8.0 IMPLEMENTATION PLAN



8.0 IMPLEMENTATION PLAN

The Implementation Plan lays the foundation for the "grassroots" economic development effort that is needed to revitalize the area. The Implementation Plan is constructed of projects, programs and tools that address all three theme areas that provided the frame for the community vision: Economic Development, Quality of Life, and Neighborhood Beautification. The City's Vision and Mission proclaims,

...people are the City's greatest and most important resource, their ethnic and economic diversity provide the living fabric that binds Pasadena together. We welcome the involvement and commitment that produces a greater quality of life with citizens and city government working in partnership. ...(staff) are involved in an active partnership with Pasadena citizens to foster educational, cultural and economic opportunities in a safe, vibrant, and healthy community.



Implementation of the Specific Plan depends on the continued support and involvement of the business and residential community.

The Fair Oaks/Orange Grove Specific Plan's Implementation Plan builds on this commitment. Therefore, residents, business people, property owners, elected officials, community organizations, and City staff will be the driving force for implementation. Alliances, partnerships, collaborations, and team efforts will be highly encouraged as effective means to maximize results in addition to funding assistance.

The Implementation Plan includes a wide range of strategies including:

- pedestrian amenities and streetscape improvements in the public realm,
- residential and commercial rehabilitation programs,
- open space utilization in the private realm,
- business development, and
- creating employment opportunities to advance the General Plan vision, including business incubator space.

Planting "seeds" now to unfold early success stories is the key to maintaining momentum in the implementation strategy for the Fair Oaks/Orange Grove corridor.

The following highlights a number of resources or tools for implementation, showing how they can be cultivated to create success stories. The Implementation Plan follows, it incorporates various resources to achieve the vision for the Fair Oaks/Orange Grove Specific Plan area. The Implementation chapter concludes with a Resource Guide to put citizens of the Specific Plan area in contact with basic services that affect quality of life issues on a day-to-day basis.



8.1 The Fair Oaks/Orange Grove Implementation Team

The Fair Oaks/Orange Grove Implementation Team will serve as a major force to guide the economic development strategy and overall implementation of the Specific Plan. The Specific Plan provides the foundation and initial building blocks for their mission. The Implementation Team will build on these strategies and develop new ones to help the Specific Plan area reach its full potential. The Implementation Team will take a two-fold approach:

- 1. Proactive Planning develop a short and long term plan to meet the economic challenges the Specific Plan area faces; and
- 2. Interactive Planning develop a plan that recognizes the need to be flexible to conditions as they emerge.

Experts in the field of economic development promote organizational forms such as the Implementation Team as an effective way to direct and manage the economic development process in a community. Furthermore, experts highlight the dependence of economic development on partnerships and public-private coordination and cooperation. To that end, the Implementation Team will include membership from a number of City Departments as well as representatives from the business and residential community of the Specific Plan area. Alliances and partnerships will be formed to help maximize the revitalization effort as identified in the following examples:

- The Business Development Section and Enterprise Zone Office of the Planning and Development Department will be called upon to provide focused assistance and expertise to stimulate the business climate and attract and retain businesses.
- To ensure effective implementation of the Specific Plan, the Northwest Manager or comparable level of administrative staff shall be appointed to administer the Plan from beginning to end through the accomplishment of milestones. Further, the Northwest Manager will provide regular annual reports to the Planning Commission and City Council, seek funding for implementation of the plan, work with the school district to determine a new school site, and promote proactive code enforcement.
- The Inspection Services Divisions of the Planning and Development Department will be called upon to provide proactive code enforcement.
- The Police Department will help to ensure the safety of the Specific Plan area by addressing criminal activity through the existing community policing program, with emphasis on the Neighborhood Watch and Commercial Crime Watch Programs, and the Police Mobile Substation.

The Implementation Team could also assist is the development of a business association in the Specific Plan area. Some initial concerns expressed by business owners in the Specific Plan include:

blight of the area,



- the need for an enhanced commercial rehabilitation program beyond the assistance of the existing Storefront Improvement Program (SIP),
- provision for relief from some existing sign regulations viewed as being too restrictive, and
- assistance to retain existing businesses and attract new ones.

In order to be most successful and effective, it is important that a significant impetus for the formation of a business association come from within the community. The City's role in the formation of a business association will include working to instill the idea and importance of such a group, and then providing assistance when needed by the association.

