20); Would go to Rialto if/when reopened (9); LACMA (6); Westside (2); Downtown LA (13); Art galleries - we used to have more of them, and we need more (3); SPARC Gallery (3); the Arts District in LA, MOCA (2); Public parks; Ostrich Farm area; Neighborhoods w/ "architectural gems;" (2); LA Music Center (2); Crossings Restaurant; Bistro De La Gare; Nicole's Market; Public Library, including Community Room (7); Exposition Park; Glendale; "Nowhere;" Garfield Park (4); A school; Gus's; if at the time, the Color Festival in March; Fair Oaks Pharmacy (5); Restaurants; ethnic restaurants in Alhambra; Gamble House (4); theater or music venue, art gallery; too vague a question, unanswerable; Wine and Song (2); La Brea Tar Pits; Arroyo Seco; Descanso Gardens (5); in South Pasadena, no idea, elsewhere in region, limitless; the park; art exhibits; SPTOR; SP Library; MOMA, etc.; Restoration concerts; Wed. - Thurs. night at Golf Course (2); Public art (statues); Arroyo (4); local restaurants; Garfield Park (3); Los Angeles Arboretum; different ethnic restaurants; School district; Griffins of Kinsdale; Alhambra; The Rialto Theater (eventually!); LA Symphony; LA Broadway District; Pasadena museums; Shops and parks; For dining, I would take visitors to Pasadena, Alhambra, or (cut off); Fair Oaks or Mission; Shopping, dining, drink, music; Churches; Community center; Restaurants, Dinosaur Farm, Parks; Art galleries; The Broad; Pasadena Symphony; Armory Center for the Arts; Not in SoPas; local restaurants; Non-profit and citywide events; Getty Center; Venice Beach; Local restaurants and museums; museum, parks (2), festivals, theater; LA Arboretum; Elsewhere, unless there was a specific event happening; San Gabriel to eat; Pacific Asia Museum, there aren't may cultural experiences in the City of SP; Garfield/Atlantic in Monterey Park (Thai Town); "Everywhere;" Fair Oaks, including Koi(2); Library cultural events; and Pasadena museums.

8c. Which community event offerings are most important?

- **Public arts**
- **Arts/craft fairs**
- **Art education**
- **Art exhibits**
- **Farmer's market**
- **Festivals**
- **Library programs**
- **Youth programs**
- **Senior Programs**

Comments: If I could pick a fourth, it would be Public arts; loaded question, would select "all arts." I don't care about art and the others are for specific groups; Re Art Exhibits - like the box art program; Loe the Color Festival!; and What about churches? Not on the City's radar?

9. How do you feel about the following statements?

- **is a good place to raise a family**
- **is welcoming place to all people**
- **is a good place to retire**
- **is a good place to work**
- **is desirable place to shop**
- **is a desirable destination to visit**
- **is attractive for young professionals**
- **offers good quality of life**
- **has a variety of recreational opportunities**

Comments: Re desirable destination - other than local stores, there's not much to do here. Re - retirement, CA is expensive, good place only if can afford it (2); re good place to work - home/office setting; re variety of recreational opportunities - could be better, especially for ages 8-16; Re - good place to work - poor benefits; Re desirable place to shop - not enough variety. Re "Disagree" as a desirable place to shop - good for food shopping, but retail is lacking; Re Good quality of life - it's all about kids and schools; Re place to retire - expensive; We need rent control not only for our residents but also our commercial buildings. Too many small businesses can't make it with our high rents. The City should incentivize independently-owner small businesses to keep small town charm. No chains, certainly no big box or strip malls and not one more massage parlor; I love Pasadena how it is! I just wish it would be nice to bring back the "old Pasadena." Re Welcoming place - would still like to see even more ethnic diversity; General - I liked the idea of a bowling alley - something that appeals to all ages, and of course development of the Rialto theater; Re good place for young professionals - only if you can afford it; and Re recreational opportunities - golf course and horses are expensive.

10a. Are you:

- **a resident**
- **a merchant**
- **a worker**
- **other**

Comments: Other - Business owner, commercial building owner (2); Other - "near So Pas - 20 years;" Re Other -visitor; Re Other - adjacent community; and Re Other - ex-Resident (2), lived there for 13 years (1) 9 years (1).

No comments were received on questions 10b and 10c.

10d. Are you male or female?

Comment: Since we value our small town charm, getting to know Police/Fire/City staff (mixers?) would be good.