

HELP SHAPE *THE FUTURE* OF NORTH LAKE AVE



Date: Thursday, March 27, 2025



Time: 6:00 PM – 8:00 PM



Location: Lake Avenue Church, 393 N Lake Ave, Pasadena, CA 91101

The City of Pasadena is hosting a community meeting to discuss the redevelopment of the 2.38-acre former Kaiser Permanente site at 434-470 North Lake Avenue. This is **YOUR** opportunity to learn what's possible and share your input on how this project can enhance the North Lake neighborhood. The Urban Coalition is working to serve as the Master Developer, guiding a vision where various partners contribute to different phases of development. Better Angels, a nonprofit committed to addressing homelessness through innovative housing solutions, is proposing to invest in housing and has arranged key partnerships for this effort.



Your voice matters!

Representatives from City Planning will be there to present proposals, answer questions, and lead discussions. Don't miss this chance to help shape the future of your community!

The Proposal from Better Angels

Better Angels, in partnership with The Urban Coalition, is transforming Pasadena and Altadena through sustainable housing and disaster relief efforts.



15,000
square-foot housing and
mental health hub



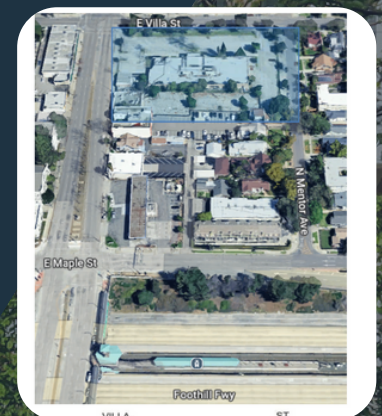
90 Affordable Homes
for families



150 market-rate units



60 Supportive housing units for
formerly homeless residents



The Impact we made for the community (as of 3/14/25)

Emergency Assistance Fund (EAF)

of Families assisted

236

Total awarded

\$116,227

Emergency Assistance Security Deposit Fund

of Families assisted

10

Total awarded

\$24,000

LA Disaster Relief Navigator

of residents downloaded action plans


2,198

UC THE URBAN COALITION



LOS ANGELES UNHOUSED RESPONSE ACADEMY



 SCAN ME

North Lake Avenue Development Talking Points

For the City of Pasadena Community Meeting on Thursday, March 27, 2025

Background

The City of Pasadena has a unique opportunity to transform the 2.38-acre site at 434-470 North Lake Avenue into a vibrant, inclusive, and sustainable part of our community. Formerly owned by Kaiser Permanente, this property is a blank slate that can address pressing local needs—like housing for those displaced by recent fires, affordable options for residents and people experiencing homelessness, and a stronger retail presence—while reflecting Pasadena’s character. The North Lake Specific Plan offers a framework to guide this development, but it’s up to us, the community, to ensure it meets our shared goals. The ideas we bring to the table can shape a future where North Lake Avenue rivals the energy of South Lake south of the freeway, supports local businesses, and provides diverse housing and services for all Pasadenans.

Talking Points

- Pasadena should bring the success of South Lake Avenue’s shopping and dining north of the freeway. A lively retail hub at 434-470 North Lake Avenue could serve residents and attract visitors. Let’s encourage the City to prioritize a mix of shops and restaurants that mirror South Lake’s vibrancy—density is key to making this work!
- Density makes better retail possible. More residents living in the area means more foot traffic to support local stores and cafes. Let’s push for a plan that allows enough housing density to create a bustling, walkable retail corridor right here on North Lake Avenue.
- We need lots of housing because of the recent fires. Families and individuals displaced by wildfires are still struggling to find homes. This site is a chance to provide both market-rate and affordable housing options so everyone affected can stay in Pasadena—let’s ask the City to maximize housing units here.
- The Mayor’s idea for a one-stop shop for health services is wonderful! A health hub on this site could replace what Kaiser Permanente once offered, serving our community’s medical needs in one convenient location. Let’s voice strong support for this vision and urge the City to prioritize it.

- Affordable housing is a must. Pasadena's rising costs are pushing people out—let's tell the City to include a significant number of affordable units at North Lake Avenue to keep our community diverse and accessible to all income levels.
- Let's build some units for people experiencing homelessness. This development is an opportunity to show compassion and leadership. Including supportive housing units could help our unhoused neighbors find stability—let's suggest the City work with local organizations to make this happen.
- We want local Pasadena companies included in the process. Let's advocate for prioritizing Pasadena-based businesses from design to construction to retail tenants. This keeps our economy strong and ensures the development reflects our community's unique identity—let's ask the City to commit to local involvement.
- Density is a benefit, not a drawback! More homes and people here mean more property tax revenue, more transit users, and more customers for small businesses. Let's encourage the City to embrace density at this site to create a thriving, sustainable neighborhood.
- This is our chance to shape North Lake Avenue's future. The North Lake Specific Plan should allow for a mix of housing types—like apartments—plus retail and health services. Let's urge the City to be bold and flexible with zoning and development standards to make this a win for everyone.