8.2 Redevelopment Project Areas

Currently, the Fair Oaks Redevelopment Project area has limited funding generated from tax increment financing to meet its goals and objectives. The Implementation Team and other Specific Plan resources will help address these issues until tax increment financing becomes available for the project area.

8.2.1 Consolidation of the Redevelopment Project Areas

The Planning and Development Department will examine consolidation of the Redevelopment Project areas to consolidate funding sources and make them available to all of the project areas. The Northwest Commission will review the proposal and make a recommendation in the near future. Consolidation of the Redevelopment Project Area will provide additional funding opportunities to implement the goals and objectives for the Specific Plan area.

8.2.2 Expansion of the Fair Oaks Redevelopment Project Area

Due to a number of properties that could be considered blighted on North Fair Oaks Avenue, from Washington Boulevard to the northerly City boundary, consideration should be given to expand the Fair Oaks Redevelopment Project Area. Although the benefit to this proposal would be long term, this tool could assist with the future economic development capability for northern portions of the Fair Oaks corridor.

8.3 Pasadena Development Corporation / Pasadena Enterprise Center

The Pasadena Development Corporation (PDC) was founded in 1977 as a result of the efforts of the City, Federal government and the Chamber of Commerce to stimulate job creation. PDC is a non-profit, local economic development corporation that utilizes both government and private bank funds for lending to small businesses within Pasadena and the San Gabriel Valley. Funding resources available through the PDC could be used for qualifying developments or projects in the Specific Plan area.



The Pasadena Enterprise Center (PEC) is a full-service business incubator. Established as a private, nonprofit corporation in 1987, the PEC expanded in 1992 to help small businesses in Pasadena and in Altadena. PEC encourages and facilitates the development of new, existing and home-based businesses, while fostering local economic development and job creation. Currently, the Center is reviewing the addition of new programs serving the Northwest community. One idea includes the development of a "Digital Divide" Lab (DDL), which will focus services to low-income, minority and disabled residents of the area and is intended to expose, train and introduce individuals to the "computer age." This is the type of partnership program that could be benefit the Fair Oaks/Orange Grove Specific Plan area's incubator process and home-based business objectives.

8.4 Planning and Development Department

8.4.1 Business Development

The goal of the Business Development Program is to maintain a positive environment for Pasadena businesses by focusing efforts on business retention, expansion and recruitment. The Business Development Program fosters and strengthens the local business community by welcoming all new businesses to the City, visiting leaders of key Pasadena businesses throughout the year to assess concerns, needs and opportunities, and crafting legislation that benefits Pasadena businesses, and marketing/advertising the City's strengths.

The Planning and Development Department will assist in the implementation of various programs, activities and/or projects to improve business development. Some of these programs include:

- The Altadena/Pasadena Enterprise Zone This program seeks to improve business development efforts placing emphasis on job linkage and marketing opportunities.
- A workshop series ("The Art of Small Business Survival") These workshops are aimed at fostering stronger businesses by sharpening business skills and improving profits.

The business community on North Fair Oaks Avenue and Orange Grove Boulevard could benefit from the programs and projects of the Planning and Development Department. Programs of the Planning and Development Department could assist area businesses in finding better ways to meet existing customer needs, meeting new market opportunities, establishing sound business practices, and reaching full market potential.

8.4.2 Housing Activities

Two other opportunities for vacant lots in the Specific Plan area to get specific development consideration include the Notice of Funding Availability (NOFA) and the Pasadena Community Development Commission (CDC) Five-Year Implementation Plan 1999 – 2004.



In the NOFA process, the CDC invites developers and housing sponsors to compete for Commission housing funds which can be used for affordable housing activities, including new construction and rehabilitation. Housing Division reports that \$6.5 million is available this year, with \$5 million for eligible program activities within the Northwest Pasadena Target Area and the remaining \$1.5 million to be utilized either outside or within the Target area. Housing activities would include new construction, rehabilitation, homebuyer assistance, and special needs housing.

Currently, the Planning and Development Department administers a Rental Housing Rehabilitation Program through the Home Investment Partnership Act. Eligible activities include acquisition, rehabilitation, and new construction, aimed at improving the City's housing stock, affordable housing opportunities, and overall quality of life. The Affordable Housing Plan (1995 – 2000) of the Pasadena Community Development Commission further supports the General Plan vision for the Specific Plan by seeking to provide an adequate supply and range of affordable housing opportunities throughout the city.

