General Plan Policy Community Workshop Comment Cards

Saturday, March 10, 2012
Pasadena City College, Circadian Conference Room

SUSTAINABILITY, OPEN SPACE & CONSERVATION

- Jobs-housing balance. Provide more housing in Central District to balance jobs, promote walking and transit.
- Land use: We need to maximize the opportunity for sustainable living (i.e., more walking, less driving) by providing/allowing additional dense mixed-use and residential development downtown and especially along the Arroyo/Del Mar/Fillmore corridor. We should not try to push development elsewhere by limiting or restricting downtown development.
- I'd suggest making clear what the consequences/costs are of each proposal and idea.
- Important to spell out the Central District and its neighborhoods (South Lake, Playhouse District, etc.) otherwise it is too general. Open space is very important. Unfortunately, the Central District has 20,000 residents that are poorly served by open space/parks. Memorial Park and Central Park are poorly designed and poorly maintained.
- Set a policy of increasing efficiency of the City (i.e., 1-2% improvement in energy use, water, etc. per unit per year).
- Maintain a capacity/use ratio on infrastructure when promoting growth (i.e., build parking and public transportation on the edges in order to move people to the businesses).
- Work on reducing recurring costs within the City (change transportation, water, power policies to reduce peak wear so that maintenance is reduced).
- We need more focus on the long term, less up and down crisis managing. We must discuss priorities for example, the City wants to get revenue from the Arroyo/Rose Bowl that should not have greater priority than pressuring the use of the Arroyo for amateur recreation.
- Urban housing: there is a large residential population in downtown Pasadena who are attracted
 to Pasadena CBD for the urban amenities presented here. However, there is a large percentage
 of renters whose demand may not be fully recognized.
- I've heard a lot of interest for an East Pasadena exercise loop similar to that around the Rose Bowl. Incorporating urban open space to provide a safe destination for walkers, cyclists, and to include a safe place for handicap exercisers.
- Solarize our schools (community-based solar program like Sacramento has) to allow residents whose homes/condos are not well suited for solar the opportunity to go green, raise money for schools, and support local green jobs and energy.
- Create affordable housing for Pasadena's low-income working community.
- Rent control needs to be implemented with growth. We do not want to displace people as
 development and expansion happens. Mixed income communities are rich and valuable to
 communities.

- Water reductions/goals.
- Urban density and its impact on water usage.
- The Central District needs more growth in housing and office space in order to truly meet a critical mass to become a walkable, workable, livable, entertaining, and educational place. In order to do this and maintain a gentle city for suburbanites and all people to enjoy, the Central District needs to provide pocket parks, adequate one-stop parking, shared parking, wider sidewalks, friendly toward bicycles, motor bikes and scooters, rest spots and a public transportation system serving the one-stop parking people in the Central District. The opportunity is in the Central District; it has all the ingredients to become a special place for all of Pasadena and its neighbors to experience, enjoy and increase tax base. Increasing use of the light rail system requires bolder development around the stations (housing, office and R&D), creating jobs and increase city revenues. Bolder development requires higher commercial densities and removal of parking caps. The investor will not build one additional parking space than is absolutely required to meet the market and the sustainability of the project.

URBAN DESIGN, HISTORIC PRESERVATION & ARTS/CULTURE

- Street-level animation and sidewalk engagement are most critical. When you are enjoying your walk in a city, views of mountains are not your focus.
- We heard about the concept of "view corridors." This concept seems to accept that the plan is for skyscrapers and/or large massive boxy buildings to block the view of the mountains which detracts from the focus on nature that the community desires. That would destroy the unique nature that is Pasadena. That mountain view is critical to Pasadena. The concept of "view corridors" is an incredibly slippery slope that should be avoided at all cost. The large number of street lights on Rosemead Blvd. does not preserve the focus on nature that the community feels is important. It's ugly, too bright and expensive to light. We should have trees and vegetation in that center median with only about 25% of the light poles.
- Interested in seeing more artistic and architectural diversity along with natural (biological) vistas for relief.
- Pedestrian orientation: Don't make sidewalks too wide in Central District. Keep vibrant walking concentration.
- New buildings should be of a quality that warrants protection 50 years from now. Allow for new and old to coexist. Do not forestall innovative and excellent designs simply because there is an old building in the neighborhood.
- I am concerned that some of the objectives seem to imply a no growth/low density mindset eve
 in the Central District.
- [2-A] should not be used simply to block buildings just to keep density low even though those buildings would fit into the neighborhood. This needs to be done on an overlay area basis.
- Concerned about the change to [5-A #2] seems to be too restrictive.

