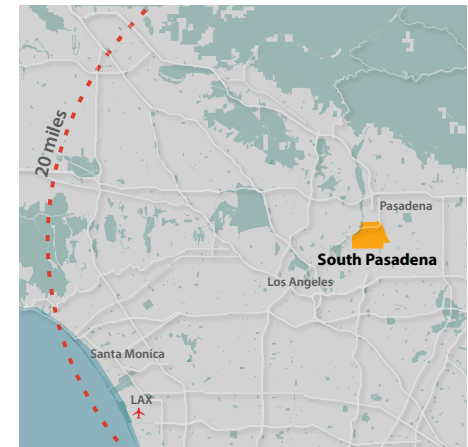




Part A

1. Introduction



A. SETTING AND CONTEXT

South Pasadena is located on the westernmost edge of the San Gabriel Valley. The City boundaries are generally defined by natural landmarks including the Arroyo Seco watershed on the west, Raymond Hill on the north which borders the City of Pasadena, and Monterey Hills which straddles South Pasadena's southwest border with the City of Los Angeles. To the east and southeast are the cities of San Marino and Alhambra respectively.

South Pasadena is linked to Downtown Los Angeles, Pasadena and the northern San Gabriel Valley by the Metro A Line, and is vehicle-accessible by the 110 freeway. A city of nearly 27,000 people and 3.55 square miles, South Pasadena has an impressive collection of tree-lined historic neighborhoods with important examples of architectural styles and works by prominent local architects.

The City hosts one of the region's most popular weekly Certified Farmers' Markets and numerous arts and cultural events throughout the year.

B. THE HISTORY OF SOUTH PASADENA



Early Explorers

For centuries, Native Americans known as Gabrieliño (Tongva and Kizh) lived in the South Pasadena area. The temperate climate, fertile soil, and numerous streams made it possible to live off the land.

South Pasadena occupied a small portion of the lands that was part of Mission San Gabriel. After secularization of Mission lands by the Mexican government, the land on which South Pasadena would later develop was given to Juan Marine and Eulalia Pérez de Guillen in an 1835 land grant. The area was named Rancho San Pascual, and

after the death of Juan Marine in 1838, the rancho changed hands several times. Ultimately, portions of the rancho were sold off and subdivided.

In 1873, Indiana native Daniel Berry moved to Los Angeles with the intention of establishing the California Colony of Indiana, which came to prosper with the cultivation of citrus trees and grapevines. In November of 1873, Berry organized a group of fellow Indianans as well as new associates he had met in California to create the San Gabriel Orange Grove Association. The newly-formed association acquired a large tract of Rancho San Pascual and subdivided it among its members. Known as the Indiana Colony up until that point, the investors selected the name Pasadena in 1875. Residents located in the southern section of the settlement were known as South Pasadenans, but there was no political division at that time.

South Pasadenans petitioned for their own school and later, in 1882, a dedicated post office, both on Columbia Street. Jane Apostol, in her definitive

history book on South Pasadena, notes that Pasadena began working toward incorporation in 1884, but there was less interest in such political recognition in the southern region, where a desire to avoid outside interference prevailed. Pasadena was incorporated in 1886, with Columbia Street as the southern boundary. The City of South Pasadena was incorporated in 1888.

The first commercial settlement of the area that would later occupy South Pasadena's modest, early commercial district, occurred in 1870. David M. Raab purchased sixty acres of land to establish his own agricultural operation, first growing fruit trees. Raab's land occupied the area now bounded by Buena Vista and Mission Streets on the north and south, and Meridian and Fremont (then called Fair Oaks Avenue) Avenues on the west and east.

In 1888, Raab established the Oak Hill Dairy on the property. The portion of Downtown South Pasadena extending to Fair Oaks Avenue was a part of the Marengo Ranch, which made up the

eastern portion of present-day South Pasadena.

