1) What are the best things about Downtown San Dimas today?
   • Have a current site – a real downtown, ownership of space
   • Don’t have cavern type atmosphere – not claustrophobic
   • Scale of existing development
   • Space of sidewalks makes it inviting to walk
   • Events that we are holding – parades, Holiday Extravaganza, etc (community connection points)
     – business participate

2) What are some of the top challenges facing downtown?
   • Parking – access businesses, but prevent spillover into neighborhoods
   • Niche uses – people go for that purpose; otherwise pass through
   • Not a social gathering place or place to linger
   • Lack of nightlife
   • Lack of proactive economic development/lack of investment
   • Difficult to do business downtown
   • Gas station and tire shop on corner of SD Ave and Bonita
   • Lack of bike lanes on Bonita - large bike lanes on Bonita east of SD Canyon Road

3) What could be better about the downtown in the future?
   • Increased nightlife
   • Creation of a place to visit, stay, and linger
   • Restaurant row – more restaurants
   • Build around older buildings
   • Better use of restaurant space at Walker House – use outdoor space; more affordable option
   • A place for families to visit, a place for date night, a place to linger with friends and family – multiple options to visit, art, entertainment, etc.
   • Creation of an identity for greater downtown area-signage, landmarks
Discussion Group #2

1) What are the best things about Downtown San Dimas today?
   - Convenience of having everything centrally located in the city - grocery store, few restaurants, banking, post office
   - Street furniture, diversity of use along the streets, all inclusive, the scale of the streets are good, not intimating
   - Loved the wooden sidewalks that used to be in downtown

2) What are some of the top challenges facing downtown?
   - Will pedestrians be safe with the Gold Line development. Sometimes, it's difficult to cross - specifically near repair shop, just next to the post office, also near the museum. Need traffic lights for pedestrians
   - Parking can be an issue on the weekends
   - Improve night life on the street, when shops close and people go for walk, the lighting is very low so the streets do not feel safe
   - Better variety of options with stores, we have a lot of antique stores and hair salons - need more diversity of stores
   - Traffic, doesn't seem to flow well, need to sync traffic light with traffic flow. With Gold Line, traffic can be worse

3) What could be better about the downtown in the future?
   - Wider variety of shops to choose from. Look at Monrovia, Claremont as model downtowns
   - With mixed use, more parking can be needed

Discussion Group #3

1) What are the best things about Downtown San Dimas today?
   - San Dimas park near City Hall
   - City Hall and Library in DT
   - Small town charm; equestrian country feel; slow growth
   - Walkable, well-lit at night, safe, food options
   - Historic buildings, small town charm (ex. Walker House)
   - Services like coffee, library

2) What are some of the top challenges facing Downtown?
   - New improvements could negate heritage
   - With light rail and RHNA, infrastructure needs (water, wifi, utilities) and lack of parking
   - More things downtown, hang out, more dining, more events
   - Concern about adding people, traffic
   - 400 parking spaces down tow 300 spaces no parking structure makes no sense, park and ride was full before pandemic, empty commercial spaces will be filled in the future

3) What could be better about the downtown in the future (next 10-15 years)?
   - Traditions unique to San Dimas
   - Rodeo parade going forward (western theme from 1800s and embraced in 1950s) to maintain identity
• Cultural and community events, offering activities for local visitors (example: Claremont has 5k in downtown)
• Get local high schools performing in downtown
• Farmers market year round

Discussion Group #4

1) What are the best things about Downtown San Dimas today?
• Small town atmosphere
• Charming, historic factor
  o E.g. Walker House
• Walkability (particularly between Cataract and San Dimas Aves.)
• Lots of potential to bring more people to Downtown and draw from neighboring communities

2) What are some of the top challenges facing Downtown?
• Lack of diverse retail/entertainment options
  o Retail caters primarily to an older population
  o Lots of salons
  o Lack of restaurants
  o Lack of evening activities (e.g. entertainment, community events)
    • Little reason to stay in Downtown San Dimas and the area tends to be quiet by 4 or 5pm.
    There is traffic going through Downtown after hours with people returning from work, but few actually stop in Downtown
• Transportation/Traffic issues
  o Bonita Ave. has fast traffic that cuts through Downtown San Dimas • Dangerous for pedestrians, cyclists, and drivers pulling out of driveways
    • Cyclists tend to avoid Bonita Ave. and take side streets
    • Parking is a major challenge in Downtown
  o People drive eastbound through Downtown San Dimas when returning from work to avoid the 57/210 freeway interchange causing congestion from 5-6:30pm
• Transient behavior in alleys and certain streets in Downtown San Dimas

3) What could be better about the downtown in the future (next 10-15 years)?
• Local flavor is key
  o City has added many national chains, but residents would like to see more local mom and pop shops – less mainstream (neighboring cities have this)
• Restaurants
  o Offer range of dining options (e.g. outdoor dining, tablecloth restaurant, family restaurants)
• Community
  o Increase community events
  o Utilize western and equestrian heritage to create unique, nostalgic, and exciting events that will draw more visitors to the Downtown (give people a reason to stay, shop, and dine)
Potentially close Bonita Ave. or other side streets for larger community events (goal to increase foot traffic downtown and create a more walkable area)
- Consider closing streets for quarterly, not annual events

**Discussion Group #5**

1) What are the best things about Downtown San Dimas today?
   - Easy freeway access

2) What are some of the top challenges facing downtown today?
   - Would like to see more amenities available in the downtown – usually go for the barber shops or to eat, but there is not much else to do.
   - Lack of entertainment options for different times of the day – would like to see more areas for live music, bars, etc. This would help attract a nightlife, younger people, students.
   - Parking is a challenge, especially during events.

