

A.1 New Policy Topic Areas

TOPIC AREA #1

SUSTAINABILITY, OPEN SPACE & CONSERVATION

Even though the term sustainability was not widely used when the General Plan was last updated, many sustainable policies were incorporated throughout the existing Land Use Element. Pasadena will continue a leadership role in sustainable development. Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is further defined as balancing the three E's: environment, economy and equity. For example, a decision or action aimed at promoting economic development should not result in decreased environmental quality or social inequity. Below is a list of topic areas that were discussed with the community and identified to be incorporated in the updated plan:

I. Land Use

- A. Target growth into the downtown, transit villages, and neighborhood villages and away from residential neighborhoods.
- B. Create new and enhance existing “transit villages” around transit stations where people can live and work: “Transit village” refers to areas within walking distance from a Gold Line station, and may be characterized by a mix of residences, regional and local serving shops, offices, and public uses. Residents, visitors and workers would be able to access the area by light rail, bus, bicycle or on foot.
- C. Create new and enhance existing “neighborhood villages” around major intersections and other key areas: “Neighborhood village” refers to areas characterized by a mix of local serving shops, public uses and residences that are compatible with the surrounding neighborhood. Residents, students and visitors would be able to access the area by bus, bicycle or on foot.

“Major intersections and other key areas” refers to intersections or other areas that can function as neighborhood centers and are well served by public transportation such as: Lincoln Avenue; Fair Oaks and Orange Grove, Lake and Orange Grove, Lake and Washington, Washington Boulevard between Hill and Allen, and Colorado and Sierra Madre; and the area around Pasadena City College.

Neighborhood and Transit Villages should have different characteristics based on their different locations.
- D. Provide or preserve sites for alternative fuel facilities, such as charging stations for electric vehicles.
- E. Consider the feasibility of developing green space (e.g. parks or open space) over the freeway right-of-way.
- F. Designate areas in the City as zero waste zones.

“Zero waste” refers to taking a ‘whole system approach’ that maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.

2. Building and Site Design

- A. Foster sound practices for site planning, building orientation and use of natural resources by requiring (or encouraging) the following: energy efficiency, water conservation, reduction of exterior heat gain or creation of heat islands, solar access, healthy indoor air quality, conservation of mature trees, relating building orientation and site landscaping to the streetscape, extensive tree canopy, rehabilitation and adaptive reuse of existing buildings.
- B. Encourage use of construction materials that are renewable and come from local sources.

- C. Allow for creative ways in providing open spaces in an urban setting, e.g., roof gardens, urban plazas, etc., in new construction and rehabilitation of existing developments.
- D. Prioritize access and circulation within a development site for non-auto modes:
 1. Design an interconnected transportation system (i.e. allows connection in travel mode from private car to public transit, ride sharing, car sharing, bicycling, or walking).
 2. Foster pedestrian access from large development projects to the street, bus stops or transit station.
 3. Initiate creative alternative transportation (e.g. car-sharing, bike-sharing).
 4. Orient building entrances towards bus stops or access paths to the nearest Gold Line station.
 5. Locate safe bicycle parking racks or lockers close to building entrances.
 6. Provide priority parking for electric vehicles and vehicles using other alternative fuels.
- E. Provide incentives to meet goals of sustainable building and site design.

3. Economic and Social Equity

- A. Incorporate social equity in economic development policies:
 1. Encourage businesses that provide a mix of jobs that approximate the skills of the city’s population.
 2. Encourage developers and institutions to provide job training for emerging sectors of the economy.
 3. Provide or preserve sites for job training.
 4. Establish opportunities to locate local serving retail in proximity to all neighborhoods.
- B. Encourage green industries to locate in Pasadena.
- C. Improve access and connectivity between neighborhoods that are divided by the freeway.
- D. Ensure access to healthy food sources; allow community gardens.

“Access to healthy foods” refers to allowing land uses that produce, sell or make available natural or locally-grown foods to the residents of a neighborhood (e.g. food markets, neighborhood-scale commercial growing areas or nurseries that grow and/or sell vegetables and fruits).
- E. Include housing as a social equity issue.

4. Conservation

- A. Foster sustainable building practices; expand use of the City’s Green Building Code (in the form of water and energy conservation, air quality improvement, waste reduction, etc.).
- B. Require major development projects to include greenhouse gas reduction plans.