8.4.3 Community Development Block Grant (CDBG)

The Community Development Block Grant (CDBG) program is administered by the Federal Department of Housing and Urban Development. CDBG staff manages the program for the City and provides staff support to the Northwest Commission and Human Services Commission in establishing program objectives and developing funding recommendations for service providers to be approved by the City Council.

The City of Pasadena CDBG program provides programs and services in five major categories:

- Public Services Social services designed to address the human services needs of low/moderate income residents such as child care, youth services, emergency shelter services and support to families;
- 2. Housing a range of residential rehabilitation services from minor home repairs to major rehabilitation of low/moderate income single family homes;
- Economic Development Financial assistance to small business (including job creation and retention) and financial support for neighborhood revitalization projects;
- Capital Improvements Provide facilities and services supportive of identified revitalization and redevelopment strategies (i.e. public area improvements and building renovations); and
- 5. Planning/Administration activities which aid in the implementation of the CDBG Program within the City. Within the Specific Plan area, block grant funds may be available to carry out some of the public improvements and pilot projects suggested in the economic development strategy.



8.4.4 Community Development Committee's Five Year Implementation Plan

The Community Development Committee's (CDC) Implementation Plan provides a broad framework for projected Committee activities over the next five-year period. Under the proposed projects and programs section, three parcels in the Specific Plan area are identified for strategic development. The Implementation Team can partner with the Planning and Development Department to outline a development strategy. The CDC further supports economic development, business retention, and expansion (including business recruitment, business outreach, and marketing and advertising). Finally some of the goals identified in the Plan encourage and aid the economic development of all project areas, such as:

- Preserve and expand existing retail/commercial centers throughout the redevelopment project areas serving local and neighborhood needs.
- Encourage all forms of private development and redevelopment activities, which will provide employment opportunities at all income levels.
- To further aid economic development, encourage the highest level of urban design and architectural preservation consistent with reasonable use and economic feasibility considerations.

The Specific Plan area has a total of 19 vacant or underutilized parcels. These parcels can get specific development consideration (new construction and rehabilitation) through the NOFA process, and Community Development Committee's Five-Year Implementation Plan 1999 – 2004. Specifically, it is recommended that the next update of the CDC's Implementation Plan provide priority to vacant parcels in the Fair Oaks Redevelopment Project Area.

8.4.5 Inspection Services Division

Code Compliance officers will be assigned to the Specific Plan area to respond to the community's concern for strengthened code enforcement. The Code Enforcement Officers are "eyes and ears" on the street and have direct contact with area business owners through field inspections. It is during inspections that some area businesses have reported the need for an enhanced business rehabilitation program in addition to the Storefront Improvement Program (SIP).

For residential properties, some of the public resources available to achieve code compliance and simply to make improvements are the housing rehabilitation assistance through Pasadena Neighborhood Housing Services (PNHS), and the Maintenance Assistance and Services to Homeowners (MASH) crews that can provide exterior house painting, yard clean up, and minor home repairs to eligible single family homeowners.

8.4.6 Cultural Affairs Division: Public Art and Cultural Access

The Cultural Affairs Division manages the Public Art Program and Arts Grants Program, in addition to special initiatives in the arts, culture, design and film, many of which are economic development tools utilizing the arts. Cultural



Affairs will deliver staff support and direction for the implementation of public art projects. Cultural Affairs and the Arts Commission partner with community organizations to identify opportunities and needs in providing art and cultural activities to seniors, teens, families and the community. Partnerships with social service and other non-profit agencies will build community identity.

8.5 Human Services, Recreation & Neighborhoods Department

The Human Services, Recreation, & Neighborhoods Department will also be called to provide support and resources for the implementation of the Specific Plan. The Department addresses quality of life issues in the Specific Plan area through programs and projects such as the following.

8.5.1 Job Training

The Career Services Division administers the Federal Job Training Partnership Act (JTPA) and Summer Youth Employment Program. The purpose of JTPA is to provide vocational training and job placement assistance to economically disadvantaged youth, adults and laid off workers. JTPA builds expressly on the notion that economic development and employment must be matched. In his book, Planning Local Economic Development, Professor Edward Blakely states "that it is important to determine which jobs 'fit' the local populace and offer them opportunities to increase their skills to competitive levels, both currently and in the future." This is also one of the objectives identified in the Northwest Pasadena Community Plan. Further, Blakely states that "local economic development, is aimed at increasing the potential for the local population to have secure jobs and income, which in turn stabilizes the community both economically and socially."

