

GENERAL PLAN UPDATE

OUTREACH SUMMARY REPORT

May 17, 2010



OUTREACH SUMMARY REPORT

CITY OF PASADENA

LAND USE, MOBILITY, OPEN SPACE & CONSERVATION GENERAL PLAN ELEMENTS UPDATE

OUTREACH SUMMARY REPORT

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EXECUTIVE SUMMARY

Through nine months of community outreach, 3,000 Pasadena residents, business owners and community leaders provided thousands of comments on issues related to land use, mobility, open space and conservation. This Outreach Summary Report organizes these comments into main topic areas, or themes. Moving forward, this report will provide input, direction and a framework for updating the City's General Plan. The General Plan update process will begin by comparing the current General Plan elements with this outreach report to identify topics out of alignment, in conflict or not addressed. The community will then re-engage to consider land use and mobility alternatives that attempt to reflect community comments, recent environmental mandates, and other government requirements.

In 2009, the City began the process of updating four elements of the General Plan – Land Use, Mobility, and Open Space and Conservation. This marks the first significant update of the Land Use and Mobility Elements since the controversial growth management initiative and resulting landmark General Plan update of 1994. Facing many of the same questions about growth and density, public participation was set forth as the first priority of the update.

In the spring of 2009, the City Council appointed the General Plan Update Advisory Committee (GPUAC) to guide community outreach and participation in the update process. Staff and the GPUAC are working closely with the Planning Commission and Transportation Advisory Commission to address the comments received by the community.

With a goal of reaching as many people as possible, and specifically to reach segments of the community that generally do not participate, a nine-month outreach program was designed to last through November 2009. The program included numerous opportunities for staff and GPUAC members to hear firsthand from the public about their visions and concerns for Pasadena. By the end of the program, more than 3,000 people had participated in outreach activities and thousands of comments had been documented. These comments represent a broad range of ideas, concerns and interests.

Many participants did not have difficulty describing what they loved about the City: beautiful neighborhoods, historic architecture, great people, cultural and entertainment amenities, and the notion that, despite the fact that the City has a small-town feel, they can still find everything they need right here. This love for the City also leads to concern about change and loss of the character they cherish. People expressed worry that future high-density development, traffic and poor design of new buildings could cause a decline in the City's quality of life. They also noted challenges to the City's future, such as the quality of the public school system, geographic and economic disparities and the economy.

Comments related to density, design and traffic presented some of the more significant tensions. While people were very concerned about overdevelopment, many expressed an understanding that growth is needed to maintain economic vitality. People felt strongly that newer buildings should better reflect the City's historic character. However, some argued Pasadena needs a balance of modern and traditional architectural styles. Finally, an

overwhelming number of participants identified traffic as a major issue. At the same time, some expressed that traffic was not a significant issue and is necessary for business growth.

This Outreach Summary Report attempts to organize these comments into a manageable format that accurately reflects the thoughts of those who participated, including the agreements and disagreements among different perspectives. Part I of the report outlines the community outreach process. Parts II and III outline the most frequently heard and other frequently heard themes. Part IV outlines other recurring issues and concerns raised by the community that do not necessarily fit within the scope of the General Plan update. The appendix to the Outreach Summary Report includes documentation of each outreach program and the comments recorded at each session (see www.cityofpasadena.net/generalplan).

Most Frequently Heard Themes

These themes were consistently heard more frequently and more passionately than others, surfacing at nearly every meeting and workshop throughout the City.

Community Character

Community members spoke at length and with great passion about the characteristics that make Pasadena a special place. This is one area where there was little disagreement. When asked to rank several characteristics in priority, most participants noted that it is a combination of inseparable factors that make Pasadena unique. The characteristics most cited include small-town feel; great neighborhoods; historic architecture and preservation; trees and the beautiful natural setting; the prevalence of arts, culture and entertainment; and the diversity of people, businesses and neighborhoods.

In regard to historic preservation, suggestions were made to strengthen the preservation policies in the General Plan and to reword the Guiding Principle related to historic preservation. Participants described trees and the urban forest as iconic attributes of Pasadena, providing a unique sense of place, enhanced pedestrian experience and superior quality of life. However, there was also a sense by some participants that trees are threatened and need to be protected from new development and poor care.

Growth and Density

One of the greatest concerns for the community is about growth and density of future development and the potential impacts it could have on existing community character. Opinions on how to approach the issue, however, were diverse. For purposes of summary, comments were divided into three camps: those supporting a decrease in density, those seeking limited future density that is appropriately managed and those generally supporting increased density. The largest number of comments expressed a desire for less density and growth in the future.

Design and Architecture

The design and architecture of the City is a highly valued characteristic and another significant source of concern for the future. The vast majority of comments in this category were concerns about how new commercial, mixed-use and multi-family buildings fit within

the existing architectural context. Some expressed concern that the City lacks a common design vision and that some projects lacked imagination.

Traffic

Traffic congestion was identified as one of the most challenging issues facing the city. Although some pointed out that local traffic was not nearly as bad as other areas in the region and that a reasonable level of traffic volume in the City's business districts is necessary for economic success, many participants expressed frustration with an increase in traffic congestion. Higher density residential and office developments in the City's Central District were repeatedly cited as a main cause for the increased traffic congestion experienced throughout town. Pass-through trips (i.e. commutes that do not begin or end in Pasadena) were also identified as a significant cause of traffic congestion.

Transit

Participants recognized that the need for public transportation will intensify in the future and that the challenge to meet this need will deepen. There was a consensus that transit needs to be improved, expanded, better coordinated and made more accessible and affordable. Comments on transportation included focus on local efforts such as the ARTS Bus system and Dial-a-Ride, as well as support for regional efforts, such as the Gold Line Foothill Extension.

Open Space and Parks

Pasadena's parks and natural open spaces are loved and appreciated – participants said they wanted more of both. Community members from all neighborhoods identified parks as a major contributor to the quality of life in Pasadena. They appreciated the uniqueness of Pasadena's natural environment and the proximity to wild areas in the foothills and mountains. Some were concerned that open space may be lost to new development and that parks are needed in the Central District, where most of the new growth has occurred.

Economic Development

The economy was on many participants' minds during the outreach program. In general, participants thought that Pasadena has a healthy economy and a secure position as a business and retail center for the region. Nonetheless, concerns were raised about an increase in empty storefronts in commercial districts and about a possible imbalance between new multi-family housing and commercial development.

Other Frequently Heard Themes

These themes were also heard throughout the outreach process, although not as frequently or at the same level of intensity as those previously identified.

Environmental Sustainability

Environmental sustainability, water and energy conservation and solid waste reduction were all identified as concerns during the outreach process. Participants supported Pasadena's current efforts in environmental sustainability and felt the City should make stronger efforts toward that goal. People wanted Pasadena to play a leadership role in sustainability, providing comments such as, "We will be a model of a sustainable city."

Parking

Three major challenges were highlighted regarding the City's current parking conditions: the shortage of parking, the high cost of parking and the difficulty in locating structures and surface lots. Community outreach participants acknowledged that the combination of the three challenges affects the vitality of Pasadena's businesses, as it deters visitors and residents from shopping in certain parts of the City.

Walking and Biking

In addition to transit, walking and biking are important alternative methods of transportation that are valued by the community. Participants referenced the proximity of businesses, tree-lined streets, historic architecture, and storefronts and cafes lining the sidewalk as things that make walking inviting. Other people remarked that they were deterred from walking when parking lots were located at the street, when architecture was poorly done, when street trees were lacking, when crossing the freeway and when traffic moved fast. Seniors and people with disabilities expressed concern about the poor condition of some sidewalks.

A handful of people said that the City was bike friendly and a safe place to cycle. However, those comments were overwhelmingly contradicted by others who believed the City is not safe for bicyclists and that Pasadena could do much more to make cycling safer and more enjoyable.

Affordable Housing

Comments related to affordable housing focused on three main areas: the lack of affordable housing, location of affordable housing and the need for affordable housing to incorporate quality design. While there was strong support for more affordable housing, people also raised concerns over its impacts, the expense of building affordable housing, what it looks like and where it is located.

Disparities

In the community character category, people praised Pasadena for its diversity of people, neighborhoods, housing types and income levels. However, there were a number of comments that described Pasadena as having disparities along geographic, economic, racial and ethnic lines. Some believe the City is fragmented by the 210 freeway and that there are disparities in the allocation of City resources and attention from the City Council.

Places for Youth

Youth and other outreach participants expressed a need for more places for youth activities including safe locations for recreation, shopping and social interaction. Although Pasadena and its youth organizations provide numerous services within community centers and parks, people believe that more can and should be accomplished. Young people expressed a desire for more youth-oriented shopping opportunities and youth activities and venues, as well as less-expensive transit opportunities.

Other Recurring Issues and Concerns

Some important concerns that were raised during the outreach process cannot be adequately addressed through the land use, mobility, and open space and conservation elements. While these topics overlap with the elements being updated, this General Plan update is not necessarily the appropriate vehicle to address these concerns. These topics are included in Part IV of this report as a means to relay concerns to the City Council to ensure that they are heard and addressed through other appropriate channels.

Government Responsiveness

The community shared both praise and criticism regarding accessibility and responsiveness of public officials and government in general.

Education and Schools

Prevailing public opinion points to the need to improve public schools, coupled with the recognition that good public schools are key to the livability and vitality of the City.

Programming for Youth

Youth and other outreach participants expressed a need for more youth activities.

