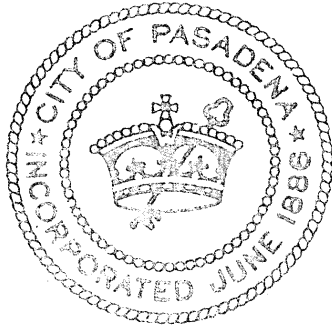




Agenda Report

September 19, 2011

TO: Honorable Mayor and City Council

FROM: Planning Department

**SUBJECT: GENERAL PLAN LAND USE AND MOBILITY ELEMENTS UPDATE –
JUNE COMMUNITY SURVEY RESULTS**

RECOMMENDATION:

This report is presented for information only.

BACKGROUND:

In spring 2009, the City of Pasadena began updating its General Plan Land Use and Mobility Elements. The General Plan is a blueprint which guides the future of a community for the next ten years and beyond. Over 100 public events were held in 2009 to identify community concerns and issues. In fall 2010, a series of community workshops were held to take those ideas and translate them into four land use alternatives. In winter and spring 2011, those alternatives were evaluated for impacts to be presented to the community in the form of a survey.

In June and July 2011, a General Plan Community Survey was distributed that asked the community for feedback on which alternative, or combination of alternatives, were preferred for six planning areas. Over 70,000 surveys were mailed to all Pasadena households and businesses in a special newsletter with detailed information on the alternatives. The survey and newsletter were also available online.

Response to the survey was strong with almost 3,000 returns that were well-distributed among all zip codes. The results demonstrate strong support for the General Plan's existing seven guiding principles and reflect a diversity of opinions about each planning area. Alternative C (focus future growth around Gold Line Stations and at major intersections) received the highest support in every planning area; however none of the alternatives received more than 33 percent support in any given area. In some areas two or more alternatives received nearly equal support.

The results of the survey are consistent with the results of the Resident's Survey, a telephone survey conducted by the City in April 2011. One of the questions from the telephone survey asked for opinions about future growth in the City. A majority of respondents favored either managed growth in major commercial areas and around rail stations or growth in order to encourage job creation and enhance the local economy.

Response Rate

In total, 2,893 people completed the survey for an overall response rate of five percent and a margin of error of less than less than 1.8 percent. This is consistent with response rates for cities with over 100,000 people. The survey respondents included residents from all the city's six zip codes and people who work in Pasadena. Over 300 completed surveys were received from each zip code or an overall household response rate of four to nine percent for each zip code. Surveys from people who work in Pasadena but do not live in the City, or who did not provide their zip code of residence, accounted for six percent of total responses. The Spanish version of the survey accounted for just over three percent of all responses. More than one-third of the responses were completed online.

Survey Results

The results of the survey are summarized in the attached final survey report, which will be made available online the week of September 19th. The survey included questions on the guiding principles, mobility policies and feedback on the alternatives. The results were presented to the Planning Commission on September 14th and General Plan Update Advisory Committee (GPUAC) on September 15th and will be presented to the Transportation Advisory Committee (TAC) on September 22nd. A short summary of the survey results is provided below:

In response to questions about the importance of the General Plan's existing guiding principles, at least 70 percent of the respondents rated every guiding principle as a high priority or medium priority. When asked about additional themes that could be integrated into the guiding principles, respondents strongly supported public education and sustainability.

Respondents also were asked to rank the importance of four mobility policy statements. There was strong agreement with two of the mobility statements and less than 50 percent agreement with two. The two with strong support included targeting new housing, shopping and offices around transit stations and modifying streets so that they are safe and attractive places to walk. There was less support for creating a new system of bike lanes by reducing traffic lanes and limiting the supply of parking around Gold Line stations to encourage transit use.

No alternative received more than one-third of the response for any of the planning areas. Alternative C (focus future growth around Gold Line Stations and major intersections) was the most preferred alternative within each planning area, followed by Alternative B (focus on improving the local economy) in all areas except the Central District. Preferences for the Central District were particularly diverse, where

Alternatives B, C and D (reduce development capacity throughout the City) all received between 30 and 20 percent support. Alternative A (redirect growth away from the Central District and into other areas of the City) had the lowest level of support in all planning areas.

After identifying an alternative for each planning area, respondents were asked to select up to two factors that guided their preferences. The two most frequent factors selected were "Jobs, shopping and housing close to transit" and "Increasing jobs".

Concept Plan Development

The results of the survey provide a framework to begin drafting a concept land use plan. In preparing the draft plan, staff will also take into consideration the seven guiding principles, the Draft Economic Development Strategic Plan, and environmental concerns such as greenhouse gas emissions. A draft concept plan will be presented for review by the public, advisory commissions and City Council.

Before beginning to map the concept land use plan, review of the survey results will be scheduled for several City Council meetings in September and October to allow for consideration of specific direction for each geographic planning area. The first meeting will focus on the Central District, where the survey results showed a diverse range of opinions regarding growth. The second meeting will focus on East Colorado and East Pasadena; the final meeting will focus on North Lake, Fair Oaks/Orange Grove and South Fair Oaks. At these meetings, the Council will be asked to provide staff with additional feedback on how the survey and other factors should guide and shape the concept plan.

This fall, the Planning Commission and Transportation Advisory Commission will also begin discussing the policies that support the guiding principles. Further public outreach regarding the policies will be conducted in anticipation of bringing forward recommendations for policy revisions along with the concept land use plan later in the year.

Survey Outreach

Extensive outreach was conducted to publicize the newsletter and survey in order to encourage community participation. This included sending press releases to area newspapers and online news sources, circulating flyers at libraries and community centers, distributing e-mails and information articles to local groups and organizations, sending weekly e-mail blasts to over 1,500 subscribers, posting regularly on the General Plan Facebook page, producing a special cable television show, and securing online advertisements. The City also held five informative community workshops in June 2011 (the fifth workshop being conducted in Spanish). The workshops included exhibits and presentations along with the opportunity to ask questions or comment on the alternatives. Over 300 people attended the workshops.

The four alternatives were developed in November 2010 at a charrette, or intensive multiple-day workshop. The charrette was attended by representatives of the City's

nine land use and transportation commissions, members of the General Plan Update Advisory Committee (GPUAC), residents, non-profits, and business owners. The survey, newsletter and workshops were also developed and promoted with strong GPUAC participation.

COUNCIL POLICY CONSIDERATION:

The General Plan is updated on average every ten to twenty years to ensure it is aligned with the City's overall vision, with the last comprehensive update to the Land Use and Mobility Elements completed in 2004. Guiding Principle #7 focuses on community participation and the need for the community to directly participate in shaping plans and policies for the City's future. The survey provided an opportunity for the community to provide feedback on the alternatives and will assist in developing land use concept maps.

FISCAL IMPACT:

There is no fiscal impact as a result of this action and will not have any indirect or support cost for requirements. The anticipated impact to other operational programs or capital projects as a result of this action will be none.

Respectfully submitted,



VINCENT P. BERTONI, AICP
Director of Planning

Prepared by:



Jason C. Mikaelian, AICP
General Plan Manager

Approved by:



for MICHAEL J. BECK
City Manager

Attachment: Pasadena General Plan Update Survey Report