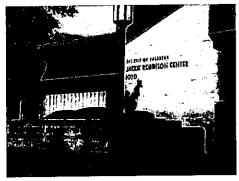
The unemployment rate in northwest Pasadena is historically double (8 percent) the rate citywide. Providing job training opportunities is a high priority for the community. The recently established "One Stop Career Services Center" in partnership with the Urban League on North Fair Oaks Avenue will begin to address this need. The Center serves as Satellite Affiliate for the Employment Development Department, and provides customers with self-directed job search and technological links to employment and training resources. Job Fairs are held quarterly attracting participation from top corporations throughout the San Gabriel Valley. Such events serve as "linkages" between private-sector employers and job seekers, and assist in providing information about employment opportunities in the community. An added component is the "Second Chance" job fair, which targets individuals with barriers to securing employment.

8.5.2 Childcare

The Human Services Division focuses on children and youth, childcare, status of women, and seniors. The unit promotes the implementation of City policies such as the Child Care Policy, the Policy on Children, Youth and Families. The provision of childcare facilities was another area expressed by the community as having a high priority.



8.5.3 Neighborhood Resources



Jackie Robinson Center provides numerous community services to area residents.

The Neighborhoods, Community & Recreation Centers Division provides a wide range of services that promote quality of life in Pasadena. Neighborhood Connections builds partnerships among Pasadena residents, neighborhoods and the City, providing tools and resources for planning, development and problem solving. Two community centers, Jackie Robinson Center (JRC) and Villa-Parke, provide a wide range of services, such as employment and immigration information, educational activities, legal counseling, public assistance, senior advocacy and emergency assistance along with a range of recreational sports and activities for both youth and adults, which include tutoring, nutrition, and a Teen Program.

8.6 Achieving the Vision

As highlighted earlier, achieving the vision for the economic development of this area must be the product of a collaborative effort. The key to the success of this area is to transform it into a well-known and cost-effective location for new businesses. Attracting new businesses and improving existing commerce will require a significant effort that is predicated upon a partnership between residents, businesses, grassroots efforts, and the City. Key initiatives include:

- public investment for streetscape improvements to beautify the area, and change negative perceptions of the area to attract strategic private investment,
- strengthen existing businesses and recruit new businesses to further define the area as a viable location, cost-effective environment for small start-up and home-based businesses that are technology-based or designoriented,
- focus on the development of strategic projects that generate early success stories and positive economic development momentum,
- capitalize on the area's proximity to major centers in Pasadena (i.e., Jet Propulsion Laboratory, Art Center College of Design, California Institute of Technology and Huntington Memorial Hospital to attract start-up businesses to the area and employ local residents, and
- provide for the formation of an economic development team which will spearhead proactive implementation of existing economic development programs for the area, including identification of funding sources.

Table 8-1 organizes the recommendations of the Specific Plan into the major programs, projects, and actions needed for implementation. The table also identifies the responsible agency, cost, and timeline for each element.



