

Agenda Report

TO: CITY COUNCIL

DATE: OCTOBER 12, 1998

FROM: CITY MANAGER

SUBJECT: NORTHWEST COMMUNITY PLAN EVALUATION REPORT

RECOMMENDATION:

It is recommended the City Council accept this report and file it with the City Clerk. It is also recommended that the City Council approve the following recommendations:

1. Authorize the City Manager to conduct a Northwest Community needs assessment for the purpose of updating and revising the Northwest Community Plan.
2. Direct the City Manager to update and revise the Northwest Community Plan to extend to FY 2000.

PURPOSE OF REPORT

The City Manager's Department, Northwest Programs staff are pleased to present the Evaluation Report on the implementation of the Northwest Community Plan. This report is produced in collaboration with the Northwest Commission. The purpose of the Evaluation Report on the revised Northwest Community Plan is to succinctly and accurately report the implementation status of the activities described in the revised plan. In the findings section of the attached report, the revised Northwest Community Plan activities are categorized according to the seven elements identified in the plan. A brief description of the planned activity in each element is followed by a status of the activities as either *complete*, *in-progress* or *incomplete*.

It is the aim of this Evaluation Report to inform the City Council and members of the Pasadena community as to the present status of each of the seventy (70) activities scheduled to occur during the fiscal years of July, 1993 through June, 1995. The report may be used to assist the Northwest Commission and City staff in preparing a *second revision* of the Northwest Community Plan. The original Northwest Community Plan was approved in 1985, the first revision was approved in June of 1993. The evaluation

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report documents the revitalization effort of the City from 1993 to September 1998. It is anticipated that when the second revised plan effort is completed by the end of FY 2000, the following outcomes will be brought to fruition:

- Continuation of City services that maintain the environmental quality which is found in other areas of the City;
- Completion of zoning regulation amendments which decrease the negative impact of population density and encourage/nurture appropriate economic development activity;
- Revitalization of all major commercial areas;
- Increased home ownership and ongoing rehabilitation of the housing stock.

EXECUTIVE SUMMARY:

The revised Northwest Community Plan (NCP) delineated seventy (70) planned activities to take place between July, 1993 and June, 1995 as a strategy to continue the revitalization effort started by the original 1985 Northwest Plan. These activities were divided into the following seven elements: Housing, Economic Development, Employment, Health & Human Services, Environmental Quality, Public Safety and Land Use & Zoning. The Evaluation Report describes the status of each of the designated activities as either *complete*, *in progress* or *incomplete*. Overall, 76% of the designated NCP activities were successfully completed. Nine percent (9%) of the NCP activities are in progress with plans for overall completion by the end of June 1999. Another 15% of the NCP activities remain incomplete. In addition, over \$40 million in expenditures of public funds have been documented in the implementation of the NCP.

The overall implementation of the NCP was very successful. There is still some work to be done. We must continue to plan the revitalization effort into the next century so that the vision and goals of many residents within Northwest will be realized.

The Northwest Commission is recommending that the City of Pasadena continue the revitalization strategy. City Staff is recommending a second revised Northwest Community Plan should be prepared by the end of FY 1999 for adoption with the budget for fiscal year 2000. This action follows the recommendation of the

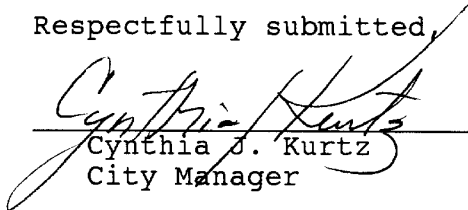
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Northwest Task Force in 1990 which called for a specific intense revitalization effort to the year 2000. The Northwest Commission is recommending that this planning/revitalization effort is reviewed on a quarterly basis and extend to the end of fiscal year 2001.

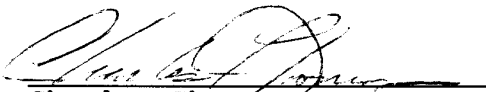
FISCAL IMPACT

Approval of staff recommendations does not require any additional appropriation of dollars and can be completed within the approved FY 1999 budget. City services proposed within the next revised plan will be included in the FY 2000 budget. Approval of the FY 2000 budget will provide the resources needed to complete any activities proposed in the revised plan.


Respectfully submitted,


Cynthia J. Kurtz
City Manager

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Approved by:


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