

### 3. ISSUES, OBJECTIVES & POLICIES

The Mobility Element contains multimodal components that will enhance the performance of Pasadena’s transportation system. It is structured to effectively implement the objectives and policies that reflect both citizens’ and decision-makers’ desires to provide mobility and quality access to existing and future residential, recreational and employment uses.

The following key issues, objectives and policies were identified through extensive community and intergovernmental outreach efforts, transportation analysis, and consideration of objectives identified in the General Plan’s Guiding Principles.

#### 3.1 ISSUES

The General Plan embodies seven Guiding Principles that are used to shape development and implementation of the City’s policies, plans and programs.

- Growth will be targeted to serve community needs and enhance the quality of life.
- Change will be harmonized to preserve Pasadena’s historic character and environment.
- Economic vitality will be promoted to provide jobs, services, revenues, and opportunities.
- Pasadena will be promoted as a healthy family community.
- Pasadena will be a city where people can circulate without cars.
- Pasadena will be promoted as a cultural, scientific, corporate, entertainment, and educational center for the region.
- Community participation will be fostered as a permanent part of achieving a greater city.

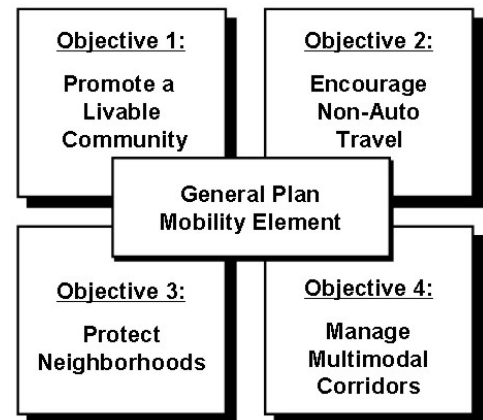


Figure 1: Mobility Element Update Objectives

Effective and efficient transportation services are critical components of achieving the quality of life for residents and the economic vitality for commercial activities envisioned in the General Plan.

## 3.2 OBJECTIVES & POLICIES

### 3.2.1 Promote a Livable and Economically Strong Community

Pasadena enjoys a high-performing, diverse economy. Its leading industries include health, telecommunications and utilities, engineering and construction, financial services, higher education, and general retail including automobiles. Increasingly, Pasadena is home to technology-based companies.

Transportation systems that provide quality service are important components of a livable and economically vibrant community. For that reason, the City includes management of transportation in the General Plan Guiding Principles. Pasadena envisions a community that provides transportation services to support quality residential neighborhoods, improve connectivity, promote safety, incorporate quality in design and delivery of services, foster partnerships among public and private sector entities, and that recognizes the distinctive needs of various user groups and places.

The City is committed to providing a system of non-auto travel alternatives that will be attractive in terms of price, convenience, and quality to residents, employers, and visitors.

The role of transportation services in achieving other General Plan principles resulted in the development of transportation review guidelines to promote a livable community. These are outlined in **Figure 2**.



**Pasadena has many distinct events, programs and places of economic activity. Each requires transportation services tailored to its needs.**

## Transportation Review Guidelines To Promote A Livable Community

### At the scale of the **Community**

- Streets that clearly guide users to public spaces
- Physical connections through a network of public places using connected pathways
- Streets to accommodate diverse transportation modes and needs
- Engaging and active streets

### At the scale of the **Residential Neighborhood**

- Neighborhood linkages using direct, continuous and connected paths
- Streets that contribute to the physical safety and comfort of pedestrians

### At the scale of the **Corridor**

- Support of streetscape amenities
- Protected sidewalks and pedestrian zones
- Measures to protect pedestrians

### At the scale of the **Residential Streets**

- Neighborhood streets that are walkable
- Neighborhood streets with appropriate traffic volumes and speeds

