

## PROPOSED GUIDING PRINCIPLES

1. Growth will be targeted to serve community needs and enhance the quality of life. Higher density development will be directed away from residential neighborhoods and into the Central District, Transit Villages, and Neighborhood Villages. These areas will have a diverse housing stock, job opportunities, exciting districts with commercial and recreational uses, and transit opportunities. New development will build upon Pasadena's tradition of strong sense of place, great neighborhoods, gardens, plazas, parks, and trees.
2. Pasadena's historic resources will be preserved. Citywide, new development will be in harmony with and enhance Pasadena's unique character and sense of place. New construction that could affect the integrity of historic resources will be compatible with, and differentiated from, the existing resource.
3. Pasadena will be an economically vital city by providing jobs, services, revenues, and opportunities. A diverse economic base with jobs for Pasadena residents will be fostered; existing businesses will be encouraged to stay or expand; affordable housing will be provided for the labor pool; the continued fiscal health of the city will be ensured.
4. Pasadena will be a socially, economically, and environmentally sustainable community. Safe, well designed, accessible and human - scale residential and commercial areas will be provided where people of all ages can live, work and play. These areas will include neighborhood parks, urban open spaces and the equitable distribution of public and private recreational facilities; new public spaces will be acquired. Human services will be coordinated and made accessible to those who need them.
5. Pasadena will be a city where people can circulate without cars. Specific plans in targeted development areas will emphasize a mix of uses, pedestrian activity, and transit; public and private transit will be made more available; neighborhood villages and transit villages will reduce the need for auto use.
6. Pasadena will be a cultural, scientific, corporate, entertainment and education center for the region. Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.
7. Community Participation will be a permanent part of achieving a greater city. Citizens will be provided with timely and understandable information on planning issues and projects; citizens will directly participate in shaping plans and policies for the city's future.
8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.

## EXISTING GUIDING PRINCIPLES

1. Growth will be targeted to serve community needs and enhance the quality of life. Higher density development will be directed away from our neighborhoods and into our downtown and along major transit corridors to create an exciting urban core with diverse economic, housing and cultural opportunities. The targeted growth areas will also include open spaces, green belts and urban parks.
2. Change will be harmonized to preserve Pasadena's historic character and environment. Citywide design principles will be established so that new development blends with the old; historically and architecturally significant buildings will be preserved; new public spaces will be acquired; and we will act as stewards of our natural environment.
3. Economic vitality will be promoted to provide jobs, services, revenues and opportunities. A diverse economic base with jobs for Pasadena residents will be promoted; existing businesses will be encouraged to stay or expand; affordable housing will be provided for the labor pool; the continued fiscal health of the city will be ensured.
4. Pasadena will be promoted as a healthy family community. Safe, well-designed, accessible and human-scale residential and commercial areas will be provided where people of all ages can live, work and play including neighborhood parks, urban open spaces and the equitable distribution of public and private recreation facilities. Human services will be coordinated and made accessible to those who need them.
5. Pasadena will be a city where people can circulate without cars. Specific plans in targeted development areas will emphasize mixed uses, pedestrian activity and transit; public and private transit will be made more available; neighborhood centers and urban villages will be promoted to reduce the need for auto use.
6. Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region. Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.
7. Community participation will be a permanent part of achieving a greater city. Citizens will be provided with timely and understandable information on planning issues and projects, citizens will directly participate in shaping plans and policies for the city's future.

## PROPOSED CHANGES TO THE EXISTING GUIDING PRINCIPLES

1. Growth will be targeted to serve community needs and enhance the quality of life. Higher density development will be directed away from ~~our residential~~ neighborhoods and into the Central District, Transit Villages, and Neighborhood Villages. ~~These areas will have a diverse housing stock, job opportunities, exciting districts with commercial and recreational uses, and transit opportunities.our downtown and along major transit corridors to create an exciting urban core with diverse economic, housing and cultural opportunities.~~ New development will build upon Pasadena's tradition of strong sense of place, great neighborhoods, gardens, plazas, parks, and trees. ~~The targeted growth areas will also include open spaces, green belts and urban parks.~~
2. ~~Pasadena's historic resources will be preserved. Change will be harmonized to preserve Pasadena's historic character and environment.~~ Citywide new development will be in harmony with and enhance Pasadena's unique character and sense of place. New construction that could affect the integrity of historic resources will be compatible with, and differentiated from, the existing resource. ~~design principles will be established so that new development blends with the old; historically and architecturally significant buildings will be preserved; new public spaces will be acquired; and we will act as stewards of our natural environment.~~
3. ~~Economic Vitality Pasadena~~ will be promoted an economically vital city to by providing inge jobs, services, revenues and opportunities. A diverse economic base with jobs for Pasadena residents will be promoted fostered; existing businesses will be encouraged to stay or expand; affordable housing will be provided for the labor pool; the continued fiscal health of the city will be ensured.
4. Pasadena will be promoted as a socially, economically, and environmentally sustainable healthy family community. Safe, well-designed, accessible and human-scale residential and commercial areas will be provided where people of all ages can live, work and play. These areas will including-include neighborhood parks, urban open spaces and the equitable distribution of public and private recreation facilities; new public spaces will be acquired. Human services will be coordinated and made accessible to those who need them.
5. Pasadena will be a city where people can circulate without cars. Specific plans in targeted development areas will emphasize a mixed of uses, pedestrian activity and transit; public and private transit will be made more available; neighborhood centers-villages and transit urban-villages will be promoted to reduce the need for auto use.
6. Pasadena will be promoted as a cultural, scientific, corporate, entertainment and education center for the region. Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.

7. Community Participation will be a permanent part of achieving a greater city. Citizens will be provided with timely and understandable information on planning issues and projects; citizens will directly participate in shaping plans and policies for the city's future.

~~8. Pasadena is committed to public education and a diverse educational system responsive to the broad needs of the community.~~