Table 8-1 IMPLEMENTATION PLAN

STRATEGIES & RECOMMENDATIONS	HOW	WHO	START
IMPLEMENTATION TEAM			
Establish and identify membership for an Implementation Team for the Fair Oaks / Orange Grove Economic Development Strategy. Tasks of the Implementation Team are to: Use the Plan to guide the actions of City departments to support the recommendations for economic development. Direct City departments to incorporate recommendations into previous and proposed plans, codes and policies where appropriate. Continue to develop the series of steps and schedule set forth by the Specific Plan to ensure the disciplined implementation	Collaborative staff resource effort to organize between Planning and Development Department and Northwest Programs office.	Composed of elected officials or appointees, business owners, local residents, property owners, community organizations representatives and City department staff	FY 2003 / Ongoing
of the economic development strategy. Assist in the development of the Public Realm Streetscape Concept which provides for public improvements proposed for each Specific Plan District to include but not be limited to corridor gateway treatment, selection of lighting, benches, trash receptacles, graphic icons, trees, tree grates, crosswalk paving material and pattern, et cetera. Adopt major tree planting schedule for the Fair Oaks/Orange Grove corridor. Explore funding sources for the Streetscape Improvement Plan. Develop a marketing plan to improve perceptions of the Specific Plan area with the purpose of making it a more attractive area to live and work. Transform area as a well-		Staff resources and partnership resources between Planning	FY 2003 / 2004 / Ongoing
known and cost effective location to improve existing commerce and attract new businesses. Create an "early success story" for the Specific Plan area. Develop and implement a pilot/catalyst project that will demonstrate visible proof of the strength and potential of the Fair Oaks/Orange Grove area.		& Development Department staff and the Implementation Team	FY 2003 / 2004
Explore ways to encourage key employers to consider locating satellite business locations in the Specific Plan area, such as: California Institute of Technology (Caltech), Jet Propulsion Laboratory (JPL), Huntington Memorial Hospital and Art Center College of Design. Explore ways to increase the use of local vendors.			
 Provide support to help businesses organize a business association. Identify a place to develop a business incubator to assist "thinly – capitalized and other start-up businesses" as stated in 	Plan to be developed between City and Pasadena Development Corporation		FY 2004 Ongoing
the General Plan vision. This project should demonstrate how facilities can be developed to provide a place for new start-up small businesses to be nurtured and developed.	Cultural Affairs Division / Arts Division		FY 2004
 Identify a location and partner for artist studio work space and arts incubator, in accordance with the General Plan vision to support "thinly-capitalized and other start-up businesses." 			



Table 8-1 (Continued) IMPLEMENTATION PLAN			
STRATEGIES & RECOMMENDATIONS	ном	WHO	START
 IMPLEMENTATION TEAM (CONTINUED): Work with the Police Department to resolve public safety issues in the Specific Plan area. Ensure that government-assisted projects within the Specific Plan area will be subject to existing relocation assistance provisions required by state and federal laws. Conceptual Implementation Team Budget: Preparation of marketing materials \$15,000 Business recruitment activities \$25,000 Stakeholder organization and workshops \$5,000 Special events calendar planning \$5,000 Investments in pilot projects \$150,000 (10,000 sq. ft. assisted at \$15/sq.ft.) Total 15 Year Budget \$200,000 	Collaborative staff effort between Planning and Development and the Northwest Programs office to potential funding source.	Altadena / Pasadena Enterprise Zone	FY 2003
NOTE: The categories and the amounts in the budget will need to be more carefully considered prior to actual program implementation. STREETSCAPE IMPROVEMENTS *Provide a gateway feature to mark and enhance the northerly entrance to the Specific Plan area (where North Fair Oaks Avenue crosses the boundary with Altadena), including a monument sign, landscaping and flood lights. Landscaping to include trees of an appropriate species and according to the following:	Capital Improvement Program (CIP), Community Development Block Grant (CDBG)*	Implementation Team/Arts Commission/ Public Works/ Parks and Natural Resources	Planning effort to start FY 2003/ 2004
 The trees should be planted in the existing parkway (thus requiring no change to street or sidewalk geometry) The height of the trees should be minimum 15 feet at the time of planting *Plant street trees where gaps exist (minimum of 24 inch box specimens) in all three Specific Plan Districts. *Provide decorative crosswalk, consisting of interlocking pavers in the following intersections: Fair Oaks Avenue and Montana Street Fair Oaks Avenue and Washington Boulevard Fair Oaks Avenue and Orange Grove Boulevard Orange Grove Boulevard and Lincoln Avenue Orange Grove Boulevard and Los Robles Avenue Orange Grove Boulevard and Garfield Avenue Fair Oaks Avenue at Maple street (along 210 Freeway) 	Capital Improvement Program (CIP) Note: Estimated cost for special crosswalk paving at all specified intersections is \$400,000, includes cost of materials and construction. Design and inspection costs to be determined when project is initiated.	Parks and Natural Resources Public Works/Arts Commission	



