



City of Pasadena

Community Workshop | February 1, 2014

Citywide Goals and Policies:

Growth, Land Use Mix, Compatible Land Uses and Correlation of Land Use with Mobility

Growth

Goals and policies provide for community conservation and strategic growth, preserving existing neighborhoods and targeting new development to infill areas that are vacant or underutilized, and are scaled and designed to complement existing uses. Changes are grounded by the eight Guiding Principles and emphasize maintaining the quality of life of Pasadena’s residents with decreased automobile trips, increased walkability, improve connectivity, and create cohesive and vigorous districts and places.

GOAL 1. Sustainable Growth. Sustainable growth and change in orderly and well-planned developments within targeted areas that allow for higher density development in an urban core setting and in close proximity to transit that provides for the needs of existing and future residents and businesses, ensures the effective provision of public services, and makes efficient use of land, energy, and infrastructure.

Policies

- 1.1 **Basic Growth Policy.** Accommodate growth that is consistent with community values and that complements the scale and character of Pasadena’s unique residential neighborhoods, business districts, and open spaces.
- 1.2 **Targeted Growth.** Target growth and new construction in infill areas and away from Pasadena’s residential neighborhoods and open spaces by redeveloping underutilized commercial and industrial properties, especially within the Central District, Transit Villages, Neighborhood Villages, and along selected corridors.
- 1.3 **Development Capacities¹.** Regulate building intensity and population density consistently with the designations established by the Land Use Diagram. Within these, cumulative new development within the specific plan areas shall not exceed the number of housing units and commercial square feet specified in the following table²:

Area	Residential Units	Commercial Square Feet
Central District	4,885	3,379,000
South Fair Oaks	915	1,421,000
East Colorado	300	930,000
East Pasadena	1,050	1,095,000
North Lake	250	250,000
Fair Oaks and Orange Grove	325	300,000
Lincoln Avenue	180	300,000
West Gateway	340	200,000
Non-Specific Plan Area ³	1,710	150,000

- 1.4 **Transfer of Development Capacities.** Allow for the conversion of residential units and commercial square feet in the specific plan areas provided that: (a) such conversions are not precluded by the specific plans; (b) the cumulative trips generated do not exceed those resulting from the mix of uses defined by the table; (c) the modified land use mix

¹ The City’s development caps do not apply to affordable housing units, except for Fair Oaks/Orange Grove.

² As of the date of adoption of the Land Use Element.

³ The General Plan does not establish a cap for areas outside of specific plan areas. These estimates provide a benchmark for environmental review in accordance with the California Environmental Quality Act (CEQA).

maintains the desired vision and character for the area defined by the Land Use Elements' goals and policies (third sub-section) and the adopted specific plans; and (d) the transfer results in community benefits that may have not otherwise been achieved.

- 1.5 **Growth and Change Evaluation.** Review the General Plan's residential and commercial capacities every five years. Modify, as necessary, to reflect development that has occurred, its impacts, evolving market and economic conditions, and consistency with community values.
- 1.6 **General Plan Amendments.** Limit amendments to the General Plan that would increase development capacities to the five-year review of the General Plan Land Use Element.
- 1.7 **Coordination of Capital Facilities, Land Use, and Economic Development.** Development of capital facilities shall be closely coordinated with land use management strategy to support existing and new development. Targeted growth areas shall have highest priority for capital improvements that induce and support development.
- 1.8 **Unimproved Streets.** No developments on unimproved streets will be approved until adequate infrastructure improvements are in place or will be made.
- 1.9 **Development Costs.** Require new development to provide public services and facilities through equitable fees and exactions.

Land Use Mix

The following goals and policies provide for the maintenance of existing and development of new land uses that cumulatively provide for the needs of Pasadena's residents, contribute to the quality of life, are economically prosperous and sustainable, respect the City's environmental setting, and are consistent with the City's history, cultural, and community aspirations.

GOAL 2. Land Use Diversity. A mix of land uses meeting the diverse needs of Pasadena's residents and businesses, fostering improved housing conditions, offering a variety of employment and recreation opportunities, and supporting a healthy population while protecting the environment.