City Services

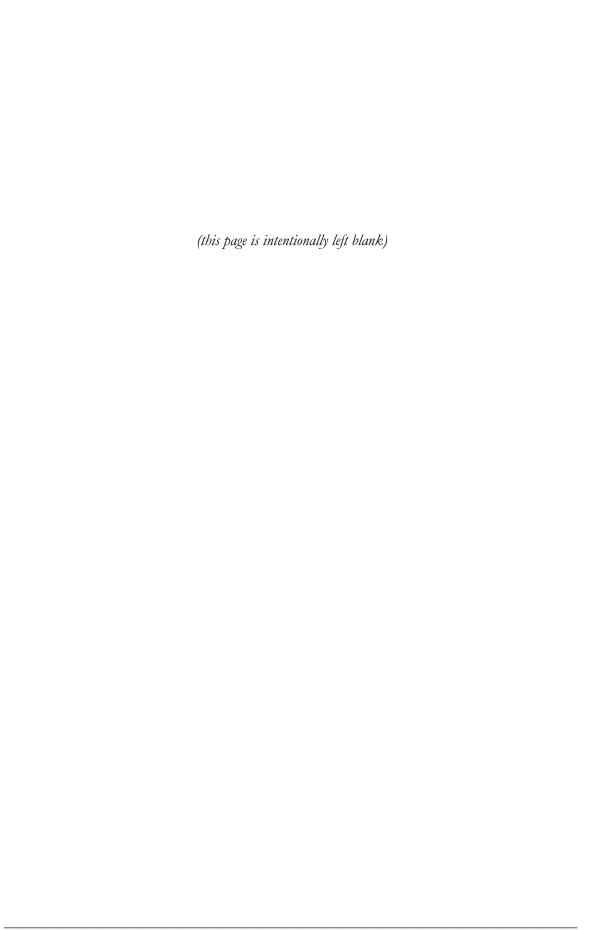
Many people had positive comments about the services the City provides. Nonetheless, some believed there could be further improvement to a range of city services, from police and fire, to street maintenance, water, power, parks, library and planning.

Financial Support for Arts and Culture

While most comments celebrated the arts and culture in Pasadena, some noted that more could be done to financially support arts and culture.

Homeless Services

Concerning homelessness, people noted that Pasadena and its non-profit organizations offered better services than other cities, but expressed a desire for more services. Most of this topic would be addressed in the Housing Element of the General Plan.



INTRODUCTION

The City of Pasadena is currently updating four elements of its General Plan – Land Use, Mobility, Open Space and Conservation. A General Plan is the blueprint, or "road map," to guide a city's future for the next ten years and beyond.

The update process began with an extensive outreach program beginning in spring 2009. This is consistent with one of the seven guiding principles of Pasadena's General Plan, which is to make community participation a permanent part of achieving a greater city. As part of the update, the City Council appointed a 22-member citizen's committee with 11 primary members and 11 alternate members called the General Plan Update Advisory Committee, or GPUAC, to oversee the outreach process and the update of the elements. The GPUAC represents a host of community interests and ideals, made up of four mayoral representatives and two representatives from each council district, the Pasadena Chamber of Commerce and Pasadena Unified School District.

The GPUAC worked with staff and a consultant team to create a multi-faceted outreach process. The goal was to reach as many people as possible and specifically to reach segments of the population that do not generally engage in civic dialogue. Participants included people of many backgrounds, ages and interests.

Outreach efforts included staff and GPUAC participation at over 100 different meetings, workshops, special events, interviews, presentations and programs within the community. At the same time, the GPUAC held more than two dozen regular and special committee meetings, and created several subcommittees to meet on specific topics. Specific outreach activities included dozens of community meetings and workshops, interactive *MoveAbout* tours, a speaker series, a special youth outreach program and a community open house. By the end of the first community outreach phase, more than 3,000 people had participated and thousands of comments had been documented. All of the comments collected are summarized in this Outreach Summary Report.

The Open Space and Conservation Element update has a separate City Council-appointed advisory committee. That committee, along with staff, completed its own outreach program, in addition to participating in this outreach program.

The appendix of this report includes all of the comments collected, translated into one format and organized by source. To make sense of the thousands of comments, they were divided into most frequently heard themes and other heard themes, with a summary of each category. In reviewing and summarizing the multitude of comments, tensions and links were flagged. The report also outlines concerns raised by the community that do not fit within the context of the General Plan update.

The GPUAC and staff will use this Outreach Summary Report to identify the shared values and concerns of those who participated in the process, to establish a framework for a vision and then to create goals, objectives and policies for the updated General Plan elements. The process will begin with a comparison of the current General Plan elements with the input

provided during the first outreach process to identify areas of alignment, areas of conflict and areas that are not currently addressed.

Staff will work with the GPUAC to develop and refine alternatives for the areas of major conflict, complete a technical analysis of each alternative, and develop outreach programs that will describe the pros and cons of the proposed alternatives. The outreach report will provide direction throughout the update process, but must also be balanced by new environmental regulations (e.g. State Senate Bill 375), existing state requirements and consideration of economic and fiscal impacts. The proposed alternatives will also be checked for consistency with the other General Plan Elements (e.g. the Housing Element, and the Open Space and Conservation Element).

After weighing the tradeoffs of the proposed alternatives, preferred alternatives will be translated into specific policies and strategies to be incorporated into a draft updated General Plan. A new draft General Plan will be circulated widely to the City's advisory commissions —and throughout the community — before it is presented to the City Council.

Pasadena's General Plan

The State of California requires all cities to have a General Plan, with seven required "elements," or chapters. Pasadena's General Plan is made up of the following 15 elements (including the year they were last updated):

• Required Elements:

- o Land Use (1994, updated in 2004)
- o Mobility (2004)
- o Noise (2002)
- o Safety (2002)
- o Housing (2002, currently being updated separately)
- o Open Space (1976, currently being updated separately)
- o Conservation (1976, currently being updated separately)

• Other Elements:

- o Public Facilities (1975)
- o Green Space, Recreation and Parks (2007)
- o Scenic Highways (1975)
- o Economic Development and Employment (1984)
- o Social Development (1976)
- o Historic and Cultural (1975)
- o Cultural and Recreational (1983)
- o Energy (1983)

As previously stated, four elements are being updated: Land Use, Mobility, Open Space and Conservation. The Land Use Element is a set of objectives and policies that guide the future of Pasadena. It specifies how much and where various types of development will be allowed, as well as standards for building intensity and population density. This element was updated in 1994, with minor changes in 2004.

Seven guiding principles were included as part of the 1994 Land Use update, and reaffirmed in 2004. These principles have served as the City's vision for achieving a greater city:

- 1. Growth will be targeted to serve community needs and enhance the quality of life;
- 2. Change will be harmonized to preserve Pasadena's historic character and environment;
- 3. Economic vitality will be promoted to provide jobs, services, revenues and opportunities;
- 4. Pasadena will be promoted as a healthy family community;
- 5. Pasadena will be a city where people can circulate without cars;
- 6. Pasadena will be promoted as a cultural, scientific, corporate, entertainment, and educational center for the region; and
- 7. Community participation will be a permanent part of achieving a greater city.

Pasadena's Mobility Element contains specific strategies for promoting safe, accessible and convenient transportation options for everyone living and working in the city. This element also includes strategies to protect neighborhoods from traffic, and for public transit, parking, bicycles and pedestrians. This element was adopted in 2004.

The Open Space and Conservation elements are being combined as one element. It will set goals and priorities for preserving and enhancing Pasadena's open space and for conserving energy, water, our urban forest and other natural resources. The elements were last updated in 1977. This update will complement the new Green Space, Recreation and Parks Element, which was adopted in 2007.

Although the Open Space and Conservation Element update has a separate advisory committee with focused outreach activities, the group also participated in many of the outreach activities outlined in this report. All open space and conservation comments in this report will be forwarded to that committee for consideration and inclusion in that element.

The Housing Element is being updated separately, and is currently in the draft stage. It is expected to be adopted by the City Council in 2010. The Housing Element included a separate outreach program mostly completed in 2008, with an additional outreach meeting scheduled for the summer of 2010. Other elements, such as Scenic Highways, Noise, Safety and Economic Development are not being updated at this time.



PART I: OUTREACH PROCESS

Staff worked with the GPUAC and the consultant firms of Gensler and Hogle-Ireland to create a multi-faceted outreach process. The goal was to reach as many people as possible and specifically to reach segments of the population that do not generally engage in civic dialogue.

Participants included Pasadena residents, business people, property owners, non-profits, civic leaders, students and others representing a variety of backgrounds, ages and interests. Meetings and activities were held at numerous locations throughout the community. Spanish translation was provided at many of the meetings and in some of the printed materials. Child-care services were also provided at several events.

The format of activities and the way information was gathered was modified during the process, benefiting from experience as the process developed. The first step of the outreach process consisted of interviews with individual people to get an initial sense of the major issues in the community. At the community organization meetings, staff and the GPUAC used similar versions of a comment form which included more specific questions on Pasadena's issues and the existing General Plan's guiding principles.

During the community-wide and district workshops, comments were gathered using open ended questions with facilitators asking for examples and seeking specific details, definitions and explanations. Such discussions focused on the factors that make Pasadena unique and the challenges and issues facing the City. The community's thoughts and concerns regarding the future will be addressed in the next phase of the update process.

Staff and the GPUAC focused on open-ended questions for a majority of the outreach process because this type of question would generate a wider range of opinions and comments. The GPUAC recognized a downside of this approach, which is that it does not allow for statistical analysis. However, the GPUAC determined that it was more important to engage in a broader conversation with the community

At the Open House, a combination of focused questions and open-ended discussions were used. Interactive exhibits asked participants to mark which guiding principle means the most to them and whether new principles should be added. Some preliminary findings from the outreach activities completed to date were also shared. Throughout the outreach process, the public was also given an opportunity to share their own thoughts in writing through the website or regular mail.

GPUAC members participated in every community meeting as group facilitators and scribes. The variety of tools used resulted in comments that reflect the breadth of land use, mobility and open space and conservation concerns in Pasadena.