The land that now encompasses South Pasadena's business district west of Fremont is made up of the land owned by David M. Raab that was purchased out of Rancho San Pascual. The district east of Fremont, including the Fair Oaks Avenue corridor, was a part of the Marengo Ranch, along with the holdings of several Indiana Colony investors. The current route of Fair Oaks Avenue did not exist until the turn of the 20th Century. The original alignment of Fair Oaks Avenue followed the present-day Fremont Avenue, extending north to Columbia Street, where it jogged to the west and then continued north into the City of Pasadena. Today's location of Fair Oaks Avenue was established to accommodate the extension of the Pacific Electric Street Car line that opened in 1902.

Railroad Expansion

Several train lines opened South Pasadena to development, industry, & tourism. The commercial corridors of Fair Oaks Avenue

1200



1700

1771 Mission San Gabriel Arcangel is founded

1800

1822 California becomes Mexican territory

1853 Manuel E. Garfias is the first non-Indian child born in what is now South Pasadena



1874 Agricultural enclave of dairy farms and orange groves

c. 1886 Original Raymond Hotel. The hotel was destroyed by fire in 1895.



& Mission Street were both developed along rail routes.

The Los Angeles & San Gabriel Valley Railroad first began service to South Pasadena in 1885. In 1895, the track between Highland Park and South Pasadena was rerouted to eliminate excess curves, and a larger new station was constructed by the Santa Fe Railway along the new tracks near the northwest corner of El Centro Street and Meridian Avenue.

In 1902, the Pacific Electric's Pasadena Short Line was established and ran from Pasadena down Fair Oaks Avenue into South Pasadena to the junction at Huntington Drive, which was then known as Oneonta Park. The station at this junction was built shortly after.

Two Pacific Electric Lines took different routes from Los Angeles into South Pasadena: the Pasadena Short Line arrived via Huntington Drive, while the Mission Street line arrived via Highland Park and the Ostrich Farm, similar to the route of the Santa Fe Railway. The Fair Oaks Avenue line traveled directly north to Colorado Boulevard. Santa Fe Railway steam trains ran parallel to the street car

line, along Raymond Avenue in the City of Pasadena.

As early as the 1920s, many of the Pacific Electric lines in Pasadena were converted to bus service, a process that continued through the 1940s. Pacific Electric announced its intention in 1937 to run buses over the new Arroyo Seco Parkway (later known as the Pasadena Freeway and SR-110), and did so until 1941 when Pacific Electric sold its local lines to a bus company. In addition to streetcars, automobiles also made an impact on South Pasadena's Fair Oaks Avenue corridor. In 1928, the segment of Fair Oaks Avenue from Columbia Street south to Huntington Drive became a part of Route 66.

Watch Us Grow!

The year 1887 marked a major leap in South Pasadena's commercial development, which likely occurred on the heels of the establishment of the Raymond Hotel. Real estate offices, a meat market, a barber shop and a blacksmith shop opened. By 1888, the Center Street schoolhouse, a Methodist church, and

the Graham & Mohr Opera House building had been erected along Center Street (now El Centro Street). The Meridian Iron Works building, originally occupied by a small hotel and grocery, was constructed at 913 Meridian Avenue at about this time, and the Cawston Ostrich Farm opened in 1896.

The blocks east of Meridian Avenue and south of Mission Street developed as an industrial zone prior to 1900, due to access and proximity to the Santa Fe Depot. A citrus packing house, lumber yard and ice company were among those businesses utilizing large parcels of land in the area bisected by the Santa Fe tracks. By 1910, Mission Street was developed with two-story commercial buildings from Meridian Avenue to Fairview Avenue. The buildings were constructed in a typical Main Street vernacular style, with entrances along the public sidewalk.