Policies

- 2.1 **Housing Choices.** Provide opportunities for a full range of housing types, densities, and locations to address the community's fair share of regional housing needs and provide a strong customer base sustaining the economic vitality of Pasadena's commercial land uses. The types, densities, and location of housing shall be determined by the Land Use Diagram and reflect the projected needs specified in the Housing Element.
- 2.2 **Senior Housing.** Encourage the development of senior housing that has access to commercial services, health care facilities, community facilities, and public transit.
- 2.3 **Commercial Businesses.** Designate sufficient land to enable a broad range of viable commercial uses in Pasadena's Central District, Transit and Neighborhood Villages and commercial corridors. These uses will serve both local and regional needs, reducing the need for residents to travel to adjoining communities, capturing a greater share of local spending, and offering a diversity of employment opportunities.
- 2.4 **Job Choices.** Provide opportunities for the development of a broad range of land uses that offer job opportunities for Pasadena's residents, including professional and creative office, institutional and research and development (R&D) flex space.
- 2.5 **Mixed Use.** Create opportunities for development projects that mix housing with commercial uses to enable Pasadena's residents to live close to businesses and employment, increasing non-auto travel, and interact socially.

- 2.6 **Transit-Related Land Uses.** Promote the development of uses that support and capture the economic value induced by the presence of transit corridors and stations.
- 2.7 **Civic and Community Services.** Provide diverse uses and services supporting Pasadena’s residents such as facilities for civic governance and administration, public safety (police and fire), seniors and youth, community gatherings, and comparable activities.
- 2.8 **Equitable Distribution of Community Devices and Amenities.** Ensure that parks and recreation facilities, community services, and amenities are equitably distributed and accessible throughout the City.
- 2.9 **Institutional Uses.** Accommodate the development of educational, religious, cultural, and similar facilities that enrich the lives of Pasadena’s residents.
- 2.10 **Healthy Foods.** Promote the development of uses providing healthy and locally-grown food choices for Pasadena’s residents (i.e., brick and mortar facilities, community gardens and farmers markets).
- 2.11 **Health Facilities.** Accommodate a wide range of healthcare and mental health facilities that are transit-accessible and pedestrian-friendly.
- 2.12 **Health and Wellness.** Adopt a framework of policies that characterize and encourage the connections between access to locally grown foods, nutritional education, the encouragement of physical activity, and an overall commitment to health and wellness of Pasadena’s youth, adults and seniors.
- 2.13 **Parks.** Maintain existing and new parks and recreational facilities within walking distance of residents and supporting healthy lifestyles.
- 2.14 **Natural Areas.** Maintain existing and acquire additional natural areas to protect watersheds, natural resources, and afford recreational opportunities for Pasadena’s residents.

Compatible Land Uses

All communities contain uses and functions necessary for the support and welfare of the population that have characteristics that could negatively impact their setting. The following goals and policies are intended to manage the distribution and operations of such uses to assure compatibility with Pasadena’s neighborhoods and districts.

GOAL 3. Compatible Land Uses. A mix and distribution of land uses characterized by their compatibility.

Policies

- 3.1 **High-Impact Uses.** Avoid the concentration of uses and facilities in any neighborhood or district where their intensities, operations, and/or traffic could adversely impact the character, safety, health, and quality of life.
- 3.2 **Care Facilities.** Allow for the development of senior daycare facilities, assisted living facilities, hospice, child care, and other care facilities where they can be located, designed, and managed to ensure compatibility with and the safety of adjoining uses, consistent with adopted specific plans, Community Places policies and in accordance with state legislation.
- 3.3 **Assembly Facilities.** Require that assembly facilities for social, cultural, educational, and religious organizations be located, designed, and managed to ensure compatibility and avoid traffic, noise, and other negative impacts with adjoining uses.
- 3.4 **Filming Locations.** Facilitate the use of sites for motion picture and television filming activities while protecting residential neighborhoods.

- 3.5 **Hazardous Uses.** Prohibit or control land uses which pose potential health and environmental hazards to Pasadena's neighborhoods and districts.
- 3.6 **Non-Conforming Uses.** Encourage the redevelopment of non-conforming uses to achieve groupings of compatible uses that conform to the current zoning standards.
- 3.7 **Alcohol and Drug Abuse.** Reduce the impact of alcohol and other drug related problems through the regulation and monitoring of establishments that sell alcohol and drugs. Develop of regulations for the location and management of alcohol and drug related care facilities. Ensure compatibility with and the safety of adjoining uses, in accordance with state legislation.

