

Novelo, Lilia

From: Jomsky, Mark
Sent: Monday, April 28, 2014 12:51 PM
To: Official Records - City Clerk
Subject: FW: Analysis of Retired Optional Elements
Attachments: Comparison of Retired Elements with New Policies.pdf

Regards,

Mark Jomsky
City Clerk
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From: Reimers, Scott
Sent: Monday, April 28, 2014 12:36 PM
To: Jomsky, Mark
Cc: Bertoni, Vince; Buchanan, Rita; Novelo, Lilia
Subject: Analysis of Retired Optional Elements

Mark, could you please forward the attached to the City Council? It provides additional information and analysis on the optional elements proposed to be retired including their goals, objectives, strategies, and policies.

Thanks,
Scott Reimers

Phone (626) 744-6710

Analysis of Optional Elements Proposed for Retirement

The following presents the findings of the Planning and Community Development Department's analysis of the optional elements proposed to be retired including their goals, objectives, strategies, and policies. The attached tables demonstrate where overlap exists between the optional elements and more recent policy documents or plans. In a few cases some of these statements will not move forward into the Land Use or Mobility Elements as a goal or policy because they were written more as value statements or implementation measures or in rare cases were obsolete.

The following optional elements were reviewed:

- Cultural & Recreational Element
- Economic Development and Employment
- Historical/Cultural Element
- Public Facilities Element
- Scenic Highways Element
- Social Development Element

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The following optional elements were reviewed:

- Cultural & Recreational Element
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- Social Development Element

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
CULTURAL & RECREATIONAL ELEMENT		
<p>In 2007, the City adopted the Green Space, Recreation, and Parks Element of the General Plan. At that time the existing Cultural and Recreational Element was not retired, nor were the policies related to recreation deleted. There is considerable overlap between the policies in the Cultural and Recreational Element and the Green Space, Recreation, and Parks Element. Given this overlap, the recreation policies in the Cultural and Recreational Element will be deleted.</p>		
Recreational Goal 1.0		
Provision of a wide range of recreational facilities and services as a means of improving the quality of life for all Pasadena residents.		Green Space Recreation and Parks Element (GS,R, & P Element) Objective 13
Objectives		
1.1 Increased emphasis on the arts in planning for, and the provision of recreational facilities and service.		GS, R, & P Element Policy 13.6
1.2 Broadened participation by the community in the planning and delivery of recreational services.		GS, R, & P Element Objective 17 and Policy 17.1
1.3 Encourage the expanded use of private resources and resources owned or controlled by public entities other than the City which are suitable for recreational purposes.		GS, R, & P Element Objective 9
1.4 A systematic assessment of recreational facility needs and preferences in recreational programming.		GS, R, & P Element Policies 8.3 and 17.2
1.5 Optimum use of existing recreational facilities wherever possible.		GS, R, & P Element Objective 18 and Policy 8.3
1.6 Adequate financial support for recreational services.		GS ,R, & P Element Policy 18.3
Strategy 100.0		
Expansion of cultural opportunities in recreational programming.	Policy 9.5	GS, R, & P Element Policies 10.1, 11.2, 13.1, and 13.6
Policy 101.0		
The City shall seek to include a wide variety of quality cultural activities in its recreation programs.	Policy 9.5	GS, R, & P Element Policies 10.1, 11.2, 13.1, and 13.6
Strategy 200.0		
Implementation of a continuing process for systematically assessing the need for existing and additional recreational facilities and services and evaluating quality of existing facilities and services.		GS, R, & P Element Objective 18 and Policy 8.3
Policy 201.0		
The planning and delivery of recreational services is to be continuing process which takes into consideration the desires of the public concerning such services and which reviews and evaluates the success of, and continued need for, existing programs and the need for new programs.		GS, R, & P Element Objective 18 and Policy 8.3
Strategy 300.0		