### At the scale of the **Site**

- Integrated land use and transportation planning with non-intrusive parking

Figure 2: Transportation Review Guidelines

- POLICY 1.1 **Provide for new multifamily residential development in key transit corridors and provide for new employment in these corridors.**
- POLICY 1.2 **Allow mixed-use zoning that includes housing and commercial uses to encourage living and working in the same area and to achieve a reduction of trips.**
- POLICY 1.3 **Develop convenient access between affordable housing, employment, and access to services.**
- POLICY 1.4 **Encourage development and early application of project review guidelines that are supportive of transportation objectives and that recognize the special needs of seniors, youth, and persons with disabilities.**
- POLICY 1.5 **Promote ease of access to local and regional transportation services by developing identifiable corridors and appropriate signage to accommodate travel within the City and to/from destinations outside the City.**

- POLICY 1.6      **Provide** priority treatment for transit services with respect to location of stops. Improve traffic signal system in the City’s multimodal corridors to enhance overall system performance.
- POLICY 1.7      **Focus** development densities for residential and non residential land uses around the six Gold Line Light Rail stations within City boundaries.
- POLICY 1.8      **Continue** programs to implement both transportation improvements and automobile demand reduction programs that mitigate the impacts of new development.
- POLICY 1.9      **Promote** the enhancement of attractive, convenient non-auto services providing access to neighborhood districts, community and regional centers, and mixed-use boulevards.
- POLICY 1.10     **Promote** user safety in design and development of new transportation projects and services.
- POLICY 1.11     **Develop** and coordinate implementation of traffic management initiatives between the Police Department and the Transportation Department to increase compliance with traffic laws in order to improve the safety of the local roadway system.
- POLICY 1.12     **Promote** environmentally friendly and convenient transportation services.
- POLICY 1.13     **Cooperate** with regional agencies to inform the public of area-wide transportation initiatives, and actively participate in area-wide planning studies and interagency initiatives to improve transportation services.
- POLICY 1.14     **Recognize** the distinctive transportation needs of the community and deliver appropriate transportation services developed through public outreach programs.
- POLICY 1.15     **Coordinate** transportation services and programs with all City departments.

- POLICY 1.16 Collaborate with the business community to improve parking services including shared-parking and pooled-parking facilities in appropriate locations to more effectively use the overall parking supply. Pursue the installation of automated parking guidance systems where appropriate in City owned facilities and encourage their use in privately operated facilities.
- POLICY 1.17 Develop parking guidelines for new developments located in proximity to transit that establish capped parking requirements to reflect proximity to transit and encourage its use.
- POLICY 1.18 Support the sustaining of recent improvements in air quality and achieve further significant progress in such improvements to meet State and Federal mandates.
- POLICY 1.19 Provide an ongoing review of emergency operations plans and provisions to ensure that the City's program for emergency transportation services is coordinated with other local and regional jurisdictions and incorporates updated procedures and programs as appropriate.
- POLICY 1.20 Provide services to support community events that require special transportation provisions and take into account measures to reduce traffic impacts in adjacent neighborhoods.
- POLICY 1.21 Pursue funding opportunities to implement programs and projects that contribute to the City's overall transportation vision of achieving a livable community where people can circulate without cars.
- POLICY 1.22 Evaluate transportation programs and projects on a periodic basis to determine their effectiveness and make modifications as necessary.
- POLICY 1.23 Promote continuous improvement in addressing safety features in the design and delivery of all ongoing transportation services.

### 3.2.2 Encourage Non-Auto Travel

The City is served by regional and local bus transit service as well as regional light rail service. Collectively, these transit services, along with pedestrian, bicycle, and car-sharing initiatives, provide the traveling public with viable alternatives to reliance on single-occupant automobiles to meet most mobility needs. These non-auto services provide a basic network throughout the City that is strengthened by implementation of policies and programs to maximize the use of the existing transportation infrastructure. Furthermore, promoting non-auto travel alternatives for traveling within and outside of the community along with parking management strategies represents an important and environmentally friendly way of controlling congestion and promoting active and vibrant City streets. In commercial areas of the City a “Park Once” policy can be fostered through coordination of parking and local transit services, and provision of pedestrian amenities.