Correlation of Land Use with Mobility

By statute, the types and intensities of development permitted by the Land Use Plan must be correlated with the ability to provide adequate mobility to residents and visitors consistent with community values for acceptable levels of congestion. A primary principle defined by General Plan and Land Use Element is that Pasadena will be a city where people can circulate with a car. Implementation of the mix and densities of uses depicted on the Land Use Diagram and urban form policies will promote walking, bicycling, and transit use achieving this objective. The following goals and policies express the relationship between land use development and mobility.

GOAL 18. Land Use/Transportation Relationship. Pasadena will be a City where there are effective and convenient alternatives to using cars and the relationship of land use and transportation is acknowledged through transit-oriented development, multi-modal design features and pedestrian and bicycle amenities facilities in coordination with and accordance with the Mobility Element.

Policies

- 18.1 **Development Patterns and Densities.** Accommodate the mix and density of land uses and urban form that induce walking, bicycling, and transit use as an alternative to the automobile, as specified by the Land Use Diagram.
- 18.2 **Mobility.** Correlate land use development intensities with adequate infrastructure improvements and transportation strategies to ensure mobility in all areas of Pasadena.
- 18.3 **Modal Choices.** Promote the development of infrastructure supporting walking, bicycling, and transit use and complete streets as specified by the Mobility Element.
- 18.4 **Transit-Pedestrian Coordination.** Implement physical improvements facilitating pedestrian access from development projects to the street, bus stops, and/or transit stations.
- 18.5 **Land Use-Mobility Compatibility.** Manage vehicle traffic volumes and speeds to improve their compatibility with the character of the adjacent land uses, the function of the street(s), and bicycle and pedestrian traffic.
- 18.6 **Relationship of Buildings to Transit Portals.** Require that building entrances or accessways be oriented toward transit stations or bus stops when located adjacent to these facilities.

The City of Pasadena is seeking your opinion on goals and policies that will guide future land use and development patterns. Your feedback will help the City update the General Plan Land Use and Mobility Elements, which serve as a blueprint for the City's future. Please take some time to review the Draft Land Use and Mobility Element Goals and Policies and use a Comment Card to provide your comments, these documents can be found at www.cityofpasadena.net/generalplan. If you have any questions, please contact the City at (626) 744-6710 or generalplan@cityofpasadena.net.

The following presents the goals and policies for each principal category of permitted land uses depicted on the Land Use Diagram and described earlier in this element.

Residential Neighborhoods

Pasadena's residential neighborhoods are principal contributors to the City's history, identity, character, and quality of life. The goals and policies in this section provide for their conservation and maintenance regardless of density and assurance that changes and new development complement their distinguishing qualities.

GOAL 21. Desirable Neighborhoods. A City composed of neighborhoods with a variety of housing types that are desirable places to live, contribute to the quality of life, and are well maintained.

Policies

- 21.1 **Adequate Housing.** Provide a variety of housing types, styles and densities that are accessible to and meet preferences for different neighborhood types (e.g., mixed use pedestrian environments and traditional suburban neighborhoods), physical abilities and income levels, pursuant to the Housing Element.
- 21.2 **Neighborhood Character.** Maintain elements of residential streets that unify and enhance the character of the neighborhood, including parkways, street trees, and compatible setbacks.
- 21.3 **New Residential Development.** Attract new residential development that is well-conceived, constructed, and maintained in a variety of types, densities, locations and costs.
- 21.4 **Housing Character and Design.** Encourage the renovation of existing housing stock in single- and multi-family neighborhoods. When additions or replacement housing is proposed, these should reflect the unique neighborhood character and qualities, including lot sizes; building form, scale, massing, and relationship to street frontages; architectural design and landscaped setbacks.
- 21.5 **Affordable Housing.** Providing for the equitable distribution of affordable housing throughout the City, as defined by Housing Element goals and policies, capitalizing on opportunities for new development allowed by the densities permitted in the Central District and Transit Villages.
- 21.6 **Walkable Neighborhoods.** Manage vehicle speeds and maintain sidewalks, parkways, street tree canopies, and landscaping throughout residential neighborhoods. Encourage walking as an enjoyable and healthy activity and alternative to automobile use.
- 21.7 **Safety.** Require residential developments to facilitate and enhance neighborhood safety by including design features such as front porches or large front windows.
- 21.8 **Housing Maintenance.** Encourage the maintenance and improvement of existing residential units through community cleanups and other organized events, to assure high quality and healthy living environment for residents.
- 21.9 **Hillside Housing.** Maintain appropriate scale, massing and access to residential structures located in hillside areas.
- 21.10 **Neighborhood Parks and Open Space Amenities.** Ensure that existing neighborhoods contain a diverse mix of parks and open spaces that are connected by trails, pathways, and bikeways and are within easy walking distance of residents.