Outreach activities in 2009 included the following:

- Stakeholder Interviews During the spring, staff and a consultant interviewed more than 75 stakeholders, representing a cross section of the City to gain a broad understanding of how people view Pasadena. Those interviewed represented various groups, including:
 - o Affordable housing providers
 - o Arts groups
 - o Association of Realtors
 - o Business and commercial property owners
 - o Civil and service organizations
 - o Developers, architects and construction industry firms
 - o Central District residents
 - o Educational institutions
 - o Ethnic, racial and cultural groups
 - o GPUAC members
 - o Historic preservation groups
 - o Large and medium employers
 - o Neighborhood associations
 - o Recreation groups
 - o Religious institutions
 - o Seniors
 - o Social service providers
 - o Transportation groups
 - o Youth and young adults
- Community Organizations During July and August, staff and GPUAC members
 met with more than three dozen neighborhood associations, business groups and
 non-profit organizations to discuss priorities and concerns. Approximately 450
 people attended these meetings, with participation from resident associations,
 business groups and non-profit organizations. Below is a list of the community
 organizations visited:
 - o Neighborhood Associations:
 - 99 N. Raymond (condominium complex)
 - Asociación de Vecinos Unidos
 - Banbury Oaks Neighborhood Association
 - Bridgen-Ranch Neighborhood Association
 - Bungalow Heaven Neighborhood Association
 - Central District residents
 - Coalition for a Common Vision
 - Cypress-Lincoln Village Neighborhood Association
 - East Orange Grove Neighborhood Association
 - Eaton Blanche Park Neighborhood Association
 - Garfield Heights Neighborhood Association
 - Granada Court (condominium complex)

- Historic Highlands Neighborhood Association
- Holly Street Village (apartment complex)
- Hudson Condominiums
- Linda Vista/Annandale Association (LVAA)
- Lower Hastings Ranch Association
- Madison Heights Neighborhood Association
- Oak Knoll Neighborhood Association
- Orange Heights Neighborhood Association
- Pasadena Place (condominium complex)
- Sierra Madre Villa Neighborhood Association
- South Allen Neighborhood Association
- Upper Hastings Ranch Association
- Washington Square Neighborhood Association
- West Pasadena Residents' Association (WPRA)

o Business Groups:

- East Washington business group
- Foothill Pasadena American Institute of Architects (AIA)
- Hastings Ranch and East Pasadena business and property owners group
- North Lake Village Business Association
- Old Pasadena Management District
- Pasadena Chamber of Commerce Board
- Pasadena-Foothills Association of Realtors
- Playhouse District Association Board
- South Lake Avenue Business Association Board

o Non-Profit Organizations:

- Cultural Leaders Group
- Pasadena Affordable Housing Group
- Executive Roundtable of Non-Profit Executive Directors
- Pasadena Heritage
- Do-It-Yourself Workshops During August and September, staff provided training for local groups to conduct their own General Plan meetings to discuss priorities and concerns. A total of four workshops were conducted, with most of them organized by residents of multi-family developments. These workshops provided another unique way to gather information.
- MoveAbout Tours In September and October, Pasadenans turned out by car, bus, bike, the Gold Line and on foot for six MoveAbout tours across the City. The self-guided tours included a booklet where participants wrote their comments on a variety of topics including design, transit, bicycling and open space. Over a dozen local businesses and a non-profit organization participated as tour stops. Sixty-six people returned their booklets, completing approximately 135 individual tours.

- Community-Wide Workshops In September, residents were invited to five
 community-wide workshops to discuss Pasadena's unique characteristics and
 challenges. Meetings were held on weeknights in the Northwest, Southwest, East
 and Northeast. In addition, a meeting was held on a Saturday afternoon in the
 Central District. Spanish translation and child-care services were provided at all of
 the workshops. These workshops were not highly attended, with only 50 people
 participating.
- Council District Workshops In September and October, each City Council member hosted a General Plan workshop to discuss with their constituents the unique qualities and challenges that face Pasadena and their districts. These workshops were very well attended, with a total of 300 people participating. Each meeting began with an introduction by the respective council member. Then staff and the GPUAC led group discussions on the qualities that make Pasadena special and the challenges facing the City. At the end of the workshop, groups shared their comments with each other. Spanish and Mandarin translation and child-care services were provided at some of the workshops.
- Commissioners Workshop In October, a special workshop was held for all City commissioners and committee members. Nearly 40 commission members representing over a dozen commissions participated.
- Speaker Series From September to November, more than a dozen local
 professionals sparked conversations on key land use and mobility issues through an
 informative speaker series program. Topics included housing and density, design,
 traffic, water resources and economic development. A total of 200 people attended
 the speaker series. The series was also videotaped and shown on the local cable
 station 55-KPAS, and placed on the City's website.
- Youth Outreach Throughout the summer and fall, staff and the GPUAC met with the City's Youth Council and youth participants from public schools, private schools, youth service groups and religious institutions citywide. A total of 300 youth participated in activities which included an art exhibit, a customized *MoveAbout* tour on the Gold Line and city model building. Staff also visited several schools and youth groups and facilitated discussions where the students created binders, or "slam books," to express their ideas on Pasadena's future. Many of the activities were special events with participation from youth throughout the community. Below is a list of specific community youth organizations and schools visited:
 - o Pasadena Youth Council
 - o Day One
 - o El Centro
 - o Marshall High School
 - o Blair High School
 - o Muir High School

- Open House Extravaganza On November 14, the community celebrated the completion of the outreach phase with a community open house held in the South Lake business district. The event provided visitors an opportunity to hear some of the community feedback gathered to date, learn about the issues and share additional thoughts. Over 700 people attended the Open House, which included interactive exhibits on land use, mobility and open space, mini-speaker sessions, a youth exhibit, food vendors, a city model-building exercise, children's activities, a community mural project and live entertainment. Child-care services were provided.
- Other Community Outreach A variety of other opportunities were taken to get the
 word out about the General Plan update. Staff and the GPUAC attended
 community events, including National Night Out, Art Night, the Latino Heritage
 Festival, the Green Fair, back-to-school nights and many others.

Significant attempts were made to reach as much of the community as possible. The GPUAC acknowledges that the outreach methods employed are not "scientific," but instead collect "snapshots" of the community. In addition, this report may not fully capture the passions expressed by the community when participants described their likes and dislikes.

Not all segments of the community participated equally, and it is unclear whether or not participation fully represents the community. Furthermore, some participants represented more than one group, such as business people who are also Pasadena residents. The GPUAC will continue to outreach aggressively as the General Plan update process continues.

Outreach Communications

Many traditional and new forms of media were used to publicize the outreach events. Posters, flyers, handouts and postcards were distributed to residents, businesses and students. The campaign included press releases and articles in local newspapers and City newsletters, online advertisements, and public service announcements and programming on the local cable station 55-KPAS.

An update article was featured in seven issues of the City's newsletter "Pasadena In Focus" from March 2009 to March/April 2010, which is mailed to 54,000 households. A special issue dedicated to the General Plan was distributed in August. Staff also distributed weekly email blasts to a list of more than 700 subscribers (both individuals and groups) and multiple letters to faith-based and non-profit organizations to publicize events. Emails and articles were distributed through other groups and organizations, such as the City's Neighborhood Connections program, the West Pasadena Residents' Association newsletter and the South Lake Avenue Business Association website. Banners were also placed on ARTS buses and displayed at community centers.

Significant outreach efforts were made to reach the students and their parents at area schools. Over 20,000 flyers highlighting outreach activities were distributed to every student of the Pasadena Unified School District. Flyers were also distributed to many private schools. In addition, City staff participated at back-to-school nights for eight middle and high schools.

The program also incorporated an interactive website at www.cityofpasadena.net/ generalplan and a Facebook page at www.facebook.com (type Pasadena General Plan).

Circulation of Draft Report

The draft Outreach Summary Report was completed in March 2010 and was circulated to the City Council, all City commissions and the public for a 45-day review period. People were asked to comment on the report and to assess whether it accurately summarized what they heard during the community outreach phase. The draft report and appendix were available for viewing at the Pasadena Permit Center, all city libraries and community centers and online on the General Plan website.

During the review period, staff and the GPUAC presented the draft report to the City Council and the following commissions and committees:

- Accessibility and Disability Commission
- Commission on the Status of Women
- Community Development Commission
- Design Commission
- Environmental Advisory Commission
- Historic Preservation Commission
- Human Relations Commission
- Human Services Commission
- Northwest Commission
- Open Space and Conservation Element Committee
- Planning Commission
- Recreation and Parks Commission
- Transportation Advisory Commission
- Senior Commission
- Youth Council

Commissioners were asked to comment on the overall report, whether it was consistent with what they hear from the community and whether it was consistent with the specific issues their commission regularly addresses. In addition, the public was invited to a special hearing with the GPUAC to comment on the draft report.

Numerous comments were received on the draft, including verbal comments at the public hearing, letters, emails and messages on the General Plan website. Several City commissions and the Pasadena Chamber of Commerce submitted formal comments. However, the majority of the comments were submitted by individuals. Staff and the GPUAC carefully reviewed and discussed the comments received. All of the comments on the draft report are included in the appendix.

Overall, the comments received were favorable towards the draft report with most people stating it accurately reflected what they have heard from the community. For the most part, comments fell into four categories: modifications to the topics, the tone of the report, the outreach process, and the future use of the report.

The largest number of comments received on the draft report focused on development density and parks and open space. The comments related to density echoed those heard during the outreach completed in 2009 – with a majority of the new comments on development density expressing dissatisfaction with the design and scale of many of the recent projects completed in the Central District. Other commenters reiterated a need for additional parks and open space areas, specifically requesting Arlington Gardens be designated as an open space site.

Other comments related to modifying the topics, suggesting that accessibility needs for people with disabilities should be included in the report, historic preservation should be a dominant or frequently heard theme, trees should be a dominant or frequently heard theme, smaller multi-family residential projects should be preserved, the importance of arts and culture with regards to the economy should be added, a building's architecture should focus on the quality of materials and the context of its surroundings, the importance of natural open space should be highlighted and that Northwest Pasadena should be given more focus.

Many of the comments noted above have been incorporated into this final report. Changes were made when a significant number of new comments were received on the item, or when it was deemed necessary to add after reviewing the comments from the outreach completed in 2009. The GPUAC reviewed the additional comments and modified the report appropriately.

Some people expressed concern that the report included too many generalizations and did not provide enough specific examples. Others supported the use of open-ended questions used during the outreach process because it encouraged a broad discussion of issues with the community. The Pasadena Chamber of Commerce Board was concerned that the report appeared to be dominated by residential groups and did not adequately balance economic needs or fairly represent the concerns expressed by business representatives.

Finally, there was strong agreement that the final report should set the framework for the General Plan update as it moves forward. Other comments focused on suggestions and ideas that can be incorporated in future phases of the update.