Table 8-1 (Continued) IMPLEMENTATION PLAN			
STRATEGIES & RECOMMENDATIONS	HOW	wно	START
STREETSCAPE (CONTINUED)			
 *Arts Commission could partner with the Implementation team to sponsor a contest in the artist community to submit a winning design for the graphic icon *Install graphic icons as stand alone elements or on existing street lighting poles in all three Specific Plan Districts to provide a sense of identity *Provide street furniture (lighting, benches, trash receptacles, etc.) in all three Specific Plan Districts. *Provide decorative bus stop shelters to build on the unique character of the surrounding neighborhood in all three Specific Plan districts. 	America The Beautiful Program Capital Improvement Program Transportation Enhancement Activities Program (TEA) Estimated bench cost is \$12,500 including construction, materials and installation	Public Works / Implementation Team / Arts Commission / Artist Community	
NOTE: See Arts Programming Page 166.			
 Underground utility wires wherever possible. 	Capital Improvement Program	Implementation Team/Arts	
 Widen sidewalk at Fair Oaks/Orange Grove intersection. 	1 logiam	Commission/ Public Works/	
 Institute and maintain sidewalk cleaning in the more heavily used commercial areas in the Renaissance Commercial District. 		Parks and Natural Resources	
 *Provide a monument sign, landscaping, and floodlights to mark and enhance the southerly, easterly and westerly gateways to the Specific Plan area at or near these locations: Villa Street and Fair Oaks Avenue. Lincoln Avenue and Orange Grove Boulevard Los Robles Avenue and Orange Grove Boulevard 			
INFRASTRUCTURE IMPROVEMENTS			
Notwithstanding the City-wide review and approval process that requires each proposed development that it 'shall be connected to the public sewer by a method approved by the Public Works and Transportation Department,' the Specific Plan recommends that 'Street and infrastructure improvements be completed prior to full implementation and build out of the Specific Plan, including the upgrading of the sewer system between Hammond Street and Orange Grove Boulevard.'	Capital Improvement Program	Implementation Team/ Public Works	
HOUSING REHABILITATION • Enter into contract or renew contract where possible with organizations that provide housing rehabilitation assistance	City to enter into contract with responsible organizations	Planning and Development Department	FY 2003



Table 8-1 (Continued) IMPLEMENTATION PLAN			
STRATEGIES & RECOMMENDATIONS	HOW	WHO	START
Preserve significant historic buildings. If rehabilitated, follow the Secretary of the Interior's Standards for rehabilitation. Preservation Incentives – projects which include rehabilitation of historic or architecturally significant structures and evaluated in the historic resources survey for the plan area with a NHRP Code of 5S1 or higher may be eligible for special provisions and incentives such as the Rehabilitation Tax Credit, State Historical Building Code (SHBC) alternatives, special property tax assessment under the Mills Act, and waiver of some City fees associated with rehabilitation of a building. Renovation of designated historic buildings shall comply with the Secretary of Interior's Standards and with the City's ordinances protecting historic properties. The City shall further study the potential for a landmark district designation for the Esther Street – North Fair Oaks	Submit a landmark nomination for all buildings in the historic resources survey with status codes of 5S1 or higher. As funding and resources are available, the City shall also participate in nominating qualifying properties, either individually or as multiple resource nominations, for the National Register of Historic Places.	Planning and Development Department	FY 2003
Avenue grouping of houses. CODE COMPLIANCE Increase staff of code compliance officers to the Specific Plan area to closely monitor adherence to code compliance regulations in response to community concerns.	Staff resources – increase compliance officers for Specific Plan area	Inspection Services Division	FY 2003
MUNICIPAL CODE REVISIONS			
 Re-examine the following Pasadena Municipal Code sections pertaining to abandoned buildings and vacant lots to determine if amendments are needed to improve how these conditions are addressed: PMC §14.70 Abandoned Buildings PMC §8.48 Vacant Lots 	Code amendment to Pasadena Municipal Code	Inspection Services Division	FY 2003
 Amend the Fair Oaks Avenue Redevelopment Plan and the Villa Parke Redevelopment Plan to be consistent with the land use recommendations as proposed in the Specific Plan. 	Amendment to the Redevelopment Plans	Planning and Development Department	FY 2003
VACANT PROPERTIES			
 Identify specific strategies to address all 19 vacant and/or underutilized parcels in the Specific Plan area, which can be considered for community service (i.e. childcare, job training and youth program, community facilities, pocket parks, etc.) 	Notice of Funding Availability (NOFA) and Community Development Commission (CDC) Five Year Implementation Plan (1999-2004)	Planning and Dev't Department, Implementation Team, Human Services, Recreation and Neighborhoods Department, Parks and Natural Resources.	FY 2003/ 2004/ ongoing



