

Agenda Report

May 23, 2011

TO: Honorable Mayor and City Council
FROM: Planning Department
**SUBJECT: GENERAL PLAN LAND USE AND MOBILITY ELEMENTS UPDATE –
JUNE COMMUNITY SURVEY AND WORKSHOPS**

RECOMMENDATION:

This report is presented for information only.

BACKGROUND:

The next step in the process to update the General Plan Land Use and Mobility Elements is a community survey and series of workshops to be held during the month of June 2011. The survey will ask the public for feedback on which alternative, or combination of alternatives, they prefer.

The four alternatives being considered 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 Alternatives

The following is a brief description of the four alternatives being considered:

- *Alternative A* – focuses on reducing future growth in the Central District and increasing capacity along major corridors, in East Pasadena and in other business districts. This is in response to concerns that the Central District has seen the majority of the City's growth over the past decade;
- *Alternative B* – focuses on improving the City's economic vitality by creating new jobs for existing and future residents. Growth would continue in the Central District and new growth would also occur along major corridors and other districts. This is in

response to concerns that Pasadena needs to expand employment opportunities and strengthen its local economy;

- *Alternative C* – focuses on “smart growth” strategies with future growth around Gold Line stations and along major corridors where existing infrastructure and alternatives to driving exist such as transit, walking and biking. Major intersections throughout the City would become “mini-villages”, which are neighborhood centers with their own “sense of place” where services and amenities are accessible within walking distance. This is in response to concerns that sustainability needs to be a priority when planning the City’s future; and
- *Alternative D* – focuses on reducing future growth in the Central District, South Fair Oaks, and West Gateway Specific Plan areas, and retaining much of the development capacity in other areas of the City. This is in response to concerns about too much growth and traffic congestion in the City.

The Survey and Special Newsletter

The community survey will be mailed to all households and businesses the week of June 6 and will also be available online. The survey will divide the City into six geographic areas, which closely match Specific Plan areas (see Attachment A – Map of Geographic Areas). It will ask the public which alternative, or combination of alternatives, they prefer. It will also ask why they made their choices and include questions on the guiding principles and mobility policies.

The survey will be inserted in a special newsletter devoted exclusively to the General Plan update. To help people compare the alternatives, the newsletter will include text describing the main points, illustrations highlighting key intersections, maps and a summary of how the alternatives will effect jobs, housing, traffic, greenhouse gas emissions and other factors.

The Workshops

Four community workshops will also be held for people to learn more about the alternatives:

- Thursday, June 16, 6:30 PM, John Muir High School Cafeteria;
- Thursday, June 23, 2:30 PM, Pasadena City College Main Campus, Creveling Lounge;
- Saturday, June 25, 9:30 AM, James Madison Elementary School; and
- Tuesday, June 28, 6:30 PM, . CEC-Community Education Center.

The workshops will be divided into three parts: 1) an open house with graphic displays of the alternatives; 2) presentations on the alternatives and update process; and 3) a question and answer period. Staff and GPUAC are currently conducting an extensive outreach campaign to publicize the survey and workshops.


General Plan Timeline

After the November 2010 charrette, it was determined that staff and the commissioners needed additional time to finalize the draft alternatives and determine their impacts. During that same period, staff worked closely with GPUAC to develop an outreach plan which would build consensus with the community on a preferred plan. The original timeline to present a final plan to the City Council by summer 2011 was then extended to December 2011.

Once the survey period has ended in early July 2011, the results will be analyzed and a final concept developed. Staff anticipates that the community will select different alternatives for each geographic area, creating a final concept plan that is a hybrid of the four alternatives. The concept plan will then be analyzed in the summer for impacts in the same way the prior alternatives were analyzed. The concept alternative will be presented for input at public meetings this fall with the community, advisory commissions and City Council.


The final recommended alternative will be presented to the City Council in December 2011. In January 2012, staff will begin the Environmental Impact Report (EIR), which will take approximately six months to complete.