Significant advances in development of non-auto travel modes have been made in the past few years. With the development of the Gold Line Light Rail service, there are even greater opportunities to preserve, enhance, and/or create conditions to encourage people to walk and shop in areas near their workplace, transit stops, or residences. The initiation of regional Gold Line Light Rail service, plans for its expansion, improved regional bus service, expanded local transit services, and improved pedestrian and bicycle provisions create substantial opportunities to achieve Pasadena’s adopted vision of being a City where people can circulate without cars. Shared parking initiatives and parking in commercial areas can reduce the dependence on single-occupant auto driving. Strategies to accomplish this objective are summarized in **Figure 3**.



Figure 3: Strategies to Encourage Non-Auto Travel

- POLICY 2.1 Promote the eastward extension of the Gold Line Light Rail transit service, related commuter parking facilities, and the expansion and use of regional and local bus transit service.
- POLICY 2.2 **Develop** local feeder-circulator transit services connecting residential neighborhoods and places of activity with Gold Line Light Rail stations.
- POLICY 2.3 **Seek** funding to expand the Pasadena ARTS service to provide increased local transit service throughout the community.
- POLICY 2.4 **Encourage** the construction of safe, clean, and attractive transit stops by including consideration of such improvements along with bicycle facilities and pedestrian amenities in the City's project review process.
- POLICY 2.5 **Encourage** all transit operators to coordinate services, fare policies, and programs at major transit stations in order to enhance reliability of service, enable convenient transfers, promote pedestrian safety, and better inform the public about travel options.
- POLICY 2.6 **Promote** the multimodal function of transit centers (bus and rail) along with clear and easy-to-understand transit user information (route, schedule, fare, transfer policy, etc.).
- POLICY 2.7 **Promote** improvements for pedestrians to support vibrant and active streets and major places of activity.
- POLICY 2.8 **Develop** and maintain a comprehensive and integrated system of bikeways and increase bicycle racks at major destinations to promote bicycle riding for commuting and recreation.
- POLICY 2.9 **Foster** programs and initiatives that promote non-auto travel such as vanpools, ride-sharing and car-sharing membership services.
- POLICY 2.10 **Develop** zoning guidelines to promote and foster establishment of Transit Oriented Districts adjacent to light-rail stations to encourage living and working within the same community area.

### 3.2.3 Protect Neighborhoods

**Neighborhood Traffic Management**  
Tools include, but not limited to:

- Traffic Signs
- Speed Humps
- Street Narrowing
- Median Islands
- Turn Restrictions
- Speed Enforcement
- Traffic Circles
- Residential Parking

The City recognizes the need to address traffic safety within residential neighborhoods and therefore the Council approved measures to protect neighborhoods from traffic intrusion. A significant concern of residents regarding local neighborhood streets is the volume of traffic, the speed of traffic, noise impacts and on-street parking impacts, and impacts of truck traffic of large construction projects. All of these concerns have an impact on the neighborhood and may also affect safety and quality of life on local streets. A Neighborhood Traffic Management Program (NTMP) is underway to address areawide traffic problems in communities throughout the City. A toolbox of traffic management or “traffic calming” techniques is being used to reduce the attractiveness of neighborhood streets to traffic intrusion. Key measures are summarized in **Figure 4**.

## PROTECT Neighborhoods

- Neighborhood Traffic Management Programs and ongoing assessment of their applications
- Ongoing review of neighborhood parking restriction programs
- Improved Preferential Permit Parking Program services
- Assessment of project impact on adjacent neighborhoods and development of appropriate mitigation
- Promotion of Safe Routes to School

Figure 4: Strategies to Protect Neighborhoods

- POLICY 3.1** Make the most efficient use of major corridors and discourage auto and truck traffic from using local streets to bypass congested inter-sections. Review new development along multimodal corridors to eliminate or minimize the intrusion of traffic from these projects.
- POLICY 3.2** Apply traffic management measures to control vehicular traffic speeds and volumes on local and collector streets within residential neighborhoods to assure safe and orderly traffic flows.

