

# Agenda Report

January 9, 2023

**TO:** Honorable Mayor and City Council  
**FROM:** City Manager's Office  
**SUBJECT:** 710 Planning Working Group/Task Force

## **RECOMMENDATION:**

It is recommended that the City Council:

- 1) Find that the action proposed herein is not a project subject to the California Environmental Quality Act ("CEQA") pursuant to CEQA Section 21065 and State CEQA Guidelines Sections 15060(c)(2) and (c)(3), and 15378 of the State CEQA Guidelines; and
- 2) Provide direction to staff regarding the creation of a 710 working group.

## **EXECUTIVE SUMMARY:**

At its meeting of September 19, 2022, the City Council received a report regarding the process and planning for the City-owned property which was formerly 710 freeway right-of-way (the Council previously received an update on August 15, 2022). This report provides a revised sequencing approach based on Council discussion and sets forth a proposed process for the creation of a 710 working group as follows:

- The Sequencing of Analysis: Feasibility; Visioning; and Technical Documents (Specific Plan, EIR, Financing Plan);
- Recommendations/Options for a City Council Task Force; and

Previous Agenda Reports attached (Attachments A and B).

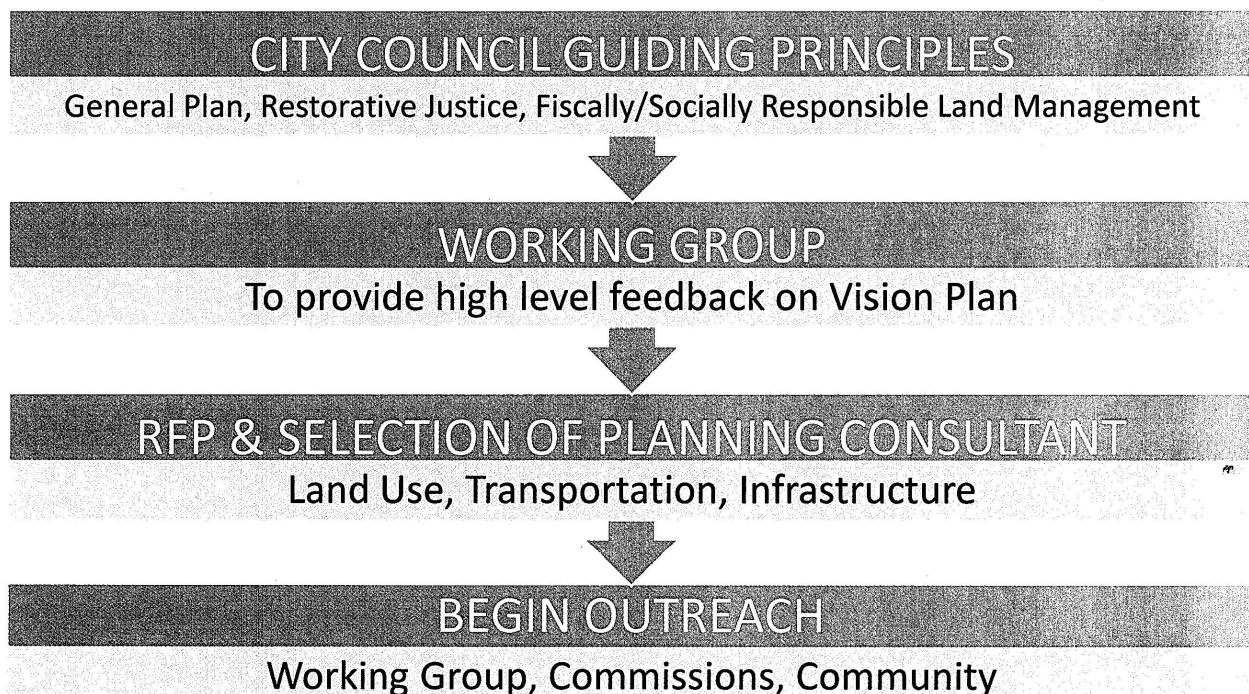
## **SEQUENCING:**

Previous Agenda reports have identified the planning sequence as follows: 1) Feasibility Studies (Infrastructure/Financing); 2) Visioning/Concept Plan; and 3) Technical Documentation.

At its previous meeting, the Council provided additional important perspectives regarding the sequencing of the analysis. The discussion focused on the importance of ensuring that the concept vision be given prominence in the process and be informed by feasibility studies as well as community, working group, and Commission input and ultimately Council policy direction. The Council articulated the following refined sequencing:

1. Development of a Draft Concept Plan that would include the future land uses (housing, commercial, institutional open space), massing and scale of new development as well as the transportation network and other important
2. Feasibility Analysis to include understanding of potential infrastructure needs and costs, market analysis and preliminary financing options (based on Draft Concept Plan) to be analyzed synchronously.
3. Specific Plan/Environmental Clearance Document
4. Infrastructure/Financing Plan/Other tools

The Council discussed the following general approach.



### **710 WORKING GROUP:**

One of the General Plan's eight Guiding Vision Statements says that:

*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 Pasadena's future.*

Community engagement will be an integral part of developing a model for the former 710 property and creating a working group will be an important step in the civic participation process. It is envisioned that the City Council would appoint residents to an advisory group that would be limited in duration to coincide with the completion of the 710 planning process. It is envisioned that the working group would be a Brown-Act body for the purposes of transparency and would be advisory to the City Council to provide high-level input on the vision, land use, transportation network, and related key policy topics for the project area.

Consistent with Council's recent direction, and in recognition of the city-wide significance of this planning process, staff recommends that a 710 working group be established that is comprised of a diverse cross section of community members with consideration of their background, expertise (both professional and volunteer), and the number of members to be appointed.

1. Expertise/Background: The Council may wish to consider the professional background or expertise of members, which may include:
  - a. Urban Design/Planning/Architecture;
  - b. Historic Preservation;
  - c. Landscape Architecture;
  - d. Transportation Planning;
  - e. Outdoor/Childhood Education
  - f. Economic Development;
  - g. Development/Real Estate Finance
  - h. Engineering/Construction;
  - i. Housing; and
  - j. Community Advocacy.
2. Number of Members: the size of the working group is important in that it needs to be large enough to include a diverse representation of community members with relevant expertise, but small enough to avoid potential impediments to having productive and meaningful.

In consideration of the above factors, staff recommends that the working group be comprised of 11 members that satisfy all, if not most of the above areas of expertise. Councilmembers may submit candidate names to the City Manager's Office to assist in the coordination of the group's composition. It is recommended that each Councilmember nominate one individual with the balance to be nominated by the Mayor towards the goal of ensuring a well rounded working group. Subsequent to coordination and consultation with Councilmembers and the Mayor, staff will provide the names of the Working Group members.

**FISCAL IMPACT:**

There is no fiscal impact associated with this action.

Respectfully submitted,



DAVID M. REYES  
Acting Assistant City Manager

Approved by:



MIGUEL MÁRQUEZ  
City Manager

Attachments:

- Attachment A – Agenda Report, August 15, 2022
- Attachment B – Agenda Report, September 19, 2022