

STAFF REPORT

TO: CITY OF PASADENA COMMISSIONERS
FROM: RICHARD J. BRUCKNER, PLANNING AND DEVELOPMENT DIRECTOR
DATE: THURSDAY, OCTOBER 1, 2009
SUBJECT: GENERAL PLAN UPDATE: LAND USE, MOBILITY, OPEN SPACE AND CONSERVATION ELEMENTS

RECOMMENDATION:

All Pasadena commissioners and committee members are invited to attend a General Plan Workshop on **Thursday, October 29 at 6:30 PM in the Grand Conference Room of City Hall**. The purpose of the workshop is twofold:

1. To provide information about the General Plan Update process and community outreach program, and
2. To elicit feedback from commissioners about priorities and concerns for the future.

Commissions and Committees are encouraged to attend the General Plan Workshop and in advance hold a discussion of Commission issues and priorities in relation to the General Plan Update.

BACKGROUND:

The City is currently updating the following elements of the General Plan: Land Use, Mobility, Open Space and Conservation. Community participation is a priority in updating the plan and the City is dedicated to engaging a diverse audience. In spring of 2009, the City Council appointed 11 primary and 11 alternate members to the GPUAC to guide the creation of a comprehensive community outreach program as described below. A special workshop for advisory commissions was specifically included in the program to gain the unique and important commission perspectives on community issues.

The State of California requires every local jurisdiction to have a General Plan. Pasadena last updated its Land Use and Mobility elements in 1994 and in 2004 and the Open Space and Conservation elements in 1976. The City recently updated the Green Space, Recreation, and Parks Element and the Housing Element is in its final stages. The current General Plan can be found on the City's webpage at cityofpasadena.net/generalplan

Updating the General Plan will occur in three phases. The first phase includes a broad community outreach program to identify community priorities and concerns. At the end of the first phase, an issues summary report will be presented to the City Council identifying the critical areas of focus for the second phase. In the second phase (spring 2010 to fall 2010), the City will prepare a number of land use and mobility alternatives and return to the community for further discussion of the trade-offs between alternatives. In the third and final phase (fall 2010 to fall 2011), the preferred alternatives will be developed into a draft plan for review by various commissions and final approval by the City Council.

COMMUNITY OUTREACH PROGRAM

The following is a brief summary of completed and ongoing community outreach components:

Stakeholder Interviews (July-August): To gain a preliminary sense of concerns in the community, staff interviewed over 50 stakeholders representing a variety of interests. The goal of this tool was to gain the broadest understanding of how people viewed the City. A wide cross-section of perspectives was sampled including residents, business owners, property owners, neighborhood association members, local non-profits, institutions, advocates, cultural leaders, and many others participated in these interviews.

Community Organization Workshops (July 1-September 15): Staff and GPUAC members teamed up with Pasadena organizations that met regularly to get their input. The City visited 38 organizations, including neighborhood associations, business districts, and non-profit groups. In addition, a Do-It-Yourself Workshop was held where people learned how to facilitate the same workshop and hold additional outreach meetings.

Community Workshops (September 15-September 29): In follow up to the organizations workshops, five general community workshops were held to capture a broader population outside the network of organizations. The meetings were offered in diverse geographic locations; four on weeknights and one on a weekend. These meetings, which encouraged open discussion on the unique characteristics and challenges in Pasadena, were facilitated by GPUAC members.

MoveAbout Tours (September 1 – October 12): Six self-guided tours were offered involving different modes of travel – car, bus, bicycle, the Gold Line, and walking. The tours encourage people to experience many of the issues that will need to be considered in future General Plan discussions.

Council District Workshops (October 1-21): In October, each Council Member will host a workshop to discover what is special or unique about their district and what challenges their district faces.

Speaker Series (September 16-November 4): To provide educational information about some of the key land use and mobility issues, five speakers panels were offered to the community throughout the fall. Topics included: People, Housing and Density; Streets, Traffic, and Transit; Design and the Character of Pasadena; Sharing Water, Energy and Other Resources; and Our Plans and the Marketplace. At each session, significant time is also set aside for questions and comment. A schedule is attached.

Youth Involvement (Continuous): A special outreach program was designed to reach out through youth oriented organizations and involve young people in the process through a variety of activities. Program highlights include an art exhibit of student sculptures representing their view of Pasadena's future, a special student MoveAbout Tour of the Gold Line, a series of three-dimensional city building exercises, a video production project focused on interviewing residents about the General Plan, and a series of conversational workshops generating a set of responses to the same questions posed to adults throughout the community.

Special Events (Ongoing)

Staff and/or GPUAC members have attended and presented General Plan information at a variety of community events including the water conservation fair, the Latino Heritage Parade,

Art Night, and a series of back-to-school night events. Other events will be included as time permits.

Community-Wide Open House (November 14): The GPUAC and staff will host an Open House from 1PM to 5PM at 345 S. Lake Avenue (former Stein Mart space) and the N. Courtyard of Macy's & the Shops on Lake Avenue. Participants can choose to engage in a variety of interactive stations including community artworks, short speaker sessions, multi-media presentations, an information gallery and group discussions. The event will also include food booths, live entertainment and youth activities.

Communication (Continuous): The City has used a number of media tools to communicate about the General Plan Update including a series of press releases and news stories, a special General Plan edition of the *Pasadena in Focus* newsletter, a comprehensive website, a service announcement and informational programming on KPAS, e-mails blasts to individuals and organizations, information posts on local blogs, letters to faith organizations and non-profits, and promotional posters and banners, and online advertising.

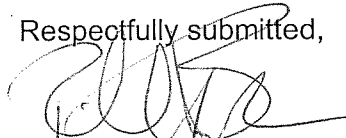
GENERAL PLAN WORKSHOP FOR COMMISSIONS

At the October 29 General Plan Workshop, an update on the outreach process will be followed by small group discussions in a format similar to the community workshops. GPUAC members will facilitate a discussion on two questions:

- What makes Pasadena special or unique to you?
- What are the key challenges facing our community?

These questions are pivotal to the content of the General Plan as they demonstrate what is valued, what needs to be preserved and supported, and what concerns need to be addressed in the update process.

Respectfully submitted,



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Director of Planning and Development

Prepared by:



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Attachment: Speaker Series Flyer
Pasadena in Focus – General Plan Edition