GOAL 22.0. Single-Family Neighborhoods. Distinct and quality single-family residential neighborhoods distinguished by their identity, scale, and character.

Policies

- 22.1 **Appropriate Scale and Massing.** Require building scale and massing that is compatible with existing development.
- 22.2 **Garages and Accessory Structures.** Locate and design garages and accessory structures so that they do not dominate the appearance of the dwelling from the street.
- 22.3 **Second Units.** Allow development of second units in single-family residential districts as required by state legislation.

GOAL 23. Multi-Family Neighborhoods. Multi-family residential neighborhoods that provide ownership and rental opportunities, exhibit a high quality of architectural design, and incorporate amenities for their residents.

Policies

- 23.1 **Character and Design.** Design and modulate buildings to avoid the sense of “blocky” and undifferentiated building mass, incorporate well-defined entries, use building materials, colors, and architectural details complementing the neighborhood, while allowing flexibility for distinguished design solutions.
- 23.2 **Parking Areas and Garages.** Minimize the visibility of parking areas and garages.
- 23.3 **Landscaped Setbacks and Walkways.** Provide appropriate setbacks, consistent with the surrounding neighborhood, along the street frontage and, where there are setbacks, ensure adequate landscaping is provided.
- 23.4 **Development Transitions.** Ensure sensitive transitions in building scale between buildings in multi-family residential areas and lower-scale buildings in adjoining residential areas.
- 23.5 **Streetscapes.** Provide ample public spaces and tree-lined sidewalks furnished with pedestrian amenities that contribute to comfortable and attractive settings for pedestrian activity.
- 23.6 **Open Space Amenities.** Require that open space is provided on-site, is accessible, and of sufficient size to be usable by residents, in common areas and/or with individual units pursuant to the Zoning Code.

GOAL 24. Supporting Uses in Residential Neighborhoods. Uses that support the needs of residents are located and designed to be subordinate to, and compatible with, the function and quality of the residential environment.

Policies

- 24.1 **Home Occupations.** Allow home-based businesses in residential districts, subject to rules that reduce potential negative impacts.
- 24.2 **Child and Adult Day Care.** Allow for the continuation of existing and the development of new child and adult day-care facilities in any land use zone where they are compatible with adjacent uses.
- 24.3 **Religious Facilities.** Allow for the continuation of existing and development of new religious facilities in any land use zone where they are compatible with adjacent uses.
- 24.4 **Access to Amenities.** Encourage residential developments to be designed to provide safe and convenient pedestrian and bicycle access to nearby commercial centers, community facilities, parks, open space, transit facilities, bikeways, trails and other amenities, as applicable.

Commercial Corridors and Districts

Pasadena contains a diversity of commercial corridors and districts providing opportunities for shopping, working, dining, entertainment, services, and similar activities. These constitute places for commerce and gathering where residents and visitors come together in their daily lives. Many of the corridors and centers at arterial intersections exhibit characteristics supportive of automobile access and parking, with buildings setback from the street and unrelated to their neighbors. In contrast, development in the Central District concentrates buildings along the street frontages with parking located to the rear or in shared facilities, fostering active pedestrian use of the street front. The goals and policies in this section accommodate additional development implementing goals and policies defined for a sustainable economy (Goals 11 through 15).

GOAL 25. Vital Districts and Corridors. Diverse, active, prosperous, and well-designed commercial corridors and districts that provide a diversity of goods, services, and entertainment and contribute to a positive experience for residents and visitors.