PART II: MOST FREQUENTLY HEARD THEMES

These themes were consistently heard more frequently and more passionately than others. These items came up at nearly every meeting and workshop throughout the City.

Community Character

Community members spoke at length and with great passion about the characteristics that make Pasadena a special place. This is one area where there was little disagreement. When asked to rank several characteristics in priority, most participants agreed that it is a combination of inseparable factors that make Pasadena unique. At the same time, it was expressed that these same factors should be maintained, and future changes in the community should not threaten Pasadena's high quality of life.

The characteristics most cited as the contributing factors include Pasadena's small-town feel; great neighborhoods; historic architecture and preservation; trees and the beautiful natural setting; the prevalence of arts, culture and entertainment; and the diversity of people, businesses and neighborhoods.

Small-Town Feel

The phrase "small-town feel" may have been the single most prevalent comment heard throughout the outreach process. When asked to explain this sentiment, participants described Pasadena as accessible, neighborly, manageable, having a strong sense of place, having a strong community spirit, family-oriented, and interactive. Other definitions included the importance of having businesses, services and other amenities close to each other and close to home.

Great Neighborhoods

Community members commented about the strong presence and preservation of single-family housing and neighborhoods; yet, an appreciation for the variety of multi-family housing types available within the City was also expressed. Great neighborhoods were defined as "walkable," with libraries, trees and gardens. Specifically, "Neighborhoods are identifiable" and "Everyone has a porch." Great neighborhoods were further described as being protected from the impacts of industry and commerce (such as traffic and noise), yet having connectivity to the broader community.

Historic Architecture and Preservation

Historic architecture is a prominent part of Pasadena's character. Participants expressed appreciation for preservation of historic buildings both because they value the City's heritage and because of the architectural quality they bring to the City. Specifically mentioned were buildings by the architects Greene & Greene, the Rose Bowl, City Hall, Central Library, the Civic Auditorium and the Colorado Street Bridge.

In addition, the need for new development to be more respectful of historic architecture is discussed extensively in the design and architecture section. However, many community members felt that there could be more emphasis on historic preservation to continue to protect and maintain the character, heritage, and "feeling of living in Pasadena."

Suggestions included strengthening preservation policies in the General Plan, providing stronger regulations for remodeling, protecting the interiors of historic buildings and the City investing more in landmarks and landmark districts. Others advocated more detailed citywide surveys to better identify historic structures. Specifically, a petition with over 50 names was submitted requesting the second Guiding Principle be reworded from "Change will be harmonized to preserve Pasadena's historic character and environment," to "Pasadena's historic resources will be preserved, and change will be harmonized to enhance Pasadena's historic character and environment."

Trees and the Natural Setting

In addition to the built environment, participants also expressed appreciation for preservation of the natural environment. Participants described trees and the urban forest as iconic attributes of Pasadena, providing a unique sense of place, enhanced pedestrian experience and superior quality of life.

Tree-lined streets and open space within the urban environment were deemed important, as were specific settings such as Eaton Canyon, the Arroyo Seco and views of the San Gabriel Mountains' ridgeline. Green space and nature are highly valued by the community. However, there was also a sense that trees are threatened and need better care and protection from new development.

The majority of comments suggested that more trees should be planted throughout Pasadena to further build upon the sense of "green" that is recognized and valued by residents. Trees were also identified as necessary to strike a balance "between [the] urban and green environment," shading sidewalks and cooling the City.

There was also concern that the City does not manage the urban forest with the best of care. Comments cited a lack of general maintenance of street trees and premature removal. Other comments described a preference for maintaining large shade trees, such as the Ficus trees on Green Street, over new streetscape projects utilizing Ginkgo and Palm trees on Colorado Boulevard. There was a small number of people that were concerned that large trees can uplift sidewalks and create safety concerns. In addition, overgrown trees can block light from streetlights, creating safety issues at nighttime.

The Prevalence of Arts, Culture, and Entertainment

The fact that Pasadena has a broad variety of shopping, dining, arts, culture and entertainment options was also important in defining the City's character. Community members appreciated that a great variety of "big city" amenities were available within Pasadena. They highlighted the City's location as the hub of the San Gabriel Valley, and many enjoyed the fact that they rarely have to leave the City because so much is available here. Comments included "There are excellent shopping opportunities and variety," "There is so much to do here," and "The City has all the amenities most cities wished they had having it all here is a convenience for its residents." Pasadena was also highlighted for the civic auditorium, various museums and the public library system as excellent public amenities. The Rose Bowl and Tournament of Roses' Parade were identified as important contributors to Pasadena's character and history.

Diversity of People, Businesses and Neighborhoods

Participants continuously referred to the diversity of the City as a positive and special characteristic. Diversity was defined in many ways, including cultural, ethnic, racial, age and economic. Essentially, commenters value a diversity of people, businesses and neighborhoods. Comments included appreciation for the great range of people in the City and a need to support job opportunities and diverse housing – multi-family, single-family, affordable, etc. – throughout the City and job opportunities to maintain ongoing diversity in the future.

Members of business groups also highly valued the City's positive community character. It was important to these groups that commercial districts maintain variety, uniqueness and "mom and pop" businesses.

Preservation of Community Character

Because the characteristics described above are seen by the community as defining Pasadena, community members expressed concern regarding the potential loss of any of them. Many suggestions were offered to preserve and enhance the City's character, such as programs to maintain single-family neighborhoods, support local business districts and beautify landscaping along major transportation corridors. The preservation and enhancement of existing community character is paramount in plans for the future.

Related Topics

Many of the factors within the definition of community character overlap with other categories more fully discussed in other areas of this report. The focus on history, iconic buildings that have stood the test of time and treasured single-family neighborhoods overlaps with comments about historic preservation and architecture of new buildings. The sub-topic of historic preservation is closely connected to design and architecture, since new buildings often have an important impact on historic structures.

Concerns about negative impacts on existing neighborhoods are related to questions about the potential impacts of additional density and growth. Underpinning the stability of the community as a whole are concerns with economic development and support for business and the arts. Finally, while diversity is valued many also believe that diversity is also linked with disparities within the City.

Growth and Density

Clearly, one of the greatest concerns for the community is centered around growth and density of future development and the potential impacts it could have on existing community character. Opinions on how to approach the issue, however, were diverse. For purposes of summary, comments were divided in three areas: (a) those that want to see density decreased; (b) those that want to see limited future density that is appropriately managed; and (c) those that generally support increased density. Comments related to development density were primarily focused on high-density multi-family and mixed-use residential projects. However, some comments were heard on commercial projects and larger office developments in general.

The largest number of comments, nearly half of those recorded, stated that the City was too dense already and was suffering from negative impacts such as traffic congestion, loss of open space and views, loss of small-town character and problems with air quality and noise. Participants frequently used the term "over developed" and often said they thought there were too many condominium and apartment buildings. Some went so far as to say there should be a moratorium on new development. However, it is important to note that in the Central District, where most of the development has occurred, residents may have been underrepresented during the outreach process.

A large number of comments was also received from those who believe that future growth needs to be better managed. In this group concerns focused on more carefully aligning growth with infrastructure capacity, balancing residential growth with appropriate business and job growth, concentrating growth along transportation corridors and transit lines and redirecting growth to other areas of the City to relieve pressure on the Central District. For example, suggestions were made to focus new growth in East Pasadena, in the Playhouse District, along North Lake Avenue and in the northwest portion of the City.

In the *MoveAbout* tours, people generally supported additional high-density developments near the Lake Avenue and Sierra Madre Villa Gold Line light rail stations.

In the last category, and by far the smallest, people made several arguments in support of growth and high density, noting it as critical to the success of the community. Specifically, participants stated that density is better for the environment, allows for greater diversity and supports a healthy lifestyle. High-density development creates more walkable communities and supports transit, both of which will reduce traffic and improve air quality. Mixed-use development also creates a vibrant urban core that supports business, encourages walking through convenience and allows for affordable housing where residents do not need a car. Some in this group believe that strict limits on growth will result in economic stagnation and long-term negative impacts.

It appeared that business participants were supportive of more growth. They believed that growth is necessary for a healthy economy and with it comes amenities that benefit the entire community.

Community members have strong opinions on this topic, and the discussion was frequently emotional as people expressed fear over the consequences of divergent strategies. This topic received a very diverse range of responses and will likely require a large amount of attention moving forward.

Related Topics

Concerns about density and growth are closely tied to concerns about urban design and architecture. In some cases, further discussion revealed that participants might not always feel so strongly about high-density development if it were designed differently. It is also closely linked with concerns with traffic congestion and transit use as these are seen as significant by-products of growth. Growth and density can also be linked to sustainability through impacts on natural resources and land uses. Economic development also plays a role in this discussion, as limits on growth are seen as having potential negative impacts on economic growth that underlies the success of business and entertainment districts. Finally,

parks and open space are also linked to growth and density as people were concerned that inadequate open space is being provided for high-density development.

Design and Architecture

The design and architecture of the City is a highly valued characteristic and a source of concern for the future. The vast majority of comments in this category were concerns about how new commercial, mixed-use and multi-family buildings fit within the existing architectural context. Some expressed concern that the City lacks a common design vision, projecting a lack of imagination and quality.

Participants highlighted the importance of historic architecture and described the City's buildings as "unique," "iconic," having "quality" and "richness," with a "blend" of "diverse architectural styles." However, when discussing more recent buildings, participants described them as out-of-scale, over-sized, too tall, of poor quality materials and simply "ugly." Further, while some unilaterally support a broad range of architectural styles, many believe that context should be the driving factor in determining appropriate architectural style. Much dissatisfaction was expressed with recent "modern" or post-modern style buildings that participants felt were not appropriate for the context of the neighborhood. However, others were not opposed to modern design; instead, they believed architecture should be of high quality and respectful of its time and historic context. It was often noted that new buildings should have greater street setbacks and include more landscaped areas. However, others noted that maintaining the building "street wall" is important to encourage a walkable environment.