FEBRUARY 25, 2024

Christopher Page and Teresa Garcia
Economic Development Division
Office of the City Manager
City of Pasadena
100 N. Garfield Ave.
Pasadena, CA 91101

Regarding: 434-470 N. Lake Avenue Redevelopment

Dear Mr. Page and Ms. Garcia,

I am writing on behalf of Union Station Homeless Services, a longstanding community stakeholder based in the City of Pasadena, to share our viewpoint regarding the site's development at 434-470 N. Lake Avenue. Union Station Homeless Services was founded in 1973. Our organization provides a wide range of support for individuals and families experiencing homelessness, with services that include emergency shelter, case management, housing assistance, mental health support, and job training. We aim to help people transition from homelessness through comprehensive programs focusing on long-term stability and self-sufficiency.

We strongly align with Mayor Victor Gordo's vision for the Lake Avenue site to include housing targeted toward a variety of incomes from affordable to market rate, as well as permanent supportive housing units and a facility that centralizes housing and homeless services. The site has the potential to be an efficient and convenient location for residents to live and to access governmental and private organizations providing these necessary services.

The economic development potential of this project cannot be understated. With intentional planning, the developer can foster opportunities for education, job training, and career advancement for residents. By integrating community-serving retail and employment programs, this site can support pathways to economic mobility, breaking cycles of poverty and homelessness.

The Urban Coalition's master plan redevelopment presents a transformative opportunity to address Pasadena's most pressing housing challenges while fostering long-term economic and social stability. Their proposal aligns seamlessly with the Pasadena General Plan, Climate Action Plan, and North Lake Specific Plan, prioritizing walkability, sustainability, and economic revitalization. The Urban Coalition has actively engaged with city officials, local organizations, and community stakeholders to design a development

that expands housing supply and integrates essential services and commercial spaces that uplift the broader community. Given the project's alignment with Pasadena's housing priorities and the need for permanent supportive housing, we strongly support this initiative and encourage its approval to meet the city's growing housing and economic development needs.

It is essential to consider that the recent Eaton Fire has unprecedentedly impacted housing issues in Pasadena and the neighboring communities. Although the extent is still being determined, estimates are that over 7,000 structures were lost, many of which were housing units. Our impacted neighbors include families and individuals of all ages whose incomes range from very low to above average. The Lake Avenue parcel presents a significant opportunity to address this housing crisis by creating a stable housing space for this broad spectrum of needs.

"Our organization's vision for this project aligns with the Pasadena North Lake Specific Plan by prioritizing creating a vibrant, pedestrian-friendly space that fosters economic and social integration. This development would embody the plan's goals by enhancing the corridor's sense of place, supporting multi-modal transportation, and providing much-needed resources for the community."

At Union Station Homeless Services, we are acutely aware of the need for permanent supportive housing and accessible mental health services in our city. We urge you to prioritize the redevelopment of the Lake Avenue parcel with a community developer who can deliver a transformative project accommodating a variety of residents and tenants that reflects Pasadena's commitment to inclusion, compassion, and innovation. Several developers are interested in including Union Station Homeless Services as a potential partner and/or service provider. We stand ready to collaborate and support this effort to ensure its success. Together, we can create a brighter future for our most vulnerable neighbors and strengthen the fabric of our community.

Thank you for your consideration and continued dedication to Pasadena's economic and social well-being. Please do not hesitate to contact us if we can provide further insight or support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie Hill', with a stylized, cursive script.

Katie Hill

Chief Executive Officer
Union Station Homeless Services



NEWS RELEASE

FOR IMMEDIATE RELEASE: March 10, 2025

NEWS MEDIA CONTACT:

Lisa Derderian, Pasadena Public Information Officer, City Manager's Office
(626) 744-4755, lderderian@cityofpasadena.net

City of Pasadena Invites Community to Provide Input on North Lake Avenue Development

PASADENA, Calif.— The City of Pasadena invites the community to help shape the future of the 2.38-acre site at 434-470 North Lake Avenue, which was formerly owned by Kaiser Permanente and used for outpatient and administrative services.

As the City explores development opportunities for this property, it is committed to including the voices of residents in the planning process. The event will provide an opportunity for the community to learn about the property's potential development and the North Lake Specific Plan, which outlines standards that promote development distinctive to the character of North Lake Avenue. This is an opportunity for residents to contribute their ideas and offer feedback on what they would like to see at this location.

The community meeting will take place on Thursday, March 27, from 6:00 PM to 8:00 PM at Lake Avenue Church, located at 393 N. Lake Avenue. Attendees will have the opportunity to hear from City officials, and participate in discussions that will influence the development direction. This event aims to create an open dialogue between the City and its residents, ensuring that the development considers the needs and desires of the Pasadena community.

Parking for the event is available in the church lot. Signage and balloons will guide attendees to the Church's Rose Room on the second floor of the Family Life Center. The City of Pasadena is dedicated to creating a vibrant and sustainable future for this neighborhood, and we need your voice to make it happen. Don't miss out on the opportunity to have a lasting impact on the future of North Lake Avenue.

Stay connected to the City of Pasadena! Visit us online at CityOfPasadena.net; follow us on [Twitter](https://twitter.com/PasadenaGov) at @PasadenaGov, and [Instagram](https://www.instagram.com/cityofpasadena) and [Facebook](https://www.facebook.com/cityofpasadena) at @CityOfPasadena; or call the [City Service Center](http://CityServiceCenter.org) Monday through Friday during business hours at (626) 744-7311.

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