Policies

- 25.1 **Diversity of Uses.** Encourage the development of a broad range of commercial uses that reduce the need to travel to adjoining communities, while capturing a greater share of local spending.
- 25.2 **Compact Infill Development.** Encourage commercial uses along major corridors, in Neighborhood Villages, and as infill development adjacent to existing commercial uses and on surface parking lots to improve commercial services, maximize revenue generation, and leverage concentrating commercial uses.
- 25.3 **Cohesive Development.** Encourage the cohesive development and/or master planning of large commercial sites and corridors.
- 25.4 **Architecture and Site Design.** Require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality, and by respecting the architectural character and scale of adjacent buildings.
- 25.5 **Connectivity to Neighborhoods.** Link commercial areas to adjoining residential neighborhoods and other districts by well-designed and attractive streetscapes with pedestrian sidewalks and street amenities.

25.6 **Multi-Use of Public Alleys.** Consider alleys as multi-use public spaces that buffer commercial uses from residential areas and serve circulation, parking, utilities, loading areas and trash receptacles. They may also provide access to paseos, rear commercial entries, multiple storefronts and public use areas.

25.7 **Buffering Adjoining Residential Areas.** Ensure commercial uses adjoining residential neighborhoods or mixed residential and commercial uses are designed to be compatible with each other.

25.8 **Pedestrian, Bicycle and Transit Access.** Require commercial projects to be designed to promote convenient pedestrian and bicycle access to and from nearby neighborhoods, transit facilities, bikeways, and other amenities.

25.9 **Maintenance.** Require proper maintenance of commercial areas to ensure they reflect community expectations for a quality environment and remain competitive with commercial facilities located outside of the City.

25.10 **Retail.** Designate land and develop guidelines for the development of pedestrian friendly commercial areas, each with their own unique identity.

25.11 **Retail Streetscapes.** Maintain and, where deficient, increase street trees, plantings, furniture, signage, public art and other amenities that encourage pedestrian activity in retail districts and corridors.

25.12 **Retail Way-finding.** Support local businesses through the creation of additional way-finding that identifies key commercial destinations and nearby parking.

25.13 **Retail Parking.** Develop alternative parking management strategies for businesses in areas with limited parking (such as East Washington Boulevard) while protecting nearby residential neighborhoods implementing such techniques as park once and shared lots and structures.

GOAL 26. Offices. A diversity of professional, creative, medical, research, and other offices offering attractive job opportunities for residents, and serving as a centerpiece of Pasadena's economy.

Policies

26.1 **Office.** Encourage the orderly development and expansion of office uses based upon current conditions and future projects to improve the relationship of jobs and housing in certain areas of the City.

26.2 **Creative Office.** Allow additional flexibility for creative office spaces to locate and grow in non-traditional areas and areas with desirable amenities for employees.

GOAL 27. R&D Flex Space. A wide range of moderate to low-intensity industrial uses such as light manufacturing, research and development, creative office and incubator industries encouraging the development of new industries induced by the presence of Pasadena's educational institutions and medical facilities.

Policies

27.1 **Diversity of Uses.** Provide for a variety of industrial and commercial-industrial uses that offer job opportunities for Pasadena's residents and revenues to the City without compromising environmental quality.

27.2 **Business Attraction.** Allow sufficient densities that enable development of technology, digital, research and development, and creative industries offering new job opportunities for residence.

27.3 **Supporting Uses.** Maintain a predominant industrial character, while allowing the integration of compatible uses in industrial areas that serve the needs of employees and reduce the need to travel off-site during the workday, including such uses as financial services, business services, restaurants, and health and recreational facilities.

27.4 **Buffering from Adjacent Properties.** Ensure that industrial developments incorporate adequate landscape buffers to minimize any negative impacts to surrounding neighborhoods and development, and controlling on-site lighting, noise, odors, vibrations, toxic materials, truck access, and other elements that may impact adjoining uses.

27.5 **Impact Mitigation.** Cooperate with those agencies concerned with monitoring and controlling the emissions of smoke, particulate matter, noise, and odor associated with industrial uses.