A commonly referenced example of this concern is the Westgate project, the three city blocks between West Del Mar Boulevard, South Pasadena Avenue, West Green Street and South De Lacey Avenue. Participants expressed concerns about the project's scale, height, massiveness and use of poor quality materials. The Del Mar Station at 265 South Arroyo Parkway also raised concern that it was too big and too modern and did not reflect Pasadena's architectural heritage (although positive comments were received on the restoration of the Santa Fe Depot and the design of the interior pedestrian plaza). Other projects that drew negative response include 444 East Orange Grove Boulevard, on the southeast corner of Los Robles Avenue and East Orange Grove Boulevard, and Cinema Lofts at 221 South Marengo Avenue.

Buildings cited as good examples of design included multi-family buildings at 596 North Fair Oaks Avenue and 700 East Union Street (Granada Court), as well as the new Convention Center. These buildings were praised for being a good fit within the context of the neighborhood and having good articulation that breaks down scale and mass. The Convention Center was highlighted for appropriately playing a background role to the more prominent historic buildings in the Civic Center district.

On the *MoveAbout* tours, people were asked to look at the architectural designs of a number of developments. People strongly supported the design of the affordable housing development at North Fair Oaks Avenue and Peoria Street. People also supported the design of the affordable housing developments on Cypress Avenue, as well as the design of

the recent retail development northeast of Pasadena City College in the 1600 block of East Colorado Boulevard.

Related Topics

Architectural design is a cornerstone of the characteristics valued by the community. The concerns expressed about the design of new buildings often coincided with calls to reduce the amount of development allowed in the future. Design is also closely linked to historic preservation, since many people believed that the design of new buildings should be sensitive to the City's historic context. In addition, some comments linked the poor design of new buildings to problems with the City's development review process.

Traffic

Traffic congestion was identified as one of the most challenging issues facing the City. Although some pointed out that local traffic was not nearly as bad as other areas in the region, such as West Los Angeles, and that a reasonable level of traffic volume in the City's business districts is necessary for economic success, many participants expressed frustration with the increase in traffic congestion.

Higher density residential developments in the City's Central District were repeatedly cited as the main cause for the increased traffic congestion throughout town. Also cited was the growing number of office buildings that have brought significant traffic impacts, particularly at peak time. Pass-through trips, travelers whose trips do not begin or end in Pasadena, were also identified as a significant cause of traffic congestion. Congestion on the 210 Freeway (especially the number of heavy trucks) and the lack of a direct link to the 710 Freeway were seen by some as causing increased pass-through trips on local streets.

Participants listed significant negative impacts of increased traffic including near gridlock in some places at certain times of day, increased cut-through traffic on residential streets, higher speeds especially on residential streets, increased travel times to get across town, reduced air quality and infringement on comfortable bicycle travel.

The subject of better traffic management was raised frequently. While some called for additional measures to protect neighborhoods from increased traffic volume, others criticized current protection measures and asked that systems to de-emphasize streets to make it less difficult to travel on smaller streets be reconsidered. Better traffic signal timing and coordination were suggested, as were more on- and off-ramps for the freeway. Also criticized by a few were traffic studies for new developments and the methods used to evaluate future traffic impacts.

The traffic impacts of the Gold Line at-grade crossings were called out as causing significant travel delays especially at California Boulevard. It was suggested that improvements were needed at the intersection of Fair Oaks Avenue and California Boulevard. Several streets including Lake Avenue, Hill Avenue, Orange Grove Boulevard, California Boulevard and El Molino Avenue were specifically identified by participants as being congested. People also called for improved traffic management, including better traffic signal timing and coordination.

Business groups, in general, did not consider traffic to be a significant issue compared to participants from the neighborhood organizations. Members of some of the business groups noted the importance that the Gold Line, ARTS buses, walking and bicycling play in reducing traffic, reporting that they are used by their employees. These groups also tended to remark more often about the need to complete the Gold Line Foothill Extension to Azusa and the benefits of a streetcar/trolley system in the Central District.

Related Topics

Traffic is intertwined with almost every other category. Cut-through traffic and high speeds have negative impacts on neighborhoods and community character. Growth and development could be the source of additional traffic and potential impacts. Increased traffic has impacts on air quality and environmental sustainability. Heavy traffic and speeding traffic make streets dangerous and less inviting for bicycling and walking, particularly when crossing the street. Despite the potential negatives, some participants also pointed out that a certain amount of traffic is necessary to support local businesses and a healthy economy.

Transit

In reviewing the seven Guiding Principles of the General Plan, there was broad support for the principle that states, "Pasadena will be a city where people can circulate without a car." People often commented that one of Pasadena's greatest qualities is that it is "walkable" and has many options for getting around, including the Gold Line and accommodations for bicycling.

Participants recognized that as the region's population grows and the price of oil increases, the need for public transportation will intensify and the challenges to meet this need will deepen. People also conveyed that as the City's population ages, this segment would heavily rely on public transit and services like Dial-a-Ride. There was a strong consensus that transit needs to be better coordinated at the regional level, "improved," "expanded," and made more "accessible" and "affordable."

Improving the transit network system means adding more bus routes servicing educational institutions, places of recreation, and commercial and entertainment centers. Furthermore, residents expressed the need for connectivity outside the City's boundaries using the ARTS bus system for seamless collaboration with other transit providers and services.

Frequency and reliability were emphasized as challenges that minimize the usage of the existing transit system. People commented that using the ARTS bus system is impractical for running errands or fulfilling day-to-day activities. Specific comments included, "arrival times at the bus stops are not dependable," "buses take a long time" and "there are too many bus stops that prolong arrival times." Other issues included the limited capacity of the existing buses and the aesthetics of the buses. During peak hours, buses may reach their capacity preventing the bus from stopping to pick up patrons waiting at a bus stop. Others commented that the ARTS buses "do not look welcoming enough." Buses with dark windows that "you can hardly see inside" make the ARTS buses look uninviting.

Another identified challenge was the user cost for transit. Many people stated that the cost to ride is too high for the low levels of service. Youths were strong proponents of decreasing the ARTS bus fare. Fare increases were seen as disproportionately affecting seniors, students and people with disabilities, since they are frequent transit users. There was strong support for a streetcar/trolley system in the Central District. Various routes were suggested that could potentially service Pasadena's commercial centers. The suggested routes identified included Lake Avenue, Paseo Colorado and Old Pasadena, with possible links to the Metro Gold Line light rail stations. Moreover, it was suggested that the streetcar/trolley services should be free with extended hours.

The Gold Line was identified as a key community resource. Accessibility to light rail and the transit support system built around the Gold Line stations encourage Pasadena residents and visitors to consider alternative modes of transportation. Installing signage leading pedestrians to the Gold Line stations was identified as important to encouraging walking to Gold Line Stations. People said that the Gold Line stations need parking. There was also support for the Gold Line Foothill Extension, which will extend the light rail system to Azusa and, ultimately, Montclair.

Other comments addressed the need for secure bicycle parking, safety and noise improvements. A challenge that surfaced repeatedly was the congestion caused by the atgrade rail crossings at California Boulevard and Del Mar Boulevard. One of the suggestions made to alleviate this problem was synchronizing the traffic signals.

Related Topics:

Public transit, alternative modes of transportation and walking are key factors to improving air quality, reducing greenhouse gases and improving environmental sustainability. Making improvements to the public transportation system was also seen as important to the economic vitality of Pasadena's commercial corridors. Transit can also be linked to traffic, as many believe an increase in transit use can help reduce traffic on major arterials. Support for the streetcar/trolley system can be linked to economic development, as it can be seen as a tool to make the Central District more competitive as a commercial hub and center for tourism. In addition, walking and biking can be linked to transit, since many people walk or ride to transit stops.

Open Space and Parks

Pasadena's parks and natural open spaces are loved and appreciated – participants said they wanted more of both. Community members from all neighborhoods identified parks of all kinds as a major contributor to the quality of life in Pasadena. They appreciated the uniqueness of Pasadena's natural environment and the proximity to wild areas in the foothills and mountains. They were concerned that open spaces are being lost to new development and that parks are needed in the Central District where most of the new growth has occurred.

Parks and open spaces are two of the key qualities that people love about Pasadena. People appreciated the role that parks play in community-building and recognized that it is essential to have a "human connection to the natural environment." Some open spaces often mentioned include Eaton Canyon, the Arroyo Seco and the dog park at Viña Vieja Park.

Many valued the diversity of active recreational uses from "soccer to horseback to archery to lawn bowling to fly-fishing." People also valued the views of the mountains and liked Pasadena's adjacency to other open spaces.

While all participants agreed that existing parks and open spaces should be protected, there was tension between active recreational or "programmed" uses and passive or "unprogrammed" uses. Some were strongly opposed to soccer fields in Hahamongna and the ice rink in the Edison right-of-way. Others, especially the youth participants, supported active recreation uses, such as expanding the boxing program at Villa Park. Other commenters supported additional events in parks, such as jazz festivals or farmer's markets, to encourage more people to use the parks.

Preserving and expanding natural open space areas was seen as important to a number of people. People stated that natural open space has value as wildlife habitat and to the watershed. Also expressed was the need to look at natural open space at a more regional level, referring to the Emerald Horseshoe concept which seeks to create a continuous open space corridor from East Los Angeles, across Pasadena, to El Monte.

One of the challenges that came up at all events was a concern that open spaces are being lost due to development and that they are not being added in pace with population growth, especially in the Central District. "Once it is lost, open space is virtually impossible to get back." A variety of creative ways to increase parks and open spaces were proposed including building pocket parks; requiring open spaces in new developments including plazas, gardens and paseos; decking over parts of the 210 Freeway to create a "freeway" park; partnering with Pasadena Unified School District to use school facilities; and creating roof-top parks. A number of people specifically stated that Arlington Gardens along the 710 right-of-way should be designated as open space.

People were also concerned with maintenance at existing parks and recommended additional benches, playground and sports equipment, clean bathrooms and improved lighting.

Participants on the *MoveAbout* tours visited natural open spaces, such as Eaton Canyon, the Lower Arroyo and Hahamongna, as well as Arlington Gardens and the City parks Viña Vieja Park and McDonald Park. Participants were asked how often they visited the various open spaces. The majority of participants visited the Lower Arroyo, Hahamongna and Eaton Canyon once or twice per year. Some of the participants were seeing Hahamongna or the Lower Arroyo for the first time.