5. Open Space

Guiding Principles #1 (Growth will be targeted to serve community needs and enhance the quality of life) and #2 (Change will be harmonized to preserve Pasadena’s historic character and environment) include objectives and supporting policies on open space. Below is a list of key policies from the Open Space and Conservation Element to incorporate in the land use update. (Note: The Open Space and Conservation Element was adopted 1/2012):

- A. Open Space:
 1. Preserve, acquire and create open space.
 2. Preserve, restore and maintain the Eaton Canyon Corridor and Arroyo Seco.
- B. Wildlife, native plants and the urban forest:
 1. Protect, restore and maintain wildlife in the city.
 2. Protect, restore and maintain areas of the city containing important native vegetation resources.
 3. Protect important open space and habitat linkages.
 4. Protect, preserve and enhance Pasadena’s trees on public and privately owned lands.

5. Increase tree canopy and native landscaping to support the health and diversity of wildlife.

TOPIC AREA #2

URBAN DESIGN, HISTORIC PRESERVATION & ARTS/CULTURE

Guiding Principle #2 (Change will be harmonized to preserve Pasadena’s historic character and environment) includes objectives and supporting policies on urban design and historic preservation. However, this topic should be further developed to ensure it is comprehensively addressed in the update. The existing Land Use Element does not include any specific policies on arts and culture, and policies related to address have been introduced. Below is a list of topic areas that were discussed with the community and identified to be incorporated in the updated plan:

1. Sense of Place

- A. Protect the character and environmental setting of existing neighborhoods and create new “transit villages” and “neighborhood villages” with a unique identity and distinct architecture.
- B. Provide public improvements and consider the type of development desired for parcels located at prominent entry points of the city; the effect of the buildings and treatments together should create a sense of entry into key districts.
- C. Recognize and protect significant views of the San Gabriel Mountains, the Arroyo Seco, and other environmental settings along with views of significant structures such as City Hall Cupola.
- D. Design buildings so they reflect the unique aspects of Pasadena’s history, culture, environment and varied architecture.
- E. . Pasadena shall continue to define itself through an association with iconic architecture and civic monuments, as well as the preservation of its natural environment and the promotion of public art.

2. Contextual Design

- A. Design buildings so that they relate to neighboring structures in terms of setbacks, height, massing, scale, and the arrangement of shared and private open spaces.
- B. Require additions to relate harmoniously in mass and scale to their primary structure and adjacent structures.
- C. Set back buildings in commercial and multi-family areas adjacent to single-family areas to achieve a reasonable transition from higher density to lower density areas.
- D. Buildings intended to be occupied by national chains should relate to the context of the site and promote a sense of place.

3. Architectural Excellence

- A. Style – Encourage a variety of architectural styles: allow contemporary and creative architecture in appropriate locations. The style of a building should be clear and consistent, whether traditional or contemporary.

- B. Form – Encourage a variety of building forms: building masses should be organized as well scaled volumes, with facades that are simply proportioned and that provide the appropriate level of articulation in the form of modulation and setback.
- C. Materials – Materials should be of the highest quality: buildings should be visually interesting, detailed, and designed to maintain their integrity in local environmental conditions. The materials should be complementary and related for aesthetic or functional reasons.

4. Pedestrian Orientation

- A. Street design – Increase the width of sidewalk and create landscaped medians, where feasible.
- B. Site design – Circulation systems should seamlessly connect the street, public spaces, building and parking entry/exits. Non-auto modes should become the primary focus of urban commercial and multi-family site design, with an emphasis on providing public and semi-public open spaces. Landscaping and plant palettes that support the design intentions of the building should be implemented.
- C. Building design – Locate active commercial uses on the ground floor of new development and use transparent material at the, such as glass storefronts, to create a connection between pedestrians and ground floor uses. Promote the use of colonnades and other semi-enclosed or open spaces and clearly demarcate building entrances.

5. Historic Preservation

- A. Recommended text change to Guiding Principle #2 (as recommended by Pasadena Heritage):
 1. *Existing Text:* Change will be harmonized to preserve Pasadena’s historic character and environment
 2. *Proposed Modification to Text (as submitted by Pasadena Heritage):* Pasadena's historic resources will be preserved, and change will be harmonized to ~~preserve~~ enhance Pasadena's historic character and environment.

[Community Feedback: The underlined portion of the proposed revision (Pasadena’s historic resources will be preserved...) has consistent received community support. However, the second half of the proposed revision (replacing preserve with enhance) has been the topic of considerable community debate.]