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
CULTURAL & RECREATIONAL ELEMENT		
To supplement City and private funding of recreational services with new sources of revenue.		Implementation Program
Policy 301.0		
The City shall pursue potential funding sources to support the development, operation and maintenance of recreational facilities and programs.		Implementation Program
Strategy 400.0		
Greater use of all available resources for recreational purposes.		GS, R, & P Element Objective 9
Policy 401.0		
The City shall actively seek the cooperation of private and other public entities in order to maximize and improve the recreational opportunities which are available to the public.	Policy 17.1	GS, R, & P Element Objective 9
Strategy 500		
Development of plans to derive optimum community benefit from all of its available recreational assets.		GS, R, & P Element Objective 18
Policy 501.0		
Priority effort is to be given to expanding the use of existing facilities through improved publicity, programming and joint-use arrangements.		GS, R, & P Element Objectives 9 and 18 Policy 15.5
The Public Arts Master Plan was approved in October, 2013 and sets a “new vision” for public art. The Public Arts Master Plan was called for by the Cultural Nexus, approved in 2005. Both of these document provide direction for the City’s cultural endeavor. Given the overlap between the Public Arts Master Plan, the Cultural Nexus and the Cultural and Recreational Element, the policies within the Cultural and Recreational Element are slated for deletion.		
Cultural Goal 1.0		
Recognition of the performing and fine arts as a profession, separate from recreational art programs, as essential to human needs and which enhance the City's physical beauty and quality of life.		Public Art Master Plan (PAMP) Vision Statement
Objectives		
1.1 City commitment to its arts in cooperation with the private sector.		PAMP Vision and Recommendations 1 and 2
1.2 Encourage financial support for the arts.		PAMP Recommendation 10 and Cultural Nexus Policy 7
1.3 Enhancement of Pasadena's position as a leader in the arts in Southern California and its recognition nationally as a city devoted to arts institutions of superior quality.		Cultural Nexus Principle 3 (and supporting text) and Policy 6
Strategy 100.0		

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CULTURAL & RECREATIONAL ELEMENT		
Establishment of an organizational mechanism for advising the City on matters concerning the arts.		The Arts and Culture Commission has been established and continues to meet.
Strategy 200.0		
To achieve greater use by the public of all available arts resources.	Policy 9.7 and 9.8	PAMP Recommendation 7 Cultural Nexus Policy 5
Policy 201.0		
The City shall encourage private persons and organizations and other public entities to provide and support cultural activities, directly and cooperatively with the City, which are of interest and benefit to the public.	Policy 9.7 and 9.8	PAMP Recommendation 7 Cultural Nexus Policy 5
Strategy 300.0		
To facilitate adequate financial support for the arts.		PAMP Recommendation 10 Cultural Nexus Policy 7
Policy 301.0		
The City shall pursue funding sources to assist in support of the arts where such support would further the arts objectives of the City.		PAMP Recommendation 10 Cultural Nexus Policy 7

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
ECONOMIC DEVELOPMENT AND EMPLOYMENT		
Goal 1.0:		
A sound local economy which attracts investment, Increases the tax base, creates employment opportunities for Pasadena residents and generates public revenues.	Goal 15	
Objectives:		
Revitalization of declining commercial and industrial areas and obsolete facilities through redevelopment, rehabilitation and other available means.	Policies 12.1 and 25.9	
Expanded visitor and tourism activity.	Policy 14.1	Economic Development Strategic Plan (EDSP) Goal 4, Objectives 17-23
Increased cooperation and coordination between public and private sectors in the formulation of economic development plans and programs.	Goal 20	EDSP Goal 9, Objective 46 and 52
Adequate infrastructure capacity to support existing and new development, Including closer coordination between economic development and capital improvements programming.	Policy 1.7	EDSP Section 8 Infrastructure/Services
Sites for expansion of existing commercial and industrial uses and attraction of new establishments and projects.	Policies 11.1 and 11.3	EDSP Goal 3, Objective 10 and 12; Goal 8, Objective 43; Section 5 on Local Economic Drivers
Attraction of high technology industry which will enhance the local economy, support Pasadena's image as a research and development center and is consistent with structural changes occurring in the national economy.	Goal 13 Policies 13.2 and 13.5	EDSP Section 5 on Technology; Goal 3, Policies 10 and 14; and Goal 5, Policies 24 to 29
The retention and expansion of small businesses.	Policy 12.5	EDSP Goal 1, Policy 4
Goal 2.0:		
An economic strategy which balances the need for development with other City goals and objectives.	See introduction to Sustainable Economy section	EDSP Goal 8, Policy 43
Objectives:		
Preservation and enhancement of Pasadena's assets and character which make it attractive both as a quality residential community and as an economic investment.	Goal 8	
Adaptive reuse of older commercial structures and complementary and compatible new developments of superior quality,	Policy 8.4	
Development opportunities which result in minimal adverse impacts to the City's environment and housing supply.	Policy 3.1	
An economic climate conducive to attracting new developments which yield net social and economic benefits to the City.	Goal 15	
An equitable sharing between the public and private sectors of the full costs of public improvements and services specifically and uniquely attributable to individual new developments.	Policy 1.9	
Goal 3.0:		