On the *MoveAbout* tours, people also visited Viña Vieja Park and were asked if they supported parks under power transmission lines. All supported using this area for additional parks, and most participants indicated strong support. In addition, *MoveAbout* tour participants strongly supported the creation of community gardens wherever there was available space.

Related Topics

Open space and parks are closely linked with community character. Trees were often mentioned at the same time as parks and open space as components of great neighborhoods. To some participants, open space also means landscaped front yards in single-family

neighborhoods and mature street trees. Parks and open space were also linked to sustainability because of all their environmental benefits.

Economic Development

The economy was on many peoples' minds during the outreach program. In general, participants thought that Pasadena has a healthy economy and a secure position as a business and retail center for the region. They were proud of the fact that the City is the national or regional headquarters for many large corporations. Nonetheless, concerns were raised about an increase in empty storefronts in primary commercial districts as well as a possible surplus of new multi-family housing.

People also had positive comments regarding the diversity of Pasadena's economy (medical, retail, office, industrial, education, large businesses, small mom-and-pop businesses, etc.).

A significant number of people identified the heart of the City's economy as Old Pasadena. People believed that the changes in economic growth and revitalization in Old Pasadena were good and must continue. However, some people were concerned Old Pasadena's success was causing it to lose some of its appeal – the area is no longer for locals, is too crowded and has too many restaurants and not enough of a variety of other uses. A smaller number of people were concerned that increased competition from other cities would negatively impact Pasadena.

People were very concerned about preserving Pasadena's job base and remaining an attractive location for large corporations. They listed creating new jobs as a major issue, especially jobs for Pasadena residents. Job training was also identified as being important for residents and business owners. Some participants in the *MoveAbout* tours supported prioritizing industrial uses to support quality jobs on Eloise Avenue between Colorado Boulevard and Walnut Street.

Several people had negative opinions regarding national chains. They believed Pasadena's small mom-and-pop businesses made the community unique. Overall, they stated Pasadena should have fewer chain businesses and more specialty shops and local businesses. Some people felt the City had become over-commercialized with recent development projects. Other people were concerned with an increase in the number of less desirable uses, such as massage uses, group homes, check cashing businesses and liquor stores.

People felt very strongly that the City should support business growth and job training, especially for smaller locally owned businesses. They thought that local businesses have a more positive impact on the community by providing jobs for local residents and keeping revenues in the community. The City should also partner with property owners in finding businesses to lease empty storefronts. On the *MoveAbout* tours, people were also asked whether the City should continue to utilize publicly owned vacant lots for temporary uses, such as public art or community gardens. Participants strongly supported these temporary uses. Those comments opposed to this use, and even those in favor, mentioned that the site could look more appealing.

People were concerned about an increase in empty storefronts found within the City's main commercial districts. A large number of people felt that more attention related to economic development needed to be placed on areas outside the Central District such as the Lincoln Corridor, North Lake Avenue, East Colorado Boulevard and East Pasadena. Businesses from these areas stated that they felt ignored by the City.

Comments on North Lake Avenue called out a need for neighborhood-serving businesses and services and concern over an over-concentration of undesirable uses, such as liquor stores and check cashing businesses. Comments on East Colorado Boulevard and East Pasadena focused on the need for more commercial development and expressed concern over the number of vacant lots and lower-budget motels.

On the *MoveAbout* tours, participants were asked to look at a number of development projects outside of the Central District. For example, people supported the recent retail development northeast of Pasadena City College at the 1600 block of Colorado Boulevard, approving of both its design and its focus on providing retail for nearby students. While some were strongly opposed to it, nearly 75 percent of respondents supported additional transit oriented development in the area around Halstead Street and East Foothill Boulevard. In addition, people somewhat supported adjusting parking requirements along Washington Boulevard in order to encourage economic development.

Business groups consistently ranked the importance of business vitality as a top priority of the city. They mentioned that businesses bring in revenues that help maintain Pasadena's character and help pay for city services. Some members of the business community expressed concerns that the development process in the city is slow and inconsistent, which can deter new businesses from locating in the city and existing businesses from expanding. Other members were concerned over the high costs of permit fees and utilities.

Related Topics

Economic Development is closely linked to many other categories. Old Pasadena and the City's diverse businesses were often listed as qualities in the community character category. The idea that more economic development is needed in areas outside the Central District links this category with the disparity category. Finally, a strong economy is needed to provide revenues for city services, public transit and community programs.



PART III: OTHER FREQUENTLY HEARD THEMES

These themes include other categories that were also heard throughout the outreach process, although not as frequently or at the same level of intensity as those discussed in Part II.

Environmental Sustainability

Respondents at the community organization meetings and at the Open House said that they would like to see an eighth guiding principle supporting environmental sustainability. Supporting comments included, "Use no natural resource faster than it can be replaced" and "We will be a model of a sustainable city."

Environmental sustainability, water and energy conservation and solid waste reduction were all identified as concerns during the outreach process. Many participants supported Pasadena's current efforts in environmental sustainability and felt the City should make stronger efforts toward that goal. People appreciated the City's "environmental ethic," liked that the City is "clean and green" and "eco-friendly" and suggested that "green is the future way to distinguish us." Others felt that sustainability was inevitable, not optional, and "whether we like it or not we have to conserve."

Participants identified the existing water shortage as a particular concern. This topic was also in the news frequently during the outreach period as the region continued to face water shortage. Many recommended incentives and requirements to have drought tolerant landscaping, although others expressed concern that Pasadena's image is tied to lush landscaping and that drought tolerant landscaping will change the City's character. One commenter noted that "one day a week watering will ruin our gardens and kill street trees." There was discussion of and support for the use of reclaimed water, gray water and storm water as ways to increase water supply.

Some participants believed growth and development should be stopped or significantly slowed to keep pace with the availability of natural resources such as water. "We can't keep adding more people assuming there will be enough water."

Energy conservation comments were not as prevalent as water comments, but there was support of Pasadena's efforts to conserve energy. Many comments supported moving toward alternative or renewable sources of energy and away from coal. Several comments supported the increased use of solar energy.

Participants on the *MoveAbout* tours were asked to rate the relative importance of aesthetics versus the alternative energy value of the solar panels on the Caltech parking garage on Holliston Avenue. Most of the respondents believed both were of equal value or that the alternative energy value was more important than the appearance of the panels.

There was strong support for increased recycling efforts especially in multi-family developments and commercial businesses. There was also support for recycling bins on the street. Support for recycling was especially strong from the youth commenters, including

support of stores charging for plastic grocery bags. Composting was also supported, including food waste composting as a means to becoming a zero-waste city.

Related Topics

Environmental sustainability and resource conservation comments were often tied to preservation of open space areas and walkable environments. Also, some comments linked rehabilitation and recycling of older buildings with sustainability because it requires fewer raw materials to restore a building, and does not produce demolished building materials as solid waste. Many people were concerned about growth and density, especially as it affects environmental sustainability and specifically the shortage of water and other resources.

Parking

Three major challenges were highlighted regarding the City's current parking conditions in commercial districts: the shortage of parking, the high cost of parking, and accessibility to structures and surface lots. Community outreach participants stated that the combination of the three challenges affects the vitality of Pasadena's businesses as it deters visitors and/or residents from shopping in certain parts of the City.

Participants indicated that finding parking is burdensome and the lack of off-street parking creates a high demand for on-street parking. It was expressed that the City has too many parking meters, which makes it inconvenient for shoppers and discourages visitors from frequenting Pasadena. Participants were also discontent with the high price of parking, stating that five to ten dollars for parking is too expensive.

A number of comments suggested examining existing resources and identifying shared parking opportunities or lowering the parking requirements imposed by the Zoning Code. Others commented that there is a shortage of parking and that it is necessary to build more parking structures near major retail centers.

Tied into the shortage of parking are the policies in place to encourage Transit Oriented Developments (TODs). There was concurrence that the existing reduced parking requirements for TODs were not working. Participants believed newer developments in TODs did not always include adequate on-site parking. Some people thought that the lack of parking creates a spillover of parked vehicles in the surrounding areas. A secondary challenge is that offices, retail spaces and residential units may be difficult to rent because of the lack of parking.

Comments from business groups related to parking echoed that of neighborhood associations. Concerns were expressed about the TOD restrictions and the need for additional parking in the Central District and other business districts. People expressed difficulting in finding the existing parking structures and surface lots. East Pasadena commercial interests strongly supported removing parking restrictions in the TOD area around the Sierra Madre Villa Gold Line Station to allow for more parking to be incorporated in projects.

Very few comments were heard regarding parking issues in residential neighborhoods. In general, people supported the City's restrictions on overnight parking in residential zones.

Related Topics

Parking was closely associated with economic development. There was a consensus that parking affects economic development opportunities because it limits the types of business in the City due to the limitations of parking. In addition, the shortage of parking was linked to traffic. Often, people seeking on-street parking generate cruising traffic. Lastly, participants link parking challenges to development. As previously mentioned, development projects within the City are either building excessive parking or not enough parking. It was suggested that the parking ratios need to be reevaluated or existing parking needs to be better managed.

Walking and Biking

In addition to transit, walking and biking are important alternative methods of transportation that are valued by the community.

Walking

The ability to walk in a pleasant atmosphere that serves their specific needs (walkability) is a quality people loved about Pasadena. Participants referenced the proximity of businesses, tree-lined streets, historic architecture and storefronts and cafes lining the sidewalk as things that made walking inviting. People remarked that they were deterred from walking when parking lots were located at the street, when architecture was pedestrian unfriendly (buildings with no windows on the ground floor, blank walls, poor lighting, deserted plazas, etc.), when street trees were lacking and when traffic moved fast.

Participants offered suggestions for improving walkability throughout the City. Ideas included more crosswalks, making freeway underpasses and bridges more comfortable, fixing sidewalks, adding streetlights, improving pedestrian signage (especially around Gold Line stations), and providing pedestrians with a safer way to cross the street at intersections (such as needed pedestrian improvements at Arroyo Parkway and Del Mar Boulevard).

