



City of Pasadena

Community Workshop | February 1, 2014

Citywide Goals and Policies:

A Sustainable Environment, A Sustainable Economy and Parking

A Sustainable Environment

Pasadena maintains a robust program of actions designed to meet the underlying objectives for conserving and reducing the consumption of and impacts on natural resources such as water, air, energy, and other non-renewable resources. The following goals and policies describe contributing land use and development strategies.

GOAL 10. City Sustained and Renewed. Development practices that sustain natural environmental resources for the use of future generations and, at the same time, contribute to the reduction of greenhouse gas emissions and impacts on climate change.

General Policies

10.1 Environmental Quality and Conservation. Establish Pasadena as a leader on environmental stewardship efforts, including air quality protection, energy and water efficiency, renewable energy standards, natural resource conservation, and greenhouse gas emission standards in the areas of energy, water, air and land.

Land Use Development Policies

10.2 Land Uses Supporting Sustainability. Encourage land uses and improvements that reduce energy and water consumption, waste and noise generation, and support other comparable resource strategies for a sustainable Pasadena; including alternative energy generation, electric vehicle parking and charging, recycling, and similar facilities.

10.3 Best Practices for Sustainability. Monitor evolving sustainable development practices and adopt and administer those deemed appropriate and feasible for implementation in Pasadena.

10.4 Sustainable Building Practices. Foster sustainable building practices specified by the City's Green Building Code by incorporating energy and water savings, toxic reductions and solid waste into the building of new structures and remodeling of existing structures.

10.5 Greenhouse Gas Reduction Plans. Require major development projects¹ to prepare greenhouse gas reduction plans.

10.6 Adaptive Reuse. Encourage adaptive reuse of structures, including non-historic structures, as a means of supporting environmental sustainability.

Natural Environment Policies

10.8 Natural Open Space. Protect natural open spaces, hillsides, watersheds, and critical habitats to safeguard the health, safety, and beauty of the City for the benefit of present and future generations.

10.9 Expanded Natural Areas. Expand the City's inventory of natural open spaces through reclamation, restoration, and in partnership with local and regional agencies and private institutions.

¹ Includes commercial projects 75,000 square feet or greater, multi-family projects with 100 units or more, and mixed use project 50 units or more as required by the Trip Reduction Ordinance

- 10.10 **Eaton Canyon Corridor and the Arroyo Seco.** Preserve and maintain the natural character of the Eaton Canyon Corridor and the Arroyo Seco as self-sustaining healthy ecosystems of plants and animals, in balance with the integration of recreational facilities and flood control improvements.
- 10.11 **Urban Open Spaces.** Preserve and develop urban open spaces such as landscaped parklets, paseos, courtyards, and community gardens. Ensure adequate public access to these opens spaces.
- 10.12 **Urban Forest.** Maintain and plant additional trees along the City’s sidewalks, civic places, parks, and in private developments to support the health and diversity of wildlife, sequester GHG emissions, and contribute to the reduction of the heat-island.
- 10.13 **Native Plants.** Maintain and, where appropriate, restore, areas of the city containing low-water use and environmentally-sensitive native plants.
- 10.14 **Open Space Connectivity.** Maintain and, where necessary, restore wildlife corridors and habitat linkages.

Sustainable Infrastructure Policies

- 10.15 **Greenstreets.** Transform impervious street surfaces into landscaped green spaces, in appropriate and reasonable location, to capture stormwater runoff and let water soak into the ground as plants and soil filter pollutants. This will contribute to the protection of water quality in the Arroyo Seco watershed and reduction of pollution/trash entering Los Angeles and San Gabriel Rivers and the ocean.
- 10.16 **Water Quality.** Encourage the use of natural processes to capture, treat, and infiltrate urban runoff throughout the watershed. In appropriate and feasible locations, construct stormwater curb extensions and street planters to transform impervious street surfaces into landscaped green spaces that capture stormwater runoff and let water soak into the ground as plants and soil filter pollutants.
- 10.17 **Sustainable Transportation Network.** Implement an integrated network of transit, bike facilities, and pedestrian improvements as specified by the Mobility Element to reduce automobile trips and commute lengths, with corresponding reductions in energy consumption, pollution, and GHG emissions.
- 10.18 **Alternative Fuel.** Provide locations for alternative fuel facilities, such as charging stations for electric vehicles.



A Sustainable Economy

A vital and healthy economy is considered an essential element of a sustainable community. Without economic prosperity, the resources needed for conserving the natural environment and achieving the health and well-being of Pasadena’s residents would be compromised. The following goals and polices provide the foundation for and are directly correlated with the types, densities, and capacities of land use specified in earlier sections of this Element.

GOAL 11. Job Opportunities. A diversity of job opportunities for Pasadena’s residents.