- B. Protect cultural landscapes.

6. Arts / Culture

- A. Provide community-wide access to arts and culture.
- B. Support and develop Pasadena’s cultural and creative workforce.
- C. Increase the presence and awareness of public art.
- D. Public art should be in context to the building site.

TOPIC AREA #3

MOBILITY

1. Streets should reflect neighborhood character and accommodate all users

- A. Complete Streets: Streets should accommodate all users such as pedestrians, bicyclist, public transit, skateboarders and scooters.
- B. Streets should reflect individual neighborhood character and needs, and support healthy activities such as walking and bicycling.
- C. Consider classifying additional streets as “deemphasized” to manage vehicle speeds and volumes to provide a more comfortable environment for bicyclist and pedestrians.
- D. Support neighborhood walk-to-school efforts.

2. Creating a bicycle friendly community

- A. Maintain existing and identify new opportunities for biking infrastructure.
- B. Consider “road diets”, removing vehicle travel lanes to accommodate bicycle lanes, to provide a defined space for cyclist. This will also help reduce vehicle speeds making safer to get around Pasadena on bicycle
- C. Continue to provide bicycle amenities and facilities to encourage more bicycling. Adding street treatments like sharrows, bike lanes, and green lanes.
- D. Ensure that secure and convenient bicycle parking is provided to promote bicycling throughout the City.
- E. Provide enhanced east and west bicycle network connectivity.
- F. Explore bicycle share programs or any other bicycle programs that will provide access to bicycles for visitors and those that may not own a bicycle.
- G. Develop safety measures to reduce conflict areas for bicyclist such as driveways and right turn lanes. Also, consider a policy that would prohibit cyclists on sidewalks for pedestrian safety.
- H. Work with existing organizations to coordinate educational workshops to teach bicyclist how to ride safely on the road.

3. Pedestrian

- A. Develop strategies that elevate accessibility, livability and a healthy community
- B. Encourage neighborhood serving land uses to provide access to services and goods by walking.
- C. Continue investing in pedestrian improvements to create safe and comfortable environment for walking. Improvements such as sidewalk repairs, providing more shade and street furniture. New developments should continue to provide the necessary sidewalk widths to create pedestrian friendly environments.
- D. Integrate pedestrian improvements in traffic management programs to help reduce traffic noise, volumes and speeds that make it unpleasant and unsafe to walk.
- E. Provide sufficient time at crosswalks to allow everyone to cross safely.

4. Transit

- A. Assess ways to improve availability of transit for underserved populations
- B. Enhance accessibility by increasing routes, frequencies and hours of operation.
- C. Improve the perception of public transportation.
- D. Acquire an environmentally friendly bus fleet to reduce greenhouse gas emissions to support the City’s sustainability efforts.
- E. Consider the transportation needs of the disabled, students and especially seniors.
- F. Work with all transit operators to ensure a safe environment at transit stops and on transit vehicles.

- G. Continue to work with Los Angeles County Transportation Authority (Metro) and Foothill Transit to better serve the community.

5. Mobility Strategies for Economic Vitality

- A. Explore ways to connect the various shopping destinations in Pasadena.
- B. Examine ways to maintain and better utilize off-street parking and public parking structures. Furthermore, consider shared parking opportunities.
- C. Assess the parking needs of impacted commercial areas in Pasadena.
- D. Adopt transportation performance measures that reflect traveler experience for all users such as Multi-modal Level of Service (MMLOS).
- E. Support the public and private efforts in the implementation of the Pasadena Streetcar.
- F. Consider implementing a car sharing concept as an economic development tool. The car-sharing program should be implemented with several cars located throughout the City.
- G. Consider expanding the “park-once” concept to business areas outside Old Pasadena by working with private property owners to implement a shared parking program.