Ride with the Sun

In 1927, the City adopted the motto "Ride with the Sun," capitalizing on Southern California's desirable climate. By 1930, South Pasadena's commercial

core had largely been developed. A furniture store, a hardware store, and several small-scale manufacturing businesses, including a stamp manufacturer, an automobile paint shop, and a furniture finishing company, were located in South Pasadena's commercial center. However, commercial prosperity came to a halt in 1929 with the beginning of the Great Depression. Businesses failed, and the City witnessed a sharp decline in tourism. In 1931, the Raymond Hotel closed its doors, and in 1934, the massive resort hotel was demolished. Cawston Ostrich Farm, a local attraction that had opened in 1896, went bankrupt and was forced to close in 1933. The City struggled with a sharp rise in unemployment and sought help from the federal government. Federal relief agencies put jobless South Pasadenans to work on the construction of the flood control channel built in the Arroyo Seco. Federal aid also helped fund new buildings at the high school, a new post office at El Centro Street and Fremont Avenue, and provided funds for improved sidewalks, storm drains and sewers throughout the City.

1886 Cawston Ostrich Farm opens on the Arroyo Seco

1888 South Pasadena becomes an incorporated city

1901 New Raymond Hotel opens

1910 Pacific Electric lays two additional tracks on Huntington Drive

1906 Business expands east along Mission Street towards Fair Oaks Avenue

1920

1925 Rialto Theatre opens

1927 "Ride with the Sun" becomes the official slogan of South Pasadena

1930

1930 Public Library rebuilds in the center of Library Park

1935 Buses replace trolleys on Mission Street

1934 City endorses proposals for Arroyo Seco Parkway

CITY OF SOUTH PASADENA
RIDE WITH THE SUN

In 1936, the City Council approved the construction of the Arroyo Seco Parkway through the north end of the City. Ground was broken in 1938, and the Arroyo Seco Parkway officially opened in 1940. Today, the Arroyo Seco Parkway is known as the Pasadena Freeway and State Route 110 (SR-110). The terms are used interchangeably.

The City

With the commencement of World War II, many young men of South Pasadena left their hometown for military training. In 1942, in response to Executive Order 9066 requiring the relocation of persons of Japanese ancestry to internment camps, 165 Japanese-American residents of South Pasadena were forcibly relocated to internment camps. Nineteen light manufacturing plants opened in the city, including Day-Ray Products (an electrical equipment manufacturer for aircraft companies), Phillips Aviation (an airplane and tank parts manufacturer), and National Technical Laboratories and the Helipot Corporation (manufacturers of preci-

sion instruments for measurement and analysis). Perkins Oriental Books, a family-owned business that operated out of a house on Mission Street, produced thousands of Japanese dictionaries and pocket-sized textbooks used by the United States military in language training courses. Over 1,500 individuals, most of whom lived in South Pasadena, were employed by these companies. After World War II, most manufacturing companies left South Pasadena.

South Pasadena appointed its first planning commission in 1947, which adopted the first updates to the City's zoning laws since 1926. South Pasadena's population growth from 16,935 residents in 1950 to almost 22,300 by 1970, can be attributed to the development of the two subdivisions in Monterey Hills and the former Raymond Hotel. To serve the City's growing population in the postwar period, commercial development expanded outside of the City's commercial core in formats that reflected the growing importance of the automobile. Light manufacturing and small indus-

trial operations experienced measurable growth around the intersection of Mission Street and Meridian Avenue.

The South Pasadena Historical Society incorporated in 1953. The City's small town character with its intact neighborhoods is a source of local pride. The City adopted its first cultural heritage ordinance in 1992. The community has also sustained a strong support base for preserving the environment through South Pasadena Beautiful, an organization founded in 1965 that has focused on saving and planting trees and enhancing the landscaping of the city in both the public and private realms. The South Pasadena Preservation Foundation was incorporated in 1972, after having been initially established as a subcommittee of South Pasadena Beautiful. Its original name the Jean Driskel Foundation, after the groundbreaking local architecture who was one of its founders.

At the same time, during these years, the prominence of the central, Downtown area declined, as happened in many cities throughout the region

during the 1970s and 1980s. The small businesses of the main street (Mission Street) were adversely impacted by the growth of auto-oriented business areas outside of the traditional commercial core and other economic factors. In 1996, the Mission Street Specific Plan was adopted to aid in the revitalization of the City's Downtown.