- POLICY 3.3      **Manage** traffic volumes and speeds on collector and local streets that are compatible with the character of the adjacent land uses, the function of the street(s), and bicycle and pedestrian traffic.
- POLICY 3.4      **Implement**, in cooperation with the community, the Neighborhood Traffic Management Program (NTMP). Implement traffic calming measures to control the speed and volume of traffic and thereby the related noise impacts on local streets within the community, especially on residential streets adjacent to schools, parks, and community centers.
- POLICY 3.5      **Promote** safe travel in neighborhoods and enforce traffic regulations with particular attention given to sensitive uses such as schools, senior centers, hospitals, community services, and parks.
- POLICY 3.6      **Provide** programs, transit and traffic management services, residential parking management, and bicycle improvements that are compatible with neighborhood needs and are developed in collaboration with the community.
- POLICY 3.7      **Inform** and involve neighborhood residents in transportation programs such as the Suggested Safe Routes to School Program to help ensure that students can safely walk or bicycle to and from school.
- POLICY 3.8      **Implement** parking programs that recognize the unique characteristics of neighborhoods and distinctive places within such neighborhoods.
- POLICY 3.9      **Implement** parking enforcement programs to protect residential and commercial areas immediately adjacent to the Gold Line stations from spillover commuter parking impacts.
- POLICY 3.10     **Enforce** regulations that prohibit parking of commercial, recreational, and non-operable vehicles in residential areas, including the staging of taxi services.

POLICY 3.11	<b>Recognize designated de-emphasized streets as routes where efforts will be made to limit increases in travel. Measures that would increase traffic in these streets will not be planned or implemented.</b>
POLICY 3.12	<b>Cooperatively develop and implement pro-grams developed for designated de-emphasized streets to control future increases in traffic volumes.</b>
POLICY 3.13	<b>Minimize the widening of significant portions of streets to promote non-auto travel and protect parkland throughout this process.</b>
POLICY 3.14	<b>Seek funding to construct soundwalls to protect neighborhoods from noise impact caused by freeway traffic.</b>

### 3.2.4 Manage Multimodal Corridors

Pasadena’s hierarchy of streets provides for the vehicular transportation needs of the City and much of its pedestrian activity. Also, Pasadena has established policies designed to manage and balance competing demands for use of the street network. One set of its policies addresses multimodal corridors. Management of mobility on these major corridors is an effective means of addressing citywide mobility needs and encouraging non-auto travel while also protecting neighborhoods from traffic intrusion.

Because the multimodal corridors provide the backbone of the City’s infrastructure system, they should be designed and managed to promote efficient and convenient travel by all appropriate modes. These corridors also serve most of the City’s major activity centers. It is important their design and operation be sensitive to the requirements of the City’s major destinations and places of activity.

Multimodal corridors are also the main thoroughfares for movement to and from Pasadena. Policies and guidelines that manage them create an environment where different modes of travel can co-exist and share the roadway, providing seamless connections and reinforcing each other to develop a balanced and efficient transportation system. Well-managed multimodal corridors accomplish the following:

- Improve pedestrian, vehicular and bicycle safety
- Encourage multimodal travel
- Optimize limited street capacity and balance competing uses

- Promote land uses that contribute to active and vibrant streets
- Assure compliance with the Americans with Disabilities Act requirements
- Ensure safe and efficient mobility
- Support deliveries of goods crucial to the economic strength of businesses
- Recognize travel differences during morning and evening peak travel periods
- Allow for maintenance of streets and related public services
- Minimize undesirable impacts of transportation facilities
- Improve air quality

A major resource to promote non-auto travel in the City is the recent development of the Gold Line Light Rail service. Other resources include the expansion of local transit services, plans for bicycle lanes and related improvements, and an increased emphasis on pedestrian and other non-auto enhancements during the design and review of new development projects. The challenge is to incorporate all of these non-auto and vehicular considerations into an effective and efficient citywide transportation system. This will strengthen development of well-identified major travel corridors that are managed to accommodate increases in travel that will respect the needs of adjacent neighborhoods. Overall measures to manage multimodal corridors are shown in **Figure 5**.