MOBILITY

- Reflect personality of neighborhood. Streetcar connecting downtown area. Incubator incentives for low-cost business start-ups.
- Remove TOD parking ordinance from Sierra Madre Villa Station area.
- Ensure "neighborhood traffic management" programs address Central District streets such as Del Mar, Cordova, California to de-emphasize thoroughfare nature of arterials and reflect walkable neighborhood character of the Central District.
- I would like to be able to "park once" and then circulate throughout Old Pasadena, South Lake, and Playhouse District. Good for sustainability and economic vitality.
- Promote retail development and neighborhood character along the Colorado corridor by
 reducing the number of travel lanes on Green/Union to slow traffic and provide space for
 parklets, outdoor dining by allowing businesses/restaurants to transform a parking space into a
 dining area (Long Beach is doing this), and a more pedestrian friendly environment.
- More street lighting within the Northwest area. Some of the streets include Orange Grove, Fair Oaks, Marengo, and Lincoln.
- Pedestrian bridges would help tremendously in maintaining traffic and pedestrian safety. Also could be shared with cyclists.
- Cars and bicycles: focus on one-stop parking, 2-8 hours or more, convenient to workplace, shopping and/or entertainment. Public transportation system: circulate in and around major high density areas. Bicycle friendly: dedicated lanes and enforce rules, provide adequate bike parking areas in major density areas, include motor scooters. Walkability: wider sidewalks. Keep in mind the closing of streets for pedestrians only when critical mass is on the horizon, on certain times (Saturday and/or Sunday afternoons).

ECONOMIC VITALITY

- Create a cultural market in an unused space or create new jobs with this. Increase the visibility of the City by creating new spaces that include development of low-income families or businesses.
- Have economic policies recognize the need for a critical mass of homes and jobs in the Central District. Critical mass is essential to optimize transit, create a pedestrian environment, generate retail activity, and support historic and cultural resources that define Pasadena.
- Recognize educational institutions and non-profits as an important economic sector that should be nurtured and enhanced, particularly in the Central District.
- We need growth and more vitality in many areas of Downtown to support public transit, etc.
 Identify R&D development incubator areas. Cultural growth area north of 210. Safe transportation to school centers.
- Remove TOD parking restrictions in East Pasadena.

- Downtown core has achieved a certain level of success as a result of the 1994 General Plan, but we are just on the cusp of what can be. Hard work (the heavy lifting) has been completed. Let's not turn away from the path and fritter away the competitive advantage we've achieved.
- More growth within the Northwest Pasadena area. That area seems be left out, especially small businesses.
- Pasadena must promote economic vitality in order to generate funding to maintain the level of
 amenities for the entire community. Neighboring cities are stealing our current retail and
 customers. We must enhance opportunities for financial growth in the Central District.
- Need more development and housing capacity downtown.
- Target growth in downtown area and East Pasadena both residential and commercial. Most importantly, prioritize the planning elements. One element will have to wait for another element to take hold before it can be implemented. For example, parking caps should not be required until a critical mass is approaching or street closure for pedestrian use only can be planned but not implemented until a mass is experienced.

EDUCATION

- Pasadena should build on strengths and distinctive features. The Gold Line and Caltech are assets the City should foster development near Gold Line stations and support expansion of Caltech. The City must do more for public schools (people say that PUSD sucks) because the City cannot thrive with public schools that a majority disrespects. The City should celebrate our African-American heritage by pressuring for a modest art museum in northwest Pasadena which features African-American art, history, and culture but includes some Latino (Jackie Robinson Center is anti-Latino).
- I support the addition of an 8th Guiding Principle that is specific to public education and our public schools. Pasadena would be joining Arcadia, Santa Ana, Fullerton and other cities that already include public education in their General Plans as a Guiding Principle and/or as a separate Element.
- (written in Spanish) In education, I would like to see more resource allocated to students that are in special education. Regarding the economic topic, I am a street vendor/salesperson. The City should provide us a granted space that is stable in order to better participate in the economy. Also, bring translators to these events.
- Good public education and economic vitality need each other. Public education should be added
 as a new Guiding Principle. Private schools are thriving in Pasadena and so need not be included
- The higher education in the City needs to open opportunities for all motivated students at all levels to experience higher education, including Fuller. All learning institutions (language, music, science, art, dance, acting, technical, etc.) need to make a priority to reach out to middle and high schools, public and private.