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STRONG COMMUNITY RESPONSE TO GENERAL PLAN SURVEY

Nearly 3,000 people from throughout Pasadena responded to a community survey as part of the General Plan update this past summer. The respondents include people from all Pasadena-area zip codes, including residents, workers and students. The results show strong support for the General Plan's existing seven guiding principles and reflect a diversity of opinions about the future for six planning areas in the City. The survey results provide valuable feedback that will serve as a starting point in the creation of land-use concept maps this fall. The survey was discussed at the Sept. 19 City Council meeting.

"We are pleased that so many people took the time to complete the survey," said Vince Bertoni, Director of Planning. "Pasadena is clearly a city that prides itself on good city planning and believes in community participation. Combined with other City policies, the survey results will provide a framework for the development of a final concept land use plan. We look forward to continuing to work with the community as that plan develops."

Community participation has been the foundation of the update since it was first launched in 2009. The General Plan is the blueprint that guides the city's future for the next 10 years and beyond. Four land use alternatives were developed at a series of community workshops last fall, and reflected a broad range of opinions regarding potential future growth. The survey was mailed to more than 70,000 households and businesses in June, giving everyone an opportunity to participate. The survey asked people to select their preferred alternative for six different planning areas.

Of the four alternatives presented, Alternative C (focus growth around rail stations and at major intersections) received the highest level of support in every planning area. Alternative B (focus on improving the local economy) had the second highest level of support in most areas. Preferences for the Central District were more diverse, with Alternatives B, C and D (reduce development capacity throughout the City) all receiving between 20 and 30 percent support. Alternative A (redirect growth away from the Central District and into other areas of the City) had the lowest level of support in all planning areas.

After identifying an alternative for each planning area, respondents were asked to select up to two factors that guided their preference. The two most frequent factors selected were "Jobs, shopping and housing close to transit" and "Increasing jobs". The alternatives were developed with strong community participation at a three-day charrette, or intensive workshop last November.

In response to questions about the importance of the General Plan's existing guiding principles, at least 70 percent of the respondents rated every guiding principle as a high or medium priority. There was also strong support to integrate public education and sustainability into the existing guiding principles.

Respondents were also asked to select the importance of four mobility policy statements. There was strong agreement to target new housing, shopping and offices around transit stations and modifying streets so that they are safe and attractive places to walk. However, there was less support for creating a new system of bike lanes by reducing traffic lanes and limiting the supply of parking around Gold Line stations to encourage transit use.

The Planning Department presented the results to the City Council on Sept. 19. Further review of the survey results will occur with the City Council this fall to allow for consideration of specific direction for the planning areas. In preparing the plan, staff will also take into consideration the City's seven guiding principles, the Draft Economic Development Strategic Plan and

environmental factors such as greenhouse gas emissions. A draft plan will then be presented to the

community, city commissions and City Council.

The survey report and supporting documents can be viewed online at www.cityofpasadena.net/generalplan or by calling the Pasadena Permit Center at 626-744-6807.

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