Policies

- 11.1 **Business Expansion and Growth.** Support the growth and success of businesses that create new job opportunities and productive and satisfying employment for Pasadena residents.
- 11.2 **Workforce Development.** Align workforce development strategies with job skills needed to support Pasadena’s key business clusters. Keep the local workforce trained and employed by allowing for a broad range of job training opportunities.

- 11.3 **New and Complementary Businesses.** Identify opportunity sites for expansion of successful Pasadena companies and attraction of new establishments that are complementary with Pasadena’s Central District, neighborhood and transit villages and commercial corridors.
- 11.4 **Barriers.** Reduce barriers to gainful employment such as lack of public transportation, training, job information and child care.

GOAL 12. Shopping and Dining. Diversity of shopping opportunities enabling Pasadena’s residents to acquire desired goods and services in the City, as well as attracting customers from surrounding communities.

Policies

- 12.1 **Vital Commercial Districts.** Enhance commercial districts to create quality shopping and dining experiences.
- 12.2 **Business Attraction.** Actively market Pasadena to increase demand for storefront space.
- 12.3 **Adequate Parking.** Coordinate public/private parking improvements and policies to support local business.
- 12.4 **Revitalization of Commercial Areas.** Encourage the revitalization of commercial and industrial areas by attracting private investment.
- 12.5 **Small Businesses.** Encourage the retention and expansion of small businesses through incentives, by providing adequate infrastructure and street beautification. Promote the locating of small businesses as integral to the identity of the neighborhood villages.
- 12.6 **Local Businesses.** Support the development of Pasadena-grown and based retail businesses as an alternative to national chain brands.

GOAL 13. Innovation. An environment fostering innovation and creativity enabling Pasadena to be on the “cutting-edge” of business development and jobs generation.

Policies

- 13.1 **Environment.** Cultivate an entrepreneurial and academic environment that fosters innovation.
- 13.2 **Business Sectors.** Strengthen Pasadena’s technology and innovation sectors.
- 13.3 **Adaptation to Evolving Market Demands.** Advance policies and practices that encourage the creation and preservation of flexible commercial and light industrial space.
- 13.4 **New Businesses.** Create incentives for the development of laboratory and research and development businesses. Promote the spinoff of new businesses from existing institutions, such as The California Institute of Technology, Jet Propulsion Laboratory, Huntington Memorial Hospital, and others.
- 13.5 **Creative/Innovation Employment Centers.** Provide for the clustering of creative, research, and incubator/“start-up” industries. Leverage the intellectual capital of Pasadena’s educational institutions creating distinct and cohesive centers offering new employment opportunities for its residents.

GOAL 14. Visitors. Pasadena is a major destination for tourists from throughout the world to celebrate its events, culture, history, and setting.

Policies

- 14.1 **Tourism and Hospitality.** Encourage the growth of cultural assets and entertainment activities that attract visitors and conventioners.

14.2 **Conventions and Lodging.** Grow a variety of lodging options and attract more lucrative conventions.

14.3 **Community Events.** Promote positive exposure of local assets and events.

GOAL 15. Sound Local Economy. A sound local economy which attracts investment, increases the tax base, creates employment for Pasadena residents and generates public revenues.

Policies

15.1 **Local Investment.** Advance local investment to support a robust and consistent resource for municipal revenues and opportunities that support community services and improvements.

Parking

Parking standards for Pasadena’s residential neighborhoods and commercial districts and corridors vary according to land use type, density, and proximity to transit stations. Areas with higher density, mixed-use development projects in proximity to transit stations require fewer parking spaces than other areas in recognition of the increased potential for transit ridership and local walkability. These standards are established and periodically reviewed and adjusted through the City’s Zoning Ordinance. The following goals and policies define a strategy to provide sufficient parking consistent with the vision, land use mix, densities, and access to alternative transportation modes.

GOAL 19. Adequate Parking. Adequate parking in all areas of Pasadena commensurate with the type, mix, and density of land uses, availability of shared facilities, and proximity to transit.

Policies

19.1 **Parking Standards.** Establish, periodically review, and adjust as necessary standards to ensure an adequate supply of parking commensurate with the vision, uses, densities, availability of alternative modes, and proximity to transit stations in the area.

19.2 **Parking Limits.** Establish limits on the amount of parking that may be developed for projects in the Central District and Transit Villages to promote walking, bicycling, and use of transit as an alternative to the automobile.

19.3 **Parking Management.** Manage parking to reduce the amount of land devoted to frequently vacant parking lots through parking management tools.

19.3 **Park Once.** Provide the opportunity for residents, patrons and visitors to park once and visit many destinations in the Central District, Transit Villages, and Neighborhood Villages through centrally located shared parking while providing additional flexibility for businesses to provide parking off-site or participate in other alternative parking funding mechanisms.

19.4 **Bicycle Parking.** Accommodate the development of bicycle parking centers in the Central District, Transit Villages, and Neighborhood Villages and require larger development projects to incorporate secured and convenient bicycle parking 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.