



NORTHWEST COMMISSION

April 7, 2003

Mayor Bill Bogaard  
and Councilmembers  
City of Pasadena  
100 North Garfield Avenue  
Pasadena, CA 91101

**SUBJECT: FAIR OAKS ORANGE GROVE SPECIFIC PLAN PROVISION FOR THE  
SALE OF ALCOHOL FOR OFF-SITE CONSUMPTION**

The Northwest Commission is pleased to respond to City Council's request made on December 9, 2003, that the Commission hold a public forum to 1) to discuss the Fair Oaks Orange Grove Specific Plan's (Specific Plan) provision on the sale of alcohol for off-site consumption, 2) to receive input from the community, and 3) to report back to the City Council on the input received at the forum.

On January 28, 2003, the Commission held a public discussion of the Plan's provisions as related to sale of alcohol for off-site consumption and continued its discussion to March 25, 2003 in order to receive additional information from staff. Following consideration of the information provided by staff and the extensive community input received at both public meetings, the Northwest Commission passed a motion (6 to 1) to recommend that City Council retain the Fair Oaks Orange Grove Specific Plan as it now stands. The Commission concluded that while there are specific concerns about the process in drafting the Specific Plan, they do not outweigh the overall community vision and goals included in the approved Specific Plan.

The transcripts, noted in **Attachment 1**, for both meetings are available upon request. In addition, a map that identifies the location of all alcohol sales establishments in Northwest Pasadena and a table listing all known establishments permitted for off-site sales within the City have been included in **Attachment 2**.

The public meeting on January 28, 2003 had a very large turnout of residents and interested parties who wanted to voice their opinions on the issue. At the meeting, Ms Patrice Traylor opened the topic with a thorough overview of the history of the Fair Oaks Orange Grove Specific Plan planning process and a description of the provision for prohibiting the sale of alcohol for

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off-site consumption and the CUP process. The overwhelming input from those in attendance was in opposition to alcohol sales and the resulting effects of alcohol abuse.

Many stories were told about the negative impacts of alcohol on the Northwest community as well as within the Specific Plan area. Some speakers addressed the Specific Plan's provisions related to alcohol sales and the manner in which alcohol uses are granted or denied. Concerns were raised related to the fairness and equality of such provision with respect to same or similar provisions in other areas of Pasadena. Other concerns pertained to the manner and process by which this issue became part of the Specific Plan and whether there exist racial underpinnings in the provision.

In continuing the meeting to March 25, 2003, the Commission requested the following additional information: 1) how other Specific Plans address the sale of alcohol for offsite consumption, 2) a description of the community participation process which determined the concern about the sale of alcohol for offsite consumption and 3) the prohibition of the CUP process in other specific plans (**See Attachment 3**). In addition, the Commissioners further agreed that the Commission, at its March 25<sup>th</sup> meeting, would make a recommendation to the City Council in addition to forwarding information from the public meetings.

The input received at the March 25, 2003 meeting from residents, was very similar to the input received on January 28, 2003. While the Northwest Commission is pleased with the participation and outcome of this exercise to hear the voices of the community, there were some issues that came to light that also need to be addressed. Some of these issues are:

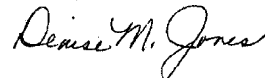
- 1) A specific storeowner claims to have been denied an alcohol license for offsite consumption prior to the adoption of the Specific Plan, but that the Specific Plan's provision was said to be the reason for the denial,
  - 2) Several residents expressed concern about the inclusiveness of the planning process and whether it was inclusive in considering input from a cross section of the community,
  - 3) The information that 27 out of 73 licenses for sale of alcohol for offsite consumption (36 percent) are located in Northwest Pasadena,
  - 4) The inference, implied or otherwise communicated by some members of the public, that alcohol related incidents are associated with race/ethnicity,
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- 5) What is the strategy for the economic survival of businesses in Northwest Pasadena? Would there be an opportunity to review the prohibition after a specified period of time (e.g. 5 years)?, and
- 6) Repealing the prohibition on alcohol in the Specific Plan could open demands to repeal other restrictions and/or prohibitions in the plan such as setbacks, density, institutional uses, etc.

These are a few of the topics that the Commission feels merit further consideration and discussion in future community meetings. The Commission welcomes the support of the City Council in examining these issues.

Respectfully Submitted



Denise Jones, Chairperson  
Northwest Commission

Attachments

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