

- FACT SHEET - THE GUIDING PRINCIPLES

The General Plan begins with seven ideas that together create a vision for the City's future. When the City approved the General Plan in 1994, these ideas were dubbed the "Seven Guiding Principles." These principles were also reaffirmed by the City Council in the 2004 update. The principles begin with a broad one sentence summary, followed by a more detailed description. The seven guiding principles are a starting point. The General Plan moves from these brief principles to more than a dozen chapters, each with objectives, policies and implementation measures.

- 1 Growth will be targeted to serve community needs and enhance the quality of life.** Higher density development will be directed away from our neighborhoods and into our downtown and along major transit corridors to create an exciting urban core with diverse economic, housing and cultural opportunities. The targeted growth areas will also include open spaces, green belts and urban parks.
- 2 Change will be harmonized to preserve Pasadena's historic character and environment.** Citywide design principles will be established so that new development blends with the old; historically and architecturally significant buildings will be preserved; new public spaces will be acquired; and we will act as stewards of our natural environment.
- 3 Economic vitality will be promoted to provide jobs, services, revenues and opportunities.** A diverse economic base with jobs for Pasadena residents will be promoted; existing businesses will be encouraged to stay or expand; affordable housing will be provided for the labor pool; the continued fiscal health of the city will be ensured.
- 4 Pasadena will be promoted as a healthy family community.** Safe, well-designed, accessible and human-scale residential and commercial areas will be provided where people of all ages can live, work and play including neighborhood parks, urban open spaces and the equitable distribution of public and private recreation facilities. Human services will be coordinated and made accessible to those who need them.
- 5 Pasadena will be a city where people can circulate without cars.** Specific plans in targeted development areas will emphasize mixed uses, pedestrian activity and transit; public and private transit will be made more available; neighborhood centers and urban villages will be promoted to reduce the need for auto use.
- 6 Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region.** Long-term growth opportunities will be provided for existing institutions; a healthy economy will be fostered to attract new cultural, scientific, corporate, entertainment and educational institutions.
- 7 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 the city's future.