**MANAGE Multimodal Corridors**

- Incorporate technological advancements to manage travel, improve safety and inform the public of travel opportunities
- Design streets compatible with urban design guidelines that accommodate diverse transportation modes and needs
- Implement programs to balance the needs of all modes and users including the business community
- Apply consistent standards for transit-related improvements, pedestrians and bicycle facilities
- Coordinate traffic management and enforcement initiatives

**Figure 5: Strategies to Manage Multimodal Corridors**

POLICY 4.1      **Develop and implement appropriate traffic management measures and improved directional signage to keep traffic on designated major multimodal corridors and to accommodate the needs of users along the corridor and the needs of multimodal and peak-hour travelers.**

POLICY 4.2      **Develop and implement, in cooperation with the community, measures to address the needs of neighborhoods in designated areas adjacent to multimodal corridors that experience cut-through traffic.**

POLICY 4.3      **Provide and reinforce seamless and efficient multimodal transfer connections with emphasis on key destinations.**

POLICY 4.4      **Design intersections and operate multimodal corridors to achieve safe interaction for all modes of travel particularly for pedestrians and bicycle users.**

POLICY 4.5      **Ensure safe and efficient travel and traffic management throughout the City, while providing adequate access for all users.**

POLICY 4.6      **Upgrade the Traffic Management Center and deploy advanced technology along multimodal corridors, at congested intersections, and at key places of pedestrian and bicycle activity to improve overall system performance and user safety.**

POLICY 4.7      **Cooperate with regional agencies to promote area-wide solutions that are coordinated with other jurisdictions and transportation providers, and actively participate in regional and subregional planning initiatives, consistent with City-adopted plans and policies.**

POLICY 4.8      **Expand the Traffic Management Center (TMC) capabilities to provide priority treatment and monitoring of transit vehicles at traffic signals on major streets along with the use of advanced communication systems to provide additional traveler information services and monitoring of traffic and transit services by using automated vehicle location technology.**

- POLICY 4.9      **Reduce the need for long-term parking in commercial areas through creative programs designed to reduce employee dependence on automobile commuting and parking.**
- POLICY 4.10     **Assist employers in developing transportation benefit programs for transit users to provide options that are competitive with automobiles.**
- POLICY 4.11     **Establish programs that provide for existing and future parking demands in commercial areas in an economically feasible and aesthetically pleasing manner.**
- POLICY 4.12     **Collaborate with the business community to provide public auto and bicycle parking that is close to destinations for short-term (customer) needs and use outlying parking (but not in residential areas) for long-term (owner and employee) parking in major commercial areas.**
- POLICY 4.13     **Coordinate auto and bicycle parking management policies with other transportation and project review efforts such as transit enhancements and transportation demand management programs.**
- POLICY 4.14     **Collaborate with the business community to encourage truck deliveries to be made in off-peak hours especially in areas where intersections are congested and nearby residents would be affected. This policy must be consistent with provisions of the City’s noise ordinance.**
- POLICY 4.15     **Limit the intrusion of commercial truck traffic on City streets by directing truck traffic to major arterials and enforcing related regulations on local streets.**
- POLICY 4.16     **Recognize and accommodate the distinctive needs of the users of multimodal corridors as well as the particular needs of major destinations.**
- POLICY 4.17     **Designate taxi staging areas and enforce restrictions to prohibit taxicabs from staging in**

residential areas.

POLICY 4.18

**P**articipate in pending interagency reviews of the completion of the I-710 Freeway Gap consistent with the voter-approved initiative passed in March 2001 that favors completing the I-710 Freeway extension between the I-210 and I-10 freeways.