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ECONOMIC DEVELOPMENT AND EMPLOYMENT		
An increased flow of public revenues accruing from economic development.	Goal 15 Policy 15.1	EDSP Goal 8, Policies 42 to 45
Objectives:		
Economic investment which results in maximum public revenues and minimum public service costs.	Goal 15 Policy 15.1	EDSP Goal 8, Policy 42
Increased retail tax revenues through expansion of the retail tax base and/or increase in the number of potential shoppers.	Goal 15 Policy 15.1	EDSP Section 5.b on Retail Businesses and Goal 8, Policy 42
Increased City's share of the wealth and income generated by the regional economy.	Goal 12 Policy 2.3	
The retention and use, to the maximum extent practicable and feasible, of tax increment revenues for development activities as permitted by law.		Delete. Redevelopment and tax increment financing no longer exists.
Goal 4.0:		
Increased opportunities for personal growth through productive and satisfying employment.	Policy 11.1	EDSP Section 6 on Workforce
Objectives:		
A wide range of diversified employment opportunities for Pasadena residents including employment fields, job categories, required training and skill levels.	Goal 11	EDSP Goal 2
Removal of impediments to gainful employment such as lack of transportation, training, job information and child care.	Policy 11.4	EDSP Goal 2, Policy 8
Greater coordination between existing and future employment needs, educational curricula and job training programs.	Policy 11.2	EDSP Goal 2, Policy 8
A trained labor pool designed around the needs of an information and service-based economy.	Policy 11.2	EDSP Goal 2, Policy 8
Goal 5.0:		
Sustained reduction in the City's unemployment rate, particularly among minorities and the disadvantaged.	Goal 11 Policies 11.1 to 11.4	
Objectives:		
Elimination of all forms of unlawful discrimination employment practices.	Goal 11 Policies 11.1 to 11.4	
Wide dissemination of information on regional job opportunities for semiskilled and unskilled workers.	Goal 11 Policies 11.1 to 11.4	EDSP Goal 2, Policy 8
Effective outreach into communities of high unemployment by job training, referral and placement programs.	Goal 11 Policies 11.1 to 11.4	EDSP Goal 2, Policy 8
Employment opportunities for residents of impacted neighborhoods.	Goal 11 Policies 11.1 to 11.4	EDSP Goal 2, Policy 7
Greater use of resources generated from economic development support job training, referral and placement programs.	Goal 11 Policies 11.1 to 11.4	
Retention of existing employment opportunities in the City for semi-skilled and unskilled workers	Goal 11 Policies 11.1 to 11.4	
Strategy:		

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
ECONOMIC DEVELOPMENT AND EMPLOYMENT		
Sound Local Economy: Clear and concise set of development objectives and policies, an improved business climate, and a restructured economic development decision-making process.		EDSP Section 1 Overview, Section 9.a on Zoning as an Economic Development Tool and the Regulatory Process, Goal 9, Policy 48
Policy:		
Economic development in the City is to be carried out under a joint public-private partnership concept with an emphasis on cooperation and mutual support to achieve common objectives.		EDSP Goal 9, Policies 48 and 52, and Implementation
The City shall strive to involve all of the interests affected by economic development decisions in the decision-making process.	Goal 20	EDSP Goal 9, Policies 48 and 52, and Implementation
Strategy:		
Balanced approach to economic development.	See introduction section to Economic Sustainability	EDSP Goal 8, Policy 43
Policy:		
Economic development projects which require significant discretionary action on the part of the city and/or an Environmental Impact Report shall be required to prepare an Economic Impact Statement which identifies how and to what extent the project addresses the City's economic development and employment objectives.		Delete. The City has not routinely prepare an EIS. No community feedback supportive of this requirement was received.
Economic development projects shall be reviewed within the context of overall City needs and evaluated on the basis of their contributions to meeting these needs.		See section 17.61 of the Zoning Code. Existing findings require consistency with the General Plan.
Strategy:		
Increased public revenues from economic development.	Goal 15 Policies 15.1 and 15.2	EDSP Goal 8, Policies 42 and 43
Policy:		
Economic development projects shall have a goal to produce total annual tax revenues to the City which are more representative of their assessed valuation than property tax revenues.		EDSP Goal 8, Policies 42 and 43
Speculative office development exceeding 150,000 sq. ft. in gross floor area or two acres in site area shall be required to have retail uses on the ground floor, unless it can be shown that such uses are impractical due to location.	Policy 25.10	The creation of mixed used districts and pedestrian oriented commercial environments are found throughout the General Plan. See Figure 3.3 of Section 17.30 of the Zoning Code. EDSP Goal 6, Policy 32

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ECONOMIC DEVELOPMENT AND EMPLOYMENT		
Expansion of tourism and convention activity is to receive priority consideration in the City's economic development program.	Policy 14.1	EDSP Section 5.f on Visitors and Goal 4, Policies 17, 19, and 22
Office developments shall be encouraged to locate within reasonable walking distance of shopping facilities and districts.	Goals 29 and 30	The creation of mixed used districts and pedestrian oriented commercial environments are found throughout the General Plan. See Figure 3.3 of Section 17.30 of the Zoning Code.