TOPIC AREA #4

ECONOMIC VITALITY

Guiding Principle #3 (Economic vitality will be promoted to provide jobs, services, revenues and opportunities) includes objectives and supporting policies on economic vitality. Throughout the General Plan process the residents, business owners, and others have expressed interest in policies related to the City's economic future. In addition to the General Plan Outreach, the Economic Strategic Plan had a public outreach component and included recommendations. Included in this notion of economic vitality is the need to extend the benefits of a thriving economy to all Pasadena residents, particularly the underemployed and unemployed. Below is a list of topic areas that were discussed with the community and identified to be incorporated in the updated plan:

- A. Target growth into the downtown, transit villages, and neighborhood villages to maintain and improve a sense of vibrancy and in recognition that these areas provide jobs and funding to support Pasadena's high quality of life.
- B. Support existing businesses:
 - 1. Support existing businesses that want to expand.
 - 2. Allow home based businesses in residential districts, subject to rules that reduce negative impacts.
- C. Attract new and complementary businesses to Pasadena:
 - 1. Coordinate with business community, educational organizations to help attract new businesses.
 - 2. Expand partnerships to facilitate more local jobs in green, technology, creative and healthcare sectors.
- D. Increase visitors and tourism:
 - 1. Expand the tourism industry, to include cultural tourism that showcase Pasadena's rich cultural heritage.
 - 2. Preserve the city's identity as a place to eat, shop, enjoy entertainment and experience cultural resources.
- E. Maximize technology strengths and green businesses
 - 1. Designate land for the development of laboratory and research and development businesses. (In areas where research and development uses are desired, allow for buildings of sufficient size and restrict competing uses.)
 - 2. Provide incentives or assistance to spin-off businesses from existing institutions, such as Caltech, JPL, Huntington Memorial Hospital, and others.
- F. Strengthen Pasadena's retail sector:
 - 1. Create a way-finding system to help find key destinations and parking.
 - 2. Designate lands and develop guidelines for the development of pedestrian friendly commercial areas, each with their own unique identity.
 - 3. Develop alternative parking strategies for business in areas with limited parking, such as E. Washington Blvd.
- G. Keep the local workforce trained and employed:
 - 1. Allow for a broad range of jobs.
 - 2. Expand jobs in the green, technology, creative and healthcare services.

- H. Enhance the vibrancy and attractiveness of Pasadena for residents and businesses:
 - 1. Provide flexibility in adaptively reusing historic buildings.
 - 2. Expand the city's healthcare sector.
 - 3. Work with existing and potential employers located in the City in providing or finding housing that is affordable to employees and workers.

- I. Ensure the fiscal health of the City:
 - 1. Expand the City's revenues, services, and infrastructure.

- J. Provide a more stable and sound environment for investment and business decisions by reducing uncertainty and streamlining the land use entitlement approval process.

TOPIC AREA #5

EDUCATION

Guiding Principle #4 (Pasadena will be promoted as a healthy family community) includes some supporting policies on schools. Members of the community are requesting public education be added as a new guiding principle. Comments relating to education have also included the need for a quality education to be available to all Pasadena residents. If the topic is added as a new guiding principle or as an objective, new supporting policies would need to be incorporated. Below is a list of topic areas that were discussed with the community:

- A. Add an new guiding principle on education or include within the existing guiding principles:
1. Pasadena will value and support a vibrant public education system.

[Community feedback: There is a growing consensus to include an eight guiding principle on education. However, there is an ongoing discussion on whether that principle should focus only on Pasadena Unified School District or more broadly address education.]

- B. The City will partner with schools by sharing facilities, knowledge and assistance. This includes but is not limited to:

1. Joint use of school play areas for public recreation.
2. Joint use of city and school libraries for the public.
3. Joint use of school sites as community centers.
4. School sites used for child and after school day care.
5. The City and the Pasadena Unified School District should work together in securing funding sources, such as grants for the improvement of facilities.
6. Support school-to-career programs that help students apply academic knowledge to the workplace.
7. Support programs that teach students about their neighborhoods and their City.

- C. Provide safe routes to and from school:

1. Ensure safe walking and bicycle routes from homes to schools.
2. Create safe, child friendly and pedestrian friendly connections from schools to libraries and parks.
3. Reduce traffic and parking impacts at schools.

- D. Actively participate in long-range planning for schools:

1. Advise schools on site selection, site design, traffic control, circulation and site acquisition to assure compatibility with the neighborhoods or districts in which they are located.
2. Encourage the continued participation of Pasadena Unified School District in the City's planning process.
3. Share demographic information and forecasting.
4. Provide long-term opportunities for growth and improvement of services by encouraging public schools and requiring private institutions greater than two acres in size to have a master plan.

- E. Address Pasadena Unified School District specifically, while also including other types of schools – including private schools, colleges, and universities.

- F. In commercial areas adjacent to schools, encourage the clustering of uses that support educational institutions such as afterschool day care, tutoring centers, bookstores, and instructional services (dance, art, or karate classes).