



South Pasadena General Plan & Mission Street Specific Plan



Plan Mission Street



www.plansouthpasadena.org

**Our
Prosperous
Community
Focus Group
Notes**

Our Prosperous Community

As part of the General Plan and Mission Street Specific Plan update process, a series of Focus Groups were conducted. The purpose of the focus groups was to engage the public in an open and candid discussion to better understand existing concerns/issues and interests.

On February 22 2017, the Our Prosperous Community Focus Group meeting was held at the South Pasadena Library. This memorandum summarizes the key themes and comments heard during that meeting. The memorandum focuses on identifying patterns among the comments and does not attribute any comments to specific individuals.

Editorial Note: Most frequent responses are listed at the top of each list, and responses that were selected as priorities are bolded.

What do you think are South Pasadena's greatest assets?

Multiple mentions

- **Small town sense of community**
- **Schools**
- Trees and environment
- Racially diverse
- Architecture
- Location/proximity to LA
- Historic nature of City
- Farmers market

Other answers

- **Walkability and biking lifestyle**
- **Gold line**
- Mission Street
- Creative Community: Arts, culture, and music
- Restaurants
- Accessibility (connecting the people)

- Political Leadership
- Safe
- Own fire department and police department
- Unique businesses

What do you like least about South Pasadena?

Multiple Mentions

- **High cost of living**
- **Traffic congestion**

Other answers

- **Small tax base**
- **Threat of 710**
- **Not much for teens to do**
- Mission/Fair Oaks not walkable
- Fair Oaks
- Fremont Centre Theatre
- Lack of public art
- Lack of city center/focus point
- Lack of local transit
- Lack of night life
- Poor conditions of sidewalks and roads
- Not well-lit at night for walking
- Too many nail salons, pizza, and massage places
- Density
- Rialto theater closed
- South Pasadena not known around LA
- Legacy of racism

Q. If you were appointed the Mayor/City Manager of South Pasadena, what would be your top three priorities to enhance the city?

Multiple Mentions

- **Infrastructure repair**
- **“Kill the 710” to improve congestion**
- **Improve mobility with local public transit and bike parking**
- **Investment in arts and culture**

Other Answers

- Improve business storefronts
- Smart growth

Q. What kinds of places, public improvements, and retail/dining amenities would you like to see more of in South Pasadena and where?

Multiple Mentions

Retail/Dining

- Sidewalk dining
- Retail for younger demographic
- Experience-based retail

Places

- Civic/Public plaza
- Performing arts/Entertainment public place

Public Improvements

- Public art
- Bike lanes, racks, paths

Other Answers

Retail/Dining

- Coffee shops and entertainment places
- Nice restaurants on Fair Oaks
- More family friendly restaurants, attractive restaurants with bar, and non-chain restaurants
- Specialty shops
- Crepes, fish place, Ostrich Farm
- Apple store

Places

- Vintage arcade on Fair Oaks
- Movie theater
- Corner park
- Fountains
- Community center

Public Improvements

- Parklets on Fair Oaks or move parking to back of lots on Fair oaks
- Utility box art

- Higher density and mixed use on USD lot
- Night life on Fair Oaks/Mission
- Live entertainment
- Open Rialto
- Public parking
- 2nd Gold Line Station at Monterey Rd/Pasadena Ave.
- Huntington and Fremont corner revitalization with commercial/retail

Q. Do you think more jobs and office spaces should be located in the City? If so, what kind and where?

Multiple Mentions

- Live-work spaces
- Shared office spaces
- More creative and tech jobs

Other answers

Office Spaces

- Large loft-style/flexspace
- No office complexes or business park
- Freeway adjacent office spaces
- More professional offices
- Office, where storage facility is located

Jobs

- Public service- county/state/fed jobs
- Medical jobs

Potential Locations

- Pasadena Ave Office
- Huntington Drive
- Tyco-Microdot building office
- Starbucks Roasters

Specific Ideas

- Innovation incubators/arts center
- Increase small businesses: City tax structure for small businesses, rent control for small businesses
- Tech support for businesses (City-wide WiFi)

- Redesign shopping center to incorporate the Rialto

What type of housing could South Pasadena use more of?

Multiple Mentions

- Granny Flats
- Affordable housing for seniors and young people
- Live-work housing type

Other Answers

Housing

- Affordable single-family homes
- Town homes
- “WeWork” spaces — short-term office spaces
- Bungalow/Courtyard housing types

Specific Type and Potential location

- Replace auto-repair businesses with live-work spaces on Fair Oaks
- Live-work spaces on Arroyo Drive/Pasadena Ave (helps affordability for young people)
- Townhouses on underutilized sites on Fair Oaks
- Transit-oriented development around gold line

Other Potential Locations

- Tyco Electronics location
- Southmark storage
- SPUSD Lot

General thoughts

- Balance historical integrity with new housing
- Keep in mind landscaping vs. density
- Identify incentives to upgrade multi-family homes
- No preference between condo and apartment
- 700 sq/ft too small/no studios

What more can be done to enhance the full length of Mission Street?

Multiple Mentions

- Increase retail (pedestrian friendly, active retail, in front)

Specific Ideas

- Mission Tile: Build up and parking under
- Vintage Drive in
- Develop a community Center (SPUSD Lot)
- Re-use of public works yard
- Re-use of Cappy's World of Spirits
- More open space at City Hall Complex
- Improve SPUSD Parking Lot Frontage
- Increase shops Around SPUSD Lot
- Use street furniture
- More parking
- More restaurants
- Increase street shade (through trees)
- Create events/programming near Christmas tree Lot
- Develop storage area site

General thoughts

- Create destination points
- Needs cohesion

What can improve Fair Oaks Avenue?

- More lodging
- More housing for young professionals
- Increase housing away from street
- Increase retail/dining
- Fix traffic congestion
- Hook ramp/off ramp

- Less car repair shops
- Vons/Pavilions: reduce set back and make pedestrian friendly
- “Mission Meridian II”