Respectfully submitted,



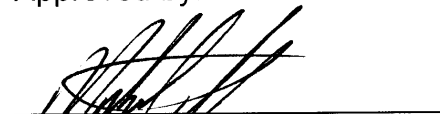
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Prepared by:



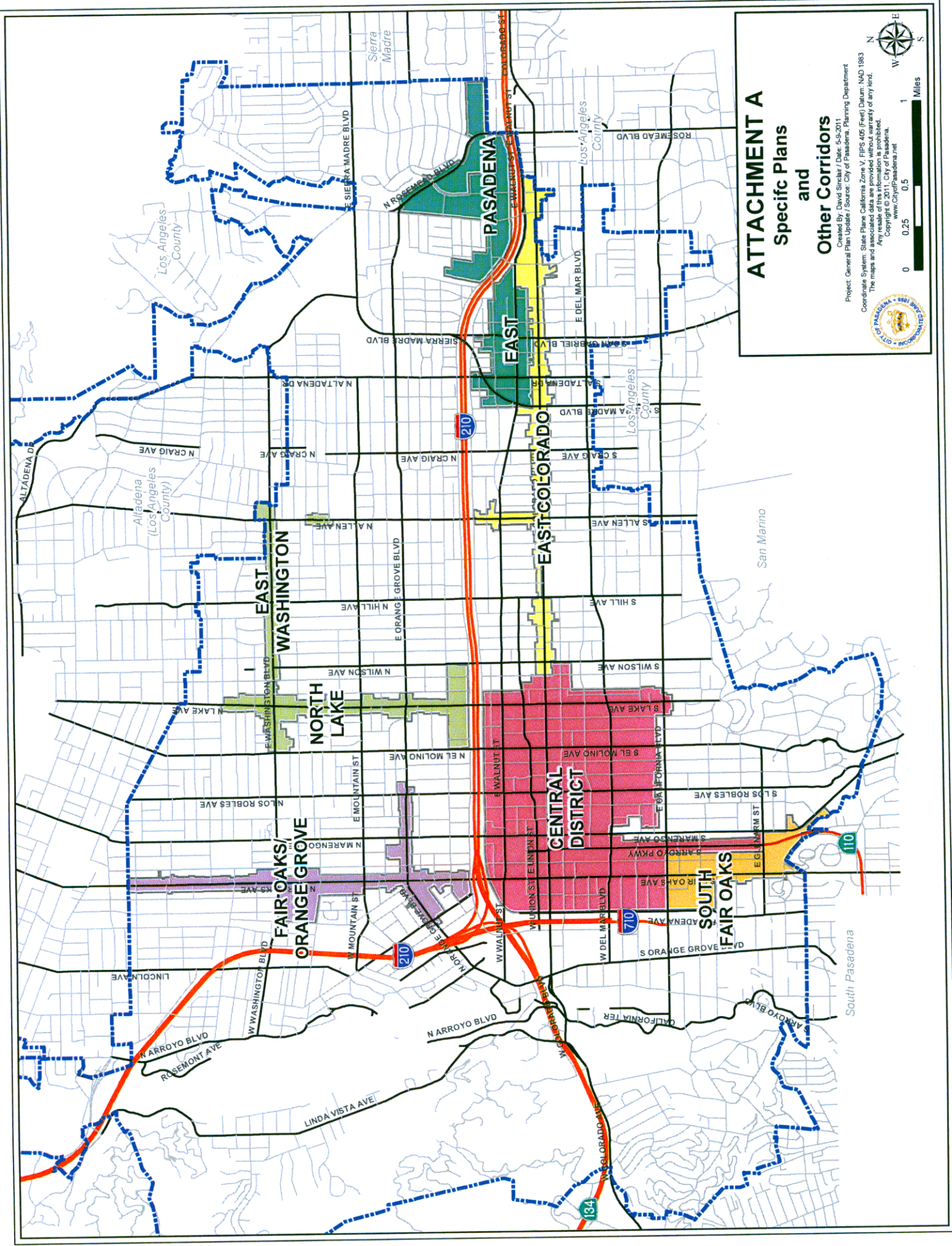
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City Manager

Attachment A: Map of Plan Areas



ATTACHMENT A

Specific Plans and Other Corridors

Created By: David Sinclair / Date: 5-3-2011
 Project: General Plan Update / Source: City of Pasadena, Planning Department
 Coordinate System: State Plane California Zone V, FIPS 405 (Feet) Datum: NAD 1983
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