

Agenda Report

DATE: JANUARY 26, 1998

TO: CITY COUNCIL

FROM: PHILIP A. HAWKEY, CITY MANAGER

SUBJECT: CIVIC CENTER/MID-TOWN PROGRAMMING EFFORT TASK FORCE
PROGRESS REPORT

RECOMMENDATION:

It is recommended that the City Council review and comment upon the Mayor and City Council's City Center Task Force Progress Report on the Civic Center/Mid-Town Programming Effort.

BACKGROUND:

A. The Process

On July 21, 1997, the City Council approved the initiation of the Civic Center/Mid-Town Area Programming Effort ("Programming Effort") and appointed twenty (20) members and five (5) alternates to the Mayor and City Council's City Center/Mid-Town Task Force (the "Task Force") representing property owners, community leaders and key advisory bodies responsible for implementing the Programming Effort (please see Attachment No. 1). The Task Force's specific charge is to develop a recommended Program for the Civic Center/Mid-Town Area and to advise the City Council regarding actions required to implement the Program. This Program was directed by the City Council to include the identification of new development and uses desired for the area, both public and private; public improvements; any zone changes necessary to carry out the Program; and the opening/closing of public rights-of-way. A major concern is the opportunity to redevelop the Plaza Pasadena.

The process that the Task Force has followed to date has involved eight (8) meetings of the Task Force and three (3) major community meetings at key milestones during the seven month process (please see Attachment No. 2 for summary schedule). The key milestones were: (1) to identify a set of goals and objectives for the Vision for the area; and (2) to develop a set of Alternatives for the areas' six key sites, major open spaces and linkages to

the City Council for action. With assistance and advice of Task Force members, the City engaged the firms of Moule and Polyzoides for design services, Keyser Marston Associates for real estate economic services and Moore, Iacofano and Goltsman for facilitation and community consensus building services. The purpose of these consultant services is to provide the needed expertise to ensure a quality process and product.

The process being followed by the Task Force is being guided by the following two major Mission Statements:

- The Vision and the resulting Civic Center/Mid-Town Programming Effort shall establish a pro-active framework which will shape proposed private projects and serve as the basis for investments in public spaces and supporting facilities.
- The Programming Effort shall be a process to define uses and designs for real estate projects and the definition of major public spaces that will create major gathering places and “anchors” a mall. While concepts and ideas can be gathered from other cities, the outcomes shall be uniquely Pasadena.

The Objectives of the Program which is guiding the effort include: (1) Developing shared desires and goals; (2) understanding the physical area as a whole, including public spaces, streets and sidewalks as well as private and public/private development opportunities; (3) identifying the specific types of businesses and institutions to be recruited to the area and the strategies to attract them; (4) intelligently assessing opportunities and constraints; (5) arriving at responsive alternatives and solutions to the goals, opportunities and constraints identified; (6) determining a preferred alternative; and (7) developing “champions” in the public and private sectors for the implementation program as adopted for the Civic Center/Mid-Town Area.

As a result of the work of the Task Force, the consultant team and staff to date, the Task Force is presenting to the City Council a progress report on the “Civic Center/Mid-Town Programming Effort Report and Implementation Strategy”. The Task Force is requesting that the date to return to City Council with a Final Recommendation Task Force Report be extended until the end of March 1998.

B. The Products to Date

The work of the Task Force has focused on :

- a. goals and objectives , challenges and opportunities for the Civic Center/Mid-Town Programming Area;
- b. guiding principles for the area as a whole and and key development opportunity sites;
- c. urban design framework;
- d. implementation and funding programs; and
- e. public comments regarding work in progress.

These elements will be the subject of continued review and discussion at Task Force meetings which are scheduled for February 1998. These elements will be finalized and incorporated into the Final Report to be presented to the City Council by March 1998.

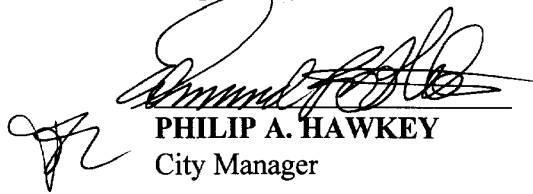
C. Next Steps

The next steps in the process as outlined by the Task Force at its meeting of January 21, 1998, include coming to closure on the final Vision for the area, guiding principles, overall district and site-specific preferred alternatives and programs, consistency of the recommended program with adopted plans, a recommended implementation and funding strategy, and further public involvement/outreach efforts.

FISCAL IMPACT:

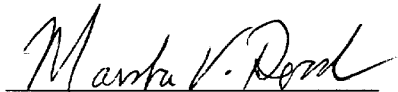
The impact on the City's General Fund and on the Pasadena Community Development Commission's budget will be addressed when the Final Task Force Report is presented to the City Council.

Respectfully Submitted,



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