

Agenda Report

DATE: OCTOBER 18, 1999
TO: CITY COUNCIL
FROM: CYNTHIA J. KURTZ, CITY MANAGER
SUBJECT: MEMBERSHIP AND APPOINTMENTS TO CITY CENTER IMPLEMENTATION TASK FORCE

RECOMMENDATIONS:

It is recommended that the City Council take the following actions:

1. Approve the Arts Commission as an advisory body member of the City Center Implementation Task Force; and
2. Approve the new appointments to the City Center Implementation Task Force as set forth in Exhibit "A" to this Agenda Report.

BACKGROUND:

Questions Raised by City Council

At the City Council's regular meeting of September 20, 1999, during discussions of the appointment of a representative of the Arts Commission, Council members raised a series of questions regarding the role of the City Center Implementation Task Force, its membership, its relationship to the advisory bodies and its efforts to review major private projects proposed for the Civic Center/Mid-town District (the "District"). Questions raised by the Council members, and staff's responses, are as follows:

1. What is the role of the Implementation Task Force?

As approved by the City Council on April 6, 1998, the role of the Implementation Task Force is to guide and oversee the Implementation Program and serve as a "bridge" to a more permanent future organization to carry out the program. This role includes acting as a "sounding board" and "champions" for the programming effort and focusing on major projects being proposed for the District. This role is described in more detail in an excerpt from the "Mayor and Council's City Center Task Force Civic Center/Mid-Town Programming Effort Report" (the "Programming Effort Report") as shown in Exhibit "B" to this Agenda Report.

2. Why was the City Center Task Force reduced from 22 to 11?

The original 22-member City Center Task Force was formed to focus on the vision for the Civic Center/Mid-Town District and the goals, objectives and principles to carry out the vision. The Task Force was appointed by the Mayor and City Council to represent the broader community as well as key advisory bodies and was charged with developing a programming report for the District for both private and public space. The Task Force's Programming Effort Report was accepted by the City Council on April 6, 1998; the "City Center Implementation Task Force" was appointed by the City Council on May 11, 1998 to carry out the Programming Effort Report's implementation recommendations. The reduction in the number of members from 22 for the Task Force to 11 for the Implementation Task Force represented a change in focus from developing the broader programming effort to focusing on more specific implementation strategies. Six members represent the key advisory bodies – Planning Commission, Design Commission, Community Development Committee, Cultural Heritage Commission, Transportation Advisory Commission, and the Pasadena Center Operating Company; two represent property owners, and three represent the community.

3. Why would it be beneficial to the existing Implementation Task Force to include a representation from the Arts Commission?

A primary focus of the Implementation Task Force is the development, financing and implementation of public improvements in the public space in the District, including the Garfield Avenue/Holly Street Promenade. A key component of this implementation effort is the development of a public arts strategy for the District which is integrated at the earliest possible stage as the District improvements are designed. A public arts consultant is part of the consultant team and would benefit from the on-going involvement of an Arts Commission representative. Also, the Arts Commission which has approval authority over public art in the District would benefit from an understanding of how the proposed public art strategy and resulting program would fit and is informed by the Beaux Arts nature of the Civic Center. Having an Arts Commission representative will provide a necessary link to the Civic Center/Mid-Town programming effort as it moves through the approval process. It should be noted that a representative of the Arts Commission, Lonette Rappoport, has been attending Implementation Task Force meetings on a regular basis as a member of the public.

4. Implementation Task Force members who represent advisory bodies may not be reporting out to their respective bodies.

In consultation with key advisory body support staff, it was reported that Implementation Task Force members have regularly provided updates on the work of the Implementation Task Force. Recently, however, due to resignations over the past six (6) months of Implementation Task Force representatives from the Planning Commission, the Community Development Committee and the Transportation Advisory Commission, updates have not been provided in a consistent manner. The work of the Implementation Task Force will be more effectively monitored by the advisory bodies if current vacancies are filled by the City Council.

5. Does the Implementation Task Force make it more difficult to get a project approved?

One of the major roles of the Implementation Task Force is to focus on five major near-term priorities – the Plaza Pasadena renovation, the Convention Center expansion, parking and traffic analysis, streetscape and Centennial Square, and developments on the north side of Colorado Boulevard. The Implementation Task Force has performed a very effective role in bringing forward community-related priorities and issues regarding these major projects. Importantly, the Implementation Task Force has been instrumental in developing the land use-related recommendations regarding the proposed Plaza Pasadena renovation, the first major project addressed by the group. In summary, the Implementation Task force has performed an important role in facilitating project reviews, providing interdisciplinary input, and soliciting community involvement.

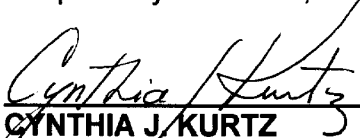
Recommended New Appointments to Implementation Task Force

Exhibit "A" to this Agenda Report recommends the appointment of new members to represent the Community Development Committee, the Planning Commission, the Transportation Advisory Commission and the Arts Commission. The recommendations are being made by the Mayor's Office, in consultation with the Implementation Task Force Chair and the chairs of the advisory bodies with vacancies on the Implementation Task Force. The City Council has approved prior appointments to the Implementation Task Force.


FISCAL IMPACTS:

There is no fiscal impact on the General Fund of approving this recommendation.


Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

Prepared by:


MARSHA V. ROOD
Development Administrator

Approved by:


RICHARD J. BRUCKNER
Director Housing and Development