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
HISTORICAL/CULTURAL ELEMENT		
Goals and policies of this section may be incorporated in a sub-section of the LUE, or retained in separate element		
Goal:		
Preservation and enhancement of the City's cultural and historic buildings, streets and districts, not merely as gentle reminders of a pleasant past but also as relevant and unique alternatives for the present and the future - a source of community identity, social, ecological and economic vitality.	Goal 8	
Objectives:		
Identification, maintenance and protection of buildings, streets or districts having historic and cultural significance.	Goal 8.1	
A program of public awareness and support for historic and cultural preservation as a key to Pasadena's uniqueness and future economic vitality.	Goal 8.3	
A positive philosophy of preservation as a valid and necessary component at every phase of governmental decision making.		Delete. This is a statement of values, not a policy. Values are found in the Guiding Principles, see number two
Relating new development to existing environment in scale, material and character so that Pasadena's inherent human scale, visual and functional diversity may be maintained and enhanced.	Policy 8.5	
Strategy:		
Establishment of an equitable process for maintaining and perpetuating historical and cultural landmarks through a combination of public and private efforts.		Delete. More appropriate as an Implementation measure.
Policies:		
Private preservation and restoration efforts shall be encouraged and facilitated and incentive programs to further such efforts shall be studied and developed.	Policy 8.1 and 8.3	
Cultural and historic preservation at the neighborhood level shall ensure the opportunity for the full range of citizen participation and relate the intent of preservation activities to local cultural diversity.		Deleted. See Goal 20.
The City will act as a resource of last resort when all other options and opportunities for preservation have been exhausted. If the landmark in question is deemed to have sufficient historic or cultural significance to warrant City intervention.		Deleted.
Where restrictions on permitted uses make it unlikely that worthy structures can be preserved, such restrictions may be relaxed, particularly if the proposed use would not adversely affect surrounding properties.	Policies 8.4 and 8.3	

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
PUBLIC FACILITIES ELEMENT		
Goal:		
The continued provision of a high level of public services which adds to the quality of life in the City and increases its attractiveness.	Goal 1 and Policies 1.7 and 18.2	
Objectives:		
A high level of public services at minimum costs.	Policies 1.7 and 1.9	
More efficient development and utilization of public facilities.	Goal 1 and Policies 1.7, 1.9, 16.7 and 16.8	
Provision of private recreational facilities in new residential and commercial developments.	Policy 10.12 and the definition of various Mixed Use Designations in the Land Use Classifications Section	Delete. The Zoning Ordinance has moved to providing a central garden space instead of a recreational facility.
Long range planning of public utilities to enable the City to take advantage of new energy options or participate in regional resource development programs.		Delete. See Conservation Element and Power and Water Integrated Resource Plans.
High level of maintenance of existing facilities.	Policy 1.7	
A high level of design quality in all public buildings, streets and open spaces.	Policies 4.10, 5.5, and 7.7	
Strategy:		
Integration of public facilities planning with staged development strategy and policies.	Policy 1.7	
Policies:		
Development of capital facilities shall be closely coordinated with land use management strategy. Primary development areas shall have highest priority for capital improvements that induce and support development.	Policy 1.7	
New capital improvements in areas designated as being already developed to its ultimate capacity shall be limited to those facilities which improve the quality and function of residential neighborhoods and the level of City services to these areas.		Delete.
Strategy:		
Delivery of a high level of public services as means of maintaining or improving the City's urban environment and raising the quality of life for its residents.	Goal 1 and Policies 1.7 and 18.2	
Policies:		
Decentralization of those services which can be improved by making them more accessible to residents.	Policy 16.6	

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
PUBLIC FACILITIES ELEMENT		
A high level of public service through more efficient management and greater work productivity.	Goal 16 Policies 16.2, 16.3, 16.7, and 16.8	
Expanded participation of tax-exempt organizations in the cost of providing public services.	Policy 16.8	
Continued search for opportunities to provide for the City's water and electrical energy needs at the lowest possible per unit cost.		See Water and Energy Integrated Resource Plans Summary of Key Planning Objectives.