People in the Central District were especially concerned about making improvements to the walking environment, including more trees, level sidewalks, more pedestrian signage, more pedestrian-related use (such as retail shops and restaurants), narrower streets to slow traffic down, and other traffic calming improvements.

Areas that people specifically noted as being pedestrian unfriendly and needing improvements included streets such as Cordova Street, Del Mar Boulevard, Washington Boulevard, crosswalks at Marengo Avenue and Bellevue Drive, sidewalks along Marengo Avenue and Los Robles Avenue, and a lighted crosswalk at Orange Grove Boulevard and Sierra Bonita Avenue. Some also noted that crossing over and under the 210 Freeway is pedestrian unfriendly and contributes to the city being physically divided. In addition, a suggestion that was heard a number of times was closing Colorado Boulevard in Old Pasadena to vehicles.

Access and mobility for people with disabilities was also identified as an important issue by members of the community. While people noted that Pasadena is more user friendly for people with disabilities than other cities in the area, improvements can still be made with regards to crosswalks, curb ramps, uneven sidewalks, lighting and signage.

Biking:

A handful of people said that the City was bike friendly and a safe place to cycle. However, those comments were outnumbered by others who believed the City could do much more to make cycling safer and more enjoyable. People focused on three sources of cyclist problems: conflicts with moving vehicles, conflicts with parked vehicles and conflicts with pedestrians on sidewalks.

The discussion of bicycling was aided by questions from the *MoveAbout* booklets. The most common improvements people suggested were related to bike lanes. People wanted more dedicated bike lanes, wider lanes, better-maintained striping, cleaner gutters and lanes that had less conflict with parked cars. For example, people found the bike lane on Wilson Avenue to be too narrow and wanted to extend no-parking hours on Del Mar Boulevard to allow bike commuters more safety. On the other hand, riders along Paloma Street found that the biking experience was very comfortable.

Beyond bicycle lanes, people suggested that vehicle-cyclist and pedestrian-cyclist conflicts could be improved through better education. In addition, they suggested installing traffic signal activators that recognize bicycles and adding bicycle racks throughout the City.

Two challenging areas for both bikers and walkers are freeway underpasses and bridges (such as Colorado Boulevard and the 710 Freeway and Orange Grove Boulevard and the 134 and 210 Freeways). These places were described derisively because they create an uninviting environment. These places and other large intersections, such as Colorado Boulevard and Orange Grove Boulevard, were designed for cars, not bicyclists or pedestrians. Congestion in the Central District and especially around Gold Line crossings made cyclists feel particularly unsafe.

Related Topics

The topic of walking and biking overlaps with several other topic areas. Community character – the shade of mature street trees, the maintenance of neighborhoods and the quality of architecture – leads to feelings of comfort, interest and safety, all important aspects of walking or biking. There is a tension between this category and the traffic and parking categories. When moving too fast, traffic makes walkers and bikers feel unsafe and vulnerable. Parking lots along the street leave walkers with little interest, while on-street parking can raise safety concerns with cyclists. This tension between traffic and biking is heightened by the desire of bicyclists to have dedicated bike lanes that could reduce traffic lanes or on-street parking. Finally, there is a strong link with transit, since people often walk or bike to transit stops.

Affordable Housing

Comments related to affordable housing focused on three main areas: the lack of affordable housing, location of affordable housing and the need for affordable housing to incorporate quality design. Another concern raised was whom the affordable units should serve. While there was strong support for more affordable housing, people also raised concerns over its impacts, the expense of building affordable housing, what the units look like and where they are located.

People were overwhelmingly supportive of additional affordable housing; they thought more needed to be constructed and called for affordable units to be preserved. There was a concern that too many affordable units were being demolished and replaced with high-end housing units. People were concerned that Pasadena residents are being priced out of Northwest Pasadena and other parts of the City.

Although housing prices in the region have declined recently, there was still strong concern that Pasadena is still too expensive and the cost for housing is too high. At the same time, people who were concerned with the creation of affordable housing noted that they valued the diversity of housing options (renter and ownership, condominiums and single-family residences, etc.) because it creates a diverse population.

Many people also discussed the need to preserve the city's existing inventory of affordable housing. This included bungalow courts and smaller apartment complexes constructed from the 1920s through the 1970s. There was concern that these units were being replaced with more expensive housing. Some commenters believe there is a tension between affordable housing and historic preservation goals.

Many people focused on the need for affordable housing projects to incorporate quality design. Generally, people expressed that affordable housing projects were not well designed, used poor quality materials, required too much density and were not well maintained. However, a small number of people were concerned that costs would increase if certain concessions were not made.

Some people noted that Northwest Pasadena seemed to have a disproportionate share of affordable housing. In the future it should be evenly distributed, not only within the City but also throughout the region. People also suggested that affordable housing should be located near transit, parks and schools, and close to businesses and services.

People not only expressed concern about where affordable housing should be, but who should occupy the units. More than any other group, people wanted housing services to focus on people in the workforce category (generally, this is housing that is affordable to police officers, firefighters, nurses and teachers) and seniors. Other groups that people mentioned included families, young people, existing residents, people with disabilities, emancipated minors and those leaving the foster care system.

Other items raised by the community included the need to liberalize the City's codes regarding second units in single-family zoned areas, strengthening the Inclusionary Housing Ordinance and establishing rent control.

The most often-mentioned example of affordable housing was the project at North Fair Oaks Avenue and Peoria Street. People commented favorably on the project's design – the historic architecture, scale and height. Another project that was specifically mentioned for its good design was the one at North Lake Avenue and Rio Grande Street.

Related Topics

People identified quality architectural design as very important when proposing new projects. There was also concern that affordable housing was not being adequately distributed throughout the City and region, reinforcing disparities. Affordable housing can also linked to development density.

Disparities

In the community character category, people praised Pasadena for its diversity of people, neighborhoods, housing types and income levels. However, there were a number of comments that articulated Pasadena as having disparities – both geographically and economically. People in some parts of the City believed the 210 Freeway fragmented them, and others found disparities regarding the allocation of City resources.

Some people expressed that the freeway is a physical barrier that creates a north and south split of the community and inhibits its integration. With a "we don't feel connected" remark, a number of people described the sense of separation of north and south areas.

Comments also conveyed the notion that parts of the City are not treated equally when prioritizing resources. People noted disparities among the neighborhoods in the North, Central, South and East Pasadena but, for some, the greatest divide is between the Northwest and the rest of the City. The vast majority of comments and issues were to that effect. The range of issues brought out by the perceived lack of parity, particularly in the Northwest, included the lack of amenities (e.g. movie/entertainment centers, places for families/youth to hang out, etc.) and neighborhood-serving business (mom-and-pop stores, banks, gas stations, etc.); limitations on transportation services (ARTS); disparate access to government services, decision makers and staff; concentration of institutional uses and low-income housing and unsafe neighborhood conditions, among others.

Overall, people mentioned the continued need for economic development in the Northwest and called for the City to invest and focus more resources there. For some people the disparity between the Northwest and the rest of the City is evidence that there are "two Pasadenas - the haves and the have-nots," and that the gap between them is widening due to economic disparity. The Northwest Commission formally requested that Northwest Pasadena's specific issues be addressed in a special sub-section of the General Plan.

Several commenters also remarked that areas along East Colorado Boulevard and in East Pasadena are in equal need of attention and economic development and that the City should focus priorities from the west side of town to the east. Participants were concerned with the number of lower-budget motels and increased number of vacant lots in East Pasadena.

Related Topics

The concerns people expressed about the need for economic development in the Northwest relate to community discussions on having a healthy economy that will contribute to safer neighborhoods and provide opportunities for jobs and revenues for community programs. The concerns raised by residents in the Northwest and East Pasadena that City resources are not being evenly distributed links with the city services category. Concerns about the concentration of low-income housing in the Northwest link this category with the considerations about the need for affordable housing to be evenly distributed within the City and among other cities within the region.

Places for Youth

Youth and other outreach participants expressed a need for more places for youth activities including locations and safe places for recreation, shopping and social interaction. Although Pasadena and its youth organizations already provide numerous services with community centers, parks and activities, people believe that more can be accomplished.

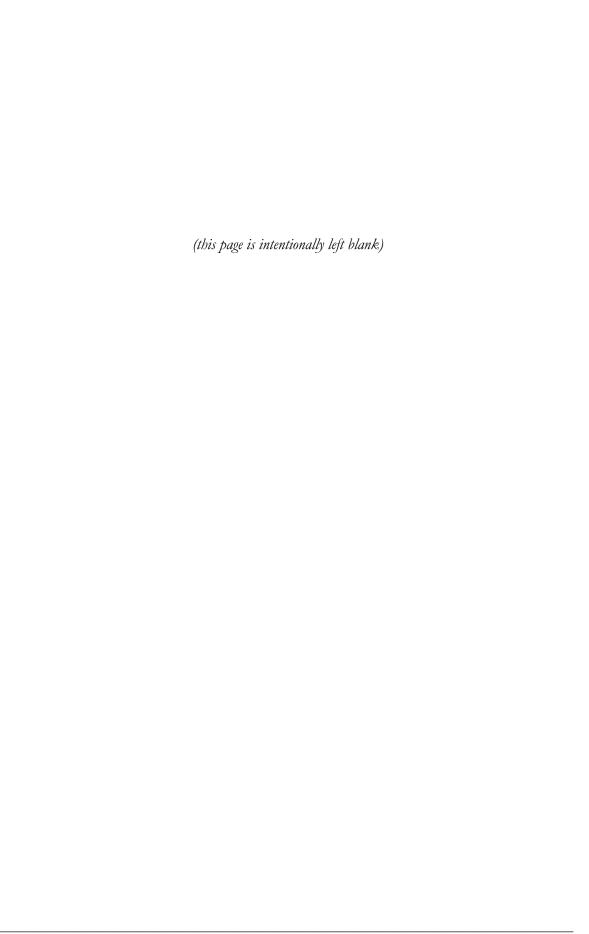
The youth discussed the need for integrating students from public and private schools. They cited a need for events or social locations where students can interface with one another, and thereby create a friendship.

It was also communicated that Pasadena's shops are too upscale which force youth to shop in adjacent cities that have shops that appeal to them. The community as a whole would like to see more businesses that are willing to hire youth and provide job-training skills.