Table 8-1 (Continued) IMPLEMENTATION PLAN			
STRATEGIES & RECOMMENDATIONS	HOW	wно	START
PARK IMPROVEMENTS			
 Support recommendations resulting from the Robinson Park Master Plan Revision that is in progress to enhance and improve its recreational facilities, programming and community activities. 	Allocate funds and resources as necessary (CDBG)/Capital Improvement Program	Parks and Natural Resources	FY 2003 / 2004
 Support proposed plans to improve and enhance La Pintoresca Park and Library 			t.
FACADE IMPROVEMENT PROGRAM			
 Reexamine the Facade Improvement Program for the Fair Oaks/Orange Grove District to review overall success and effectiveness. 	Review current program regulations and amend as necessary	Planning and Development Department	FY 2003 / 2004
 Determine if improvements currently allowed by the program are sufficient to meet the needs of the business community including signage, painting, tile, windows, doors, and/or lighting. 			
 Determine if the program could be expanded to cover the entire Fair Oaks/Orange Grove Specific Plan area. 			
REDEVELOPMENT PROJECT AREA			
Consider expansion of the Fair Oaks / Orange Grove Redevelopment project area from Washington Boulevard to the City's northern boundary along North Fair Oaks.	Determine if findings of blight can be made / (CDBG)	Planning and Development Department	FY 2003/2004
COMMUNITY DEVELOPMENT COMMISSION 5-YEAR PLAN			
 Support programs and projects identified in the Community Development Commission (CDC) Five Year Implementation Plan for specific sites within the Fair Oaks and Orange Grove corridors, such as: Fair Oaks/Esther/Peoria – Identify a commercial/ residential development concept for one block in the Villa Parke Redevelopment Project Area. 750 N. Fair Oaks Avenue – Identify program for the development of parcels on the Northwest corner of Fair Oaks Avenue and Orange Grove Boulevard. 	(CDC) Five Year Implementation Plan (1999- 2004)	Planning and Development Department	FY 2003 / 2004
TRANSPORTATION IMPROVEMENTS			
 Install traffic signal control at intersection of Fair Oaks Avenue and Painter Street in the Robinson Park District. Signal to be included in the traffic signal synchronization system. 	Capital Improvement Program – Approximately \$110,000.00	Public Works	FY 2003
*Develop alternative transportation route linking neighborhoods in the Fair Oaks/Orange Grove Specific Plan area to the future Civic Center Light Rail Station and Memorial Park Blue Line Station.	Mobility Element Update	Public Works	FY 2003/ 2004



Table 8-1 (Continued) IMPLEMENTATION PLAN				
ST	RATEGIES & RECOMMENDATIONS	нош	WHO	START
TR.	ANSPORTATION IMPROVEMENTS (CONTINUED): Implement the recommendation in the PASADENA ARTS 5- Year Plan (June 1999) to make the route more efficient and increase frequency in the Fair Oaks/Orange Grove Specific Plan area.	Mobility Element Update	Public Works	FY 2003
	*Coordinate with California Department of Transportation (Caltrans) to improve the Pedestrian Link between the Specific Plan area and Old Pasadena; this may include installation of shading devices over one or both sidewalks as they cross the Broad expanse of the 210 Freeway.	Mobility Element Update	Public Works	FY 2003 / 2004
	Add or upgrade MTA (Metropolitan Transportation Authority) bus connections to improve regional transit service for transit riders within the Specific Plan area traveling outside of Pasadena	City request of MTA	Public Works	FY 2003
M	Encourage future developments to more effectively utilize limited parking supply through shared use of parking.	Zoning code revision	Planning & Development, and Public Works	Ongoing
PE	DESTRIAN AMENITIES ENHANCEMENTS			
-	*Working with the property owners, reconstruct sidewalks where gaps exist, and repair pavement where needed.	Capital Improvement Program	Property owner / City	FY 2003 / Ongoing
	*Ensure compliance with Americans with Disabilities Act regarding sidewalk ramps and audible traffic controls and other related improvements.	Capital Improvement Program	Public Works	FY 2003 / Ongoing
•	*Install appropriate directional and informational signing for pedestrians	Capital Improvement Program	Public Works	FY 2003
-	*Improve pedestrian safety by treating sidewalk finishes with non-slippery surfaces and maintaining level and flat walkways where possible		Public Works	FY 2003 / Ongoing
-	Improve lighting in pedestrian areas	Cost \$5,500 each	Public Works	FY 2003 / Ongoing
•	Improve street light standards where needed.	Cost \$5,500-\$6,000 each		
•	Identify and implement public art component within Specific Plan area including, but not limited to:	Consultant artist through CIP public art program – downtown cultural fund to be	Cultural Affairs Division / Arts Commission	FY 2003 / 2004
	 Gateway feature to mark and enhance the northerly, southerly, easterly, and westerly entrances to the Specific Plan area, including a monument sign, landscaping and flood lights. Implementation team and the Arts Commission may co-sponsor an artist competition for a site-specific design. Streetscape design, signage packages, lighting, park equipment, etc. Decorative crosswalks, consisting of textured, colored paving, and possibly contract an artist to design pavement features. 	expanded citywide		