Mixed-Use Corridors and Villages

Mixed-use corridors and villages provide for the intermixing of housing with commercial uses, enabling residents to live close to where they shop, work, recreate, enjoy entertainment and culture, and participate in civic events. Research indicates that Pasadena's Central District enjoys a lower per capita trip generation and increased pedestrian activity due to the mix and density of these uses, as well as proximity to Metro Gold Line stations. The Land Use Diagram provides opportunities for new mixed-use development in the Central District, adjoining transit stations in a series of "Transit Villages," as central gathering places for surrounding residential neighborhoods in "Neighborhood Villages," and in designated areas along the City's

arterial streets. These may occur in the form of buildings with housing above lower level retail or office uses, or horizontally distributed on a property or larger area. The goals and policies in this section implement these opportunities.

GOAL 28. Places to Live, Work, Shop, and Recreate. A diversity of well-designed corridors and villages containing an integrated mix of commercial uses and/or housing that enable Pasadena’s residents to live close to businesses, services, and employment, reduce automobile use, and actively engage and enhance pedestrian activity.

Policies

28.1 **Land Use Mix.** Allow for the development of properties and buildings in areas designated as “Mixed Use” for a mix of compatible commercial and residential uses.

28.2 **Development Scale.** Establish standards to assure that an adequate scale and footprint of any single use is achieved in mixed-use areas to establish a cohesive environment that minimizes impacts attributable to the adjacency of different uses. This may define minimum parcel and building size, number of housing units, and/or nonresidential square footage, as well as relationships and setbacks.

28.3 **On-site Amenities.** Require that residential/nonresidential mixed-use projects provide on-site amenities that contribute to the living environment of residents such as courtyards, outdoor barbecues, and recreation facilities.

28.4 **Design Integration.** Require residential and nonresidential portions of mixed-use buildings and sites to be integrated through architectural design, development of pedestrian walkways and landscaping.

GOAL 29. Transit Villages. Moderate to high density mixed-use clusters of residential and commercial uses developed in an integrated “village-like” environment with buildings clustered on common plazas and open spaces in proximity to Metro Gold Line stations capitalizing on their induced market demands and land values, facilitating ridership, and reducing automobile use while increasing walkability.

Policies

29.1 **Mix of Uses.** Accommodate mixed-use development permitted by the applicable land use classification on the Land Use Diagram, whether it is horizontally or vertically integrated, as an essential component to the creation and implementation of the Transit Village vision.

29.2 **Neighborhood Identity.** Design Transit Villages to be distinct, cohesive, and pedestrian-oriented places that are linked with and walkable from adjoining neighborhoods.

29.3 **Pedestrian Orientation.** Require the inclusion of improvements and amenities to create a safe and comfortable environment for sitting, meeting neighbors and friends, walking and providing easy access to Metro Gold Line station areas and a mix of uses in close proximity to the station.

29.4 **Bicycle Facilities.** Provide adequate bicycle facilities within one mile of Metro Gold Line station areas and throughout Transit Villages.

GOAL 30. Neighborhood Villages. Lower density mixed-use clusters of residential and commercial uses developed in an integrated “village-like” environment with buildings clustered on common plazas and open spaces designed as communal places that are walkable from surrounding neighborhoods.

Policies

30.1 **Mix of Uses.** Accommodate mixed-use development permitted by the applicable land use classification shown on the Land Use Diagram, whether it is horizontally or vertically integrated, as an essential component to the creation and implementation of the Neighborhood Village vision.

30.2 **Development at Key Nodes.** Encourage development at key intersections and on surface parking lots within neighborhood villages that result in additional neighborhood-serving amenities and intensified economic vitality.

30.3 **Neighborhood Identity.** Design neighborhood villages to be distinct, cohesive, and pedestrian-oriented places that are linked with and walkable from nearby residential neighborhoods.

30.4 **Community Activity.** Foster neighborhood villages to be the center of community activity by assisting uses and services desired by the community to locate in these areas (restaurants; coffee shops; community theaters; yoga, dance, or karate studios; etc.)

30.5 **Connectivity to Neighborhoods.** Link neighborhood villages to adjoining residential neighborhoods through safe, convenient, well-designed pedestrian sidewalks and bicycle facilities.

30.6 **Pedestrian Orientation.** Encourage neighborhood serving land uses to provide access to services and goods by walking or bicycle.

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