In 2003, the Metro A Line opened, connecting South Pasadena with downtown Los Angeles and the greater San Gabriel Valley. Today, businesses are thriving along Mission Street with a number of new restaurants, retail stores and offices occupying some of the city's oldest commercial buildings. Most have survived the COVID-19 pandemic and the new outdoor dining areas on sidewalks and "parklets" have given the street new civic life.



Whistle bottling plant operated in the downtown area until around 1930



1940

1943 Meridian Iron Works opens at 913 Meridian Avenue

1945 Nineteen light-manufacturing plants in South Pasadena are engaged in war work

1950

1955 Eighteen-hole golf course opens in Arroyo Seco Park

1960

1965 City Council adopts a General Plan for future development of the City



C. THE ARCHITECTURE OF SOUTH PASADENA



1527 Fremont Avenue, Holy Family Catholic Church

Early adobe; 19th century styles such as Shingle, Queen Anne, and Craftsman; period revival styles such as Spanish Colonial Revival, Monterey Colonial Revival, Mediterranean Revival, Renaissance Revival, Tudor Revival, French Revival, American Colonial Revival, Neoclassical; and Mid-Century Modern homes adorn South Pasadena neighborhoods.



South Pasadena has a rich collection of historic neighborhoods and buildings representing examples of significant architectural styles, construction techniques, and stories of South Pasadena's people and developmental influences. The architectural character of South Pasadena traces its stylistic evolution to developmental events or periods that shaped their growth.





Downtown South Pasadena has many commercial buildings that are constructed in a classic, Main Street vernacular style, with storefronts at street level with offices or residential units above.

South Pasadena’s Mission West District is on the National Register of Historic Places. The District contains the vestiges of the city’s earliest commercial area and several adjacent public buildings. The district is composed of a number of commercial buildings (1887-1924), the city library, several modern buildings, and several sites of historically important buildings that retains its small-town, small-business atmosphere.

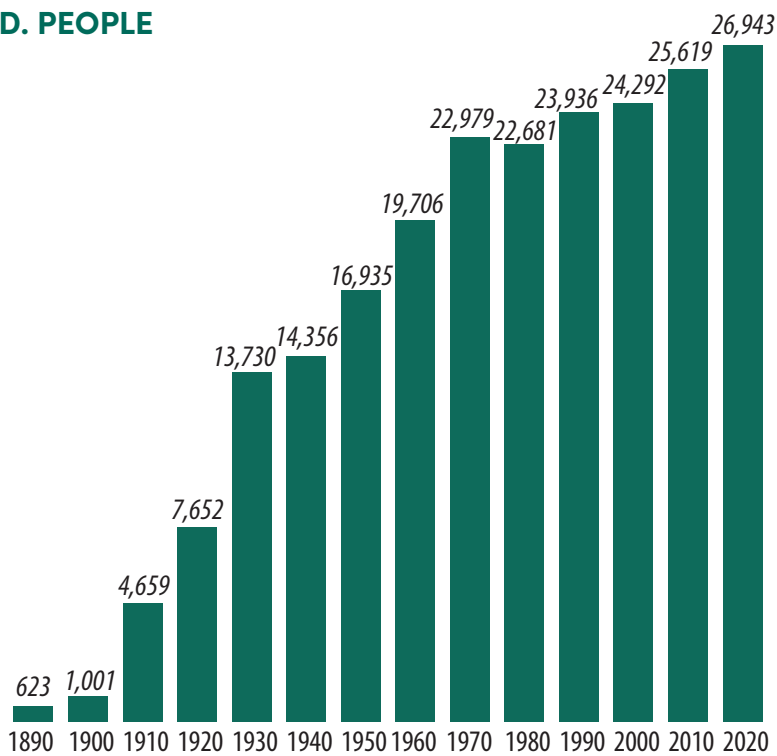
The buildings are designed in “commercial vernacular” style, common in American cities of the late 19th and early 20th centuries — typically brick in construction, with minimal decorative detailing.

South Pasadena’s business district was originally in the Mission