



PLANNING & DEVELOPMENT DEPARTMENT
NORTHWEST PROGRAMS DIVISION

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COMMUNITY PLANS SUMMARY

Northwest Pasadena Marketing Plan

City Objectives: Development and preparation of a Marketing Plan that promotes the resources of the Northwest Pasadena area, educates and changes the perceptions of the area while cultivating a better appreciation and value for the community.

Staff Contact: Lola Osborne Northwest Programs Manager
626-744-6879, losborne@cityofpasadena.net.

Community Meetings: September 29, 2009 at 6:30 p.m.
Renaissance Plaza Community Room, 2nd Floor

Northwest Community Plan

City Objectives: The Northwest Community Plan is designed to articulate a strategy with the purpose to upgrade and restore Northwest Pasadena in a viable consistent manner for Pasadena residents.

Staff Contact: Lola Osborne Northwest Programs Manager
626-744-6879, losborne@cityofpasadena.net.

Community Meetings: To be determined

Northwest Redevelopment Project Areas Merger

City Objectives: Combine the five existing redevelopment project areas (Orange Grove, Lincoln Avenue, Fair Oaks Avenue, Villa-Parke, and Lake/Washington) and new added territory in Northwest Pasadena into a single redevelopment area to combine tax increment funds for revitalizing Northwest Pasadena.

Staff Contact: Vincent Gonzalez, Northwest Programs Redevelopment Project Manager
626-744-6750, vgonzalez@cityofpasadena.net.

Community Meetings: To be determined

Lincoln Avenue Specific Plan

City Objectives: To achieve community consensus for the revitalization of Lincoln Avenue between West Mountain Street and the north City boundary by defining a land use pattern and capital improvement projects that support and encourage reinvestment in the Lincoln Avenue Corridor.

Community Meetings:

October 28, 2009, 6:30 p.m. Focus Group Meeting with commercial property owners, commercial business operators, and commercial non-profit organizations, held at Grover Cleveland Elementary School Library Auditorium, 524 Palisade Street

November 5, 2009, 6:30 p.m. Focus Group Meeting with faith-based organizations held at Flintridge Retreat Center, Room 118, 236 W. Mountain Street

November 12, 2009, 6:30 p.m. Focus Group Meeting with area residents held at Grover Cleveland Elementary School Library Auditorium, 524 Palisade Street

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