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
SCENIC HIGHWAYS ELEMENT		
Part of the Department of Transportation's work plan is to create Form Based Street Design Standards for the City's streets system. This in combination with the policies related to the design and aesthetic quality of private development and CEQA review for significant aesthetic impacts (including impacts on scenic highways) provides sufficient guidance for how the City should treat scenic highways.		
Goal:		
Provision of aesthetic visual experiences for travelers of the City's street system.		See general description, above.
Objectives:		
Preservation of the aesthetic qualities of designated scenic corridors.		See general description, above.
Development and application of appropriate standards to regulate the quality of development within designated Scenic corridors.		See general description, above.
Coordination of scenic highways planning and implementation with San Gabriel Valley cities. Los Angeles County and State of California.		See general description, above.
Integration of scenic corridors into City's streets concept and urban design programs.		See general description, above.
Strategy:		
Development of a scenic road system which gives a visual impression of Pasadena's character.		See general description, above.
Policies:		
Preservation of the scenic qualities or environmental character of streets and highways designated on the scenic highway plan shall be a principal consideration in the design of any street improvements or modifications .		See general description, above.
The design quality of developments, including signs, abutting designated scenic roads are to be in keeping with the aesthetic character of the scenic corridor.		See general description, above.
Strategy:		
Achievement of a high design standard for transportation facilities in keeping with their scenic designation.		See general description, above.
Policies:		
Freeway noise attenuation devices shall be of a character which avoids long, unbroken expanses of vertical walls. Techniques such as varying setbacks, alternative use of materials, color and texture, as well as heavy landscaping shall be considered.		See general description, above.
Streets designated as scenic corridors shall receive special consideration in the design of street lighting, signs and other street furniture.		See general description, above.

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SOCIAL DEVELOPMENT ELEMENT		
<p>California state law requires each city and county to adopt a general plan "for the physical development of the county or city." This Social Development element focuses on aspects that are not generally related to physical development. Staff is recommending the inclusion of Goal 16 and its subsequent policies within the Land Use Element. These policies focus on the physical development aspect of community services and the planning of community services in recognition of the City's growth and demographic changes. In addition, the Element recognizes the City's previous work in developing a Policy on Children, Youth, and Family; a Childcare Master Plan; a School/City/Community Work Plan; and a Senior Strategic Plan.</p>		
Goal:		
<p>The alleviation of human problems through sensitive planning and effective application of resources, on-going evaluation, and continuing commitment to broadly-based and informed citizen participation.</p>	Goals 16, 17, and 20	
Objectives:		
<p>A comprehensive planning process which includes social needs and social impacts as integral components in public decision-making,</p>		<p>Delete. Projects are required to be consistent with the General Plan. The General Plan includes social needs such as affordable housing, community services, jobs, etc.</p>
<p>Effective methods to secure informed citizen participation at all points in planning resource allocation, and evaluation process.</p>	Goal 20	
<p>A coordinated human services planning and delivery system that effectively uses all community resources.</p>	Policies 16.8	
<p>Parameters and priorities for the application of City resources in human services.</p>	Policies 16.2 and 16.3	
<p>An evaluation mechanism to determine the effectiveness of the human services planning and delivery system within the City.</p>	Policies 16.2 and 16.3	
Strategy:		
<p>The City to facilitate the development of plans and the application of resources to meet human needs.</p>	Introduction to Goal 16 Policies 16.2 and 16.3	
Policies:		
<p>As soon as the necessary criteria and methods are developed and adopted, the City shall determine and evaluate the social impacts of major physical, environmental, economic and social changes, where the City has appropriate authority. The social impacts of such changes shall be given at least equal standing with other factors in determining their acceptability.</p>	Policy 16.2	
<p>The City of Pasadena will provide necessary human services directly only when it is not Possible for other community agencies to provide such services. or where it can be demonstrated that the City can deliver such services in a more effective and economic manner.</p>	Policy 16.8	

OPTIONAL ELEMENTS GOALS AND POLICIES	Draft Land Use Goal/Policy	Other Goal/Policy Additional Comments
SOCIAL DEVELOPMENT ELEMENT		
In all cases where the City is the prime sponsor of human services every effort will be made to contract with appropriate community agencies for implementation of programs.	Policy 16.7, 16.8, and 16.4	
Broad representation and community participation at all levels of planning, resource allocation and evaluation are to be parts of all human service programs.	Policy 16.6	
Human Services are to be administered in a manner which respects the dignity of the individual and fosters self-sufficiency and individual choice.		Deleted. The statement is too ambiguous and vague to act as a policy.
Coordination between public and private agencies and various levels of government in human service field and elimination of overlapping efforts shall have major priority.	Policy 16.8	
The City will seek maximum use of federal, state, regional and private resources to solve social problems which are area-wide in nature.		Implementation Program