Table 8-1 (Continued) IMPLEMENTATION PLAN

STRATEGIES & RECOMMENDATIONS	ноw	WHO	START
PEDESTRIAN AMENITIES ENHANCEMENTS (continued)		,	
 Street furniture and bus shelters, possibly in collaboration with the Arts Commission to contract an artist to design furniture and shelters to reflect unique character of the district. 			
*Improve and emphasize children pedestrian safety by providing & striping/signing, cross guards, traffic signals and other devices that are deemed to improve safety at designated school crosswalks near schools and park areas	Capital Improvement Program	Public Works	FY 2003 / Ongoing
Monitor the progress of Neighborhood Traffic Management Plans (NTMP) including but not limited to Raymond, Esther, Peoria, Summit and Carter Alley to protect identified neighborhoods in the Fair Oaks / Orange Grove area that have been impacted by traffic, and if impacts occur, implement a Neighborhood Traffic Protection Plan on a project by project basis.	Mobility Update	Public Works / Planning & Development Department	FY 2003 / Ongoing
*Provide sufficient curb space (as in bus cut-outs), where feasible, where dial-a-ride vans and Access Service vans can load and unload their clients. These vans cannot go on private property or in alleys, and need sufficient curb space to stop and pick up or unload passengers.	Mobility Update	Public Works / Planning & Development	FY 2003 / Ongoing
ARTS PROGRAMMING			
 Identify opportunities for artist organizations and cultural institutions to partner with social service, non-profits and cultural institutions to deliver art and cultural programming. 		Implementation Team/Arts Commission/ Public Works	
BICYCLE MASTER PLAN			
 Monitor the progress of the Bicycle Master Plan bikeway recommendations as they affect the Specific Plan area and re- examine its priority status if necessary. 	Mobility Update	Public Works / Planning & Development	Ongoing

Note: As City priorities shift and financing becomes available, the order of the public improvements and/or activities could change. In addition, as priorities shift and financing becomes available, the order of redevelopment projects could change for the Planning and Development Department.

* Due to the nature of implementation item, cost will be determined at the time the project is initiated.



Table 8-2 FAIR OAKS/ORANGE GROVE SPECIFIC PLAN – RESOURCE GUIDE

FAMILY SUPPORT SERVICES / MENTAL HEALTH Foothill Family Service
HOUSING SERVICES City of Pasadena Housing Authority
EMPLOYMENT INFORMATION City of Pasadena Job Line 744-4600 Community Skills Center 796-5627 Job Training / Skills Center 795-4331 Senior Center Job Referral 398-6155 Urban League 398-6926 Volunteers in Pasadena 796-6926 Women-At-Work 796-6870
NEIGHBORHOOD IMPROVEMENT SERVICES Graffiti Removal & Neighborhood improvement
HELPLINES / INFORMATION AND REFERRAL

F	ALCOHOL / DRUG PREVENTION AND TREATMENT Pasadena Alcohol & Drug Prevention & Recovery Ctr794-1586 Support services and counseling for individuals, groups, and families Pasadena Council on Alcoholism
F A	COMMUNITY CENTERS Armenian Cultural Center 798-1897 Asian Pacific Family Center 287-2988 El Centro de Accion Social 792-3148 Jackie Robinson Center* 791-7983 Japanese Cultural Center 449-5487 Pasadena Senior Center 795-4331 Victory Park 798-0865 Villa Parke Community Center* 795-4371
1	EMERGENCY SHELTER Haven House
	BASIC NEEDS AND OTHER SUPPORT SERVICES Department of Public Social Services
	LEGAL SERVICES Legal Aid*