3) What could be better about the downtown in the future (next 10-15 years)?
   - Improvements to the parking options, especially with the new L Line station generating new parking needs and more visitors
   - Improvements to network connectivity – make it easily walkable and connected from one end to the other without the need to get into a car. Enhancements that make it clear that it is walkable.
   - Incentivize development in the area – waiving fees, streamlining permit processes for people who are willing to spend money to develop there. Current processes take too long from developer’s point of view.
   - Placemaking to make it attractive to visitors, especially at the ends of downtown. Tire store and gas station on San Dimas Avenue do not represent a clear entry point/welcome into the downtown area.
   - Diversity of businesses/services available in the area, especially those that invite repeat business and encourage people to spend their dollar in their hometown. There are a lot of antique stores that do not generate repeated trips to the downtown.

**Discussion Group #6**

1) What are the best things about Downtown San Dimas today?
   - Unique city and downtown
   - Need to maintain unique quality
   - Equestrian background

2) What are some of the top challenges facing downtown?
   - Downtown is “dead”
   - Little variety / too many hair salons
   - No more brand names / no big brand stores
   - Attract people from outside San Dimas vs. maintain downtown for locals
   - New housing that is appropriate to the community / not too much density
   - Gold Line will bring homeless / need to address in the plan
3) What could be better about the downtown in the future (next 10-15 years)?

- Maintain the unique identity, but add variety
- More and better restaurants
- Smaller “Mom & Pop” business / grow local business
- Address daily needs of locals / more options for locals
- Kid-friendly places
- More artsy
- More events to draw people
- Senior and affordable housing are OK / ADUs are acceptable
- Housing to attract young families and students / introduce a younger vibe
- Reuse of vacant upstairs space in commercial buildings for housing

Discussion Group #7

1) What are the best things about Downtown San Dimas today?

- Walkable downtown especially from San Dimas Avenue to Eucla Avenue
- Old town charm with many of the buildings in downtown that are over 40 years old
- Like that we don’t have a huge mall
- Great place to raise a family
- Western downtown area especially the Popeye’s, Taco Bell, KFC, McDonald’s lining Arrow Hwy has a consistent architectural theme.

2) What are some of the top challenges facing downtown?

- Retaining the walkability; lack of uniform sidewalks
- Bicycle access and safety along Bonita Avenue and with the Gold Linen coming; should direct drivers away from Bonita and reduce driving speed
- Too many hair salons and antique shops
- Not enough open spaces such as open courtyards
- Housing affordability; millennials can’t afford existing housing

3) What could be better about the downtown in the future (next 10-15 years)?

- Better lighting for safety in open spaces areas i.e. Pioneer Park
- Maintain small town feel by utilizing appropriate architectural design for new developments
- We’re missing things that attract young families; the fitness area in civic center park is nice, but we lost the playground.
- Not a fan of large multi-family housing right up against the sidewalk, but would be more acceptable if it was designed to blend in better with existing architectural styles of the area
- 2028 Olympic Games is coming to Bonelli Park; what can we look at in order to entice people to come back to San Dimas to spend money, etc.
- We should look at places like downtown Monrovia that’s more in scale with San Dimas than Pasadena for ideas
Discussion Group # 8

1) What are the best things about Downtown San Dimas today?
   • Walkable downtown
   • Form, character and historic look of the downtown; should be preserved
   • Centrally located and easily accessed from anywhere in the city and freeways
   • Feeling of safety while in the downtown

2) What are some of the top challenges facing downtown?
   • Not enough variety of uses in the downtown
   • Need to attract various uses similar to Claremont and Pasadena
   • Nothing in the downtown to attract visitors after 5:00 PM
   • Vacancies in San Dimas Station are concerning. Need to have mechanisms to attract businesses
   • Lack of vibrancy in the downtown
   • Need more landscaping (green walls, trees, etc.)

3) What could be better about the downtown in the future (next 10-15 years)?
   • Downtown needs places to congregate
   • Downtown should have more than just commercial uses; art spaces, amenities, places that provide an experience
   • Tie downtown to civic uses
   • Proposed building should complement existing town core architecture and downtown’s “small-town” feeling
   • Need more mixed-use developments to bring in additional commercial and residential
   • Need uses that will attract all age groups