A growing interest among the youth is seeing good quality commercial uses for their neighborhoods. For example, they would like to see a decrease in the amount of liquor stores that are located in the Northwest. Aesthetically they would like the City to rehabilitate or redevelop abandoned buildings. In addition, Pasadena's youth understand the housing need. Since the housing market has declined and there appears to be condominiums that are not occupied, some asked, can the City provide affordable housing for teens or families in need?

Related Topics

Themes brought up in relation to youth mostly linked with economic development and open space and parks. In terms of economic development, people noted that young people need places to shop and work in their own communities. In relation to open space and parks people also commented that young people need places to gather and recreate in safety.



PART IV: OTHER RECURRING ISSUES AND CONCERNS

Some of the comments collected during the outreach process cannot be adequately addressed through the framework of the General Plan's land use, mobility, open space or conservation elements. While these topics overlap with the elements being updated, this General Plan Update is not necessarily the appropriate vehicle to address these concerns.

However, other General Plan elements such as the Housing Element, City departments such as Pasadena Water and Power, or outside agencies such as the Pasadena Unified School District can better address many of the other recurring issues and challenges raised. These topics are being transmitted for further attention through the appropriate channels:

Government Responsiveness

This broad topic area includes comments about the accessibility and responsiveness of public officials, how the City operates, the roles and priorities of public officials, and communication between the City and residents. While these topics are not specifically addressed by an element of the General Plan, they are directly related to the outreach process and the continued involvement of the community in drafting the plan.

Peoples' love and dedication to the City and to their neighborhoods can be seen in their involvement and participation. "Activism," "involvement" and "participation" were qualities that people often mentioned they valued about this community.

People especially value the accessibility and responsiveness of local government, commenting on the "listening ears of our leaders." One person stated, "The accessibility of our leaders is impressive." They cited the entire General Plan outreach process as a good example of how the City is interested in what people have to say. They appreciated that they know the council and the police. Several people also recognized the potential for the City to become a progressive leader in the region. One person commented that Pasadena is in an "era of good feeling" with less polarized politics.

Some participants thought that City staff and City Council needed to do a better job of sharing information and communicating with the community about how decisions are made in order to promote public confidence. A few people stated that the entitlement processes and the appointment of commission members needed to be more clear and fair.

There appeared to be some tension between groups that participate in the political process. Some business owners complained that while they have a voice in the process, they have no influence without a vote. Others expressed concern that renters do not participate in the process because they do not receive public notices on proposed projects and other land use decisions. A few expressed concern that the City focuses on the "elite," that some organizations are heard differently than others, and that the City Council is too responsive to a few dominant voices.

Education and Schools

While the community acknowledges the high quality of life that Pasadena offers, prevailing public opinion points to the need to improve public schools coupled with the recognition that good public schools are key to the "livability" and vitality of the City. Specifically, some maintain that the attraction and retention of young families in Pasadena "hangs in the balance," unless quality public education is accessible and available to all.

People had strong opinions regarding the area's public school system. A majority of people believed that public schools have significant problems and need to improve. This included the need for more resources, poor quality of education provided, low attendance by students and lack of community support. However, some people believed that the public schools have improved in recent years and deserved more recognition for their accomplishments.

Fostering a stronger partnership between the City and the Pasadena Unified School District was identified by many as a major factor to help improve the reputation, perception and impact of the public school system. One resident called for more public support of the school district if it is to effectively serve the entire community. Another resident added that "a passionate commitment to public education is missing, when you consider the City's long standing commitment to great neighborhoods, architecture, transportation choices, arts and culture." However, a few residents stand by their belief that the school district should be recognized for its steady improvement.

There was continued interest in enhancing opportunities and places to learn for all ages, especially the youth for "they are our future." This discussion sparked interest from some residents to encourage diversity through "opportunities to learn from each other," with the goal of fostering appreciation of the cultural and racial differences in the community.

The ongoing public debate between private schools and public schools raise concerns about the impacts on the community. Some feel that when parents make "preferred choices" to send their children to private schools, public schools will ultimately suffer the consequences of these choices. Further, there is expressed concern that some feel forced to send their children to private schools because there is a feeling that public schools are not up to par. Other residents expressed frustration that sending their child to a private school is not an option due to affordability concerns.

Institutes of higher education, such as Caltech and the Art Center, were hailed as intellectual and cultural resources that enrich Pasadena residents and serve as a major regional draw to surrounding communities. In fact, one resident was prompted to tout Pasadena as a "world class city, with a variety of great educational institutions."

Programming for Youth

Youth and other outreach participants expressed a need for more places for youth activities including locations and safe places for recreation, shopping and social interaction. These comments were included in the places for youth category. However, participants also expressed other youth concerns that are outside the scope of this update.

Both youth and other outreach participants communicated that existing recreational activities are not fulfilling the interest of youth. Youth specifically requested music equipment rental and lessons, graffiti walls (centralize graffiti), advanced skate parks, culinary classes, and a roller skating rink. The necessity for teen centers with high quality amenities was emphasized. These recreational activities and/or facilities should be available after school and free of charge.

The curfew policy is perceived as "too strict" by the youth and they would like to alter it from 10:00 PM to midnight.

A growing concern for them and other outreach participants is the question of "Are the youth comments being heard?" and "Are we asking what they need?"

City Services

While there is some overlap with city services and all elements of the General Plan, many of the comments received on city services could be better addressed through other departments such as the City Manager's Office, and the Police, Fire and the Recreation and Parks departments. Concerns regarding the City's use and availability of water were related to environmental sustainability and were included in the environmental sustainability section of this report.

Many people had positive comments about the services the City provides. In particular, they thought the City has quality police and fire departments, good libraries and well-maintained streets. There was also a sense of pride that the City provides the majority of its own services.

People also commented on how the City has done a good job in providing information to the public. Specific tools mentioned included the City's website and the "Pasadena In Focus" newsletter. Some people also commented on how accessible and responsive the City was when there were problems or when services were needed. This was often accompanied by a comment similar to "Pasadena has a small-town feel." As a result, residents and the business community feel they can call City Hall and talk to a person and get questions answered and problems fixed. There were also comments that such access and response was not as common in larger cities.

At the same time, people believed there could be further improvement of services. A large number of people were still concerned about crime and the need for better police protection. There was also a lot of discussion on the need to better enforce existing ordinances related to property maintenance, particularly in Northwest Pasadena. Noise was also mentioned as an enforcement problem including noise from vehicles, residents and businesses.

A few people expressed a need for more social programs and community centers, such as senior activities, adult daycare, recycling programs, gang prevention programs and youth activities. There was much concern regarding the City's infrastructure and ability to provide resources such as water and power. Typical questions asked included, "What is the condition of the City's infrastructure?" and "Has the recent growth in the Central District

strained its capacity?" Others mentioned the need to improve street tree maintenance and increase the frequency of street cleaning.

A large number of residents and business community members expressed concerns with the planning and permitting process. People believed that too many larger development projects were being approved without thorough review of the impacts (e.g. traffic, noise, views, etc.). They believed many projects were not adhering to the Zoning Code or approved plans and that too many variances and exceptions to the rules were being approved. People felt many of the planning rules for large and small projects were unclear and the overall permitting process was slow. There was also concern that the different pieces of government (various City departments and outside agencies) were not communicating with one another effectively.

Some people felt the cost for services was becoming too high and burdensome for residents and businesses. Others felt the high costs were needed to maintain the City's extensive array of services. People also expressed concern about how budget issues or deficits could result in reduced staffing levels and/or services. Some people also believed some city services were not provided evenly throughout the City. Specifically, residents in Northwest Pasadena and East Pasadena felt they did not receive the same level of city services and support as the Central District and West Pasadena.

Many people felt that the existing codes and specific plans needed to be reviewed and updated because they were outdated and did not reflect changes in the community's values. Others felt that the existing plans were of high quality, but had not been implemented consistently. In addition, some called for the City to separate the planning and economic development functions of the Planning and Development Department.

Business groups expressed concern about the increasing cost of city services and the need to provide these services efficiently. People cited the cost of water and the time it takes to get permits as specific examples.

Financial Support for the Arts and Culture

Pasadenans appreciate the high quality of arts, culture, cultural institutions and other cultural amenities found within the City. Also highlighted were the benefits arts and culture have on the economy and tourism. While most comments celebrated the arts and culture in Pasadena, a few residents commented that more could be done to support arts and culture. Many of those comments focused on financial support for the arts and the need for specific programs, which would be outside the scope of this update.

Respondents noted the accessibility of arts and culture, the prevalence of world-class, high-quality institutions and the diverse cultural mix and range of institutions found within the City. People specifically mentioned several cultural institutions and events that they valued: museums such as the Norton Simon Museum and Pacific Asia Museum, Art Night, the Huntington Library and the Rose Bowl. People treasured the various groups and venues that call Pasadena home such as the Pasadena Symphony, the Pasadena Playhouse and the Civic Auditorium. Residents also appreciated the prevalence of free concerts and opportunities to hear live music.

Other residents mentioned the educational opportunities that were available in Pasadena, such as Caltech and Pasadena City College, as well as research centers like the Jet Propulsion Laboratory.

While people agreed arts and culture were important and supported by the community, some felt more could be done. For example, a few residents suggested that the City should spend more money on the arts. Others cited the need for more spaces for art, such as more affordable space for artists and parks that were more usable for cultural events.

Finally, there were a few comments about public art in Pasadena, most of referenced specific examples. Projects that respondents included the Gold Line light rail stations and Robinson Brothers statues at City Hall. Those they did not like included the Convention Center and the Trio public art. Opinions were divided on the public art at Huntington Hospital.

Homeless Services

Concerning homelessness, people noted that Pasadena offered better services than other cities in the region, but expressed a desire for more services. One specific desire was for a year-round shelter. People also expressed the need for some homeless people to receive proper healthcare, the need to create a feeling of safety among Pasadenans and that homelessness seems to be growing.

Homelessness is a multi-faceted issue to which the Land Use Element will have some limited ties. However, the Housing Element, which is currently being updated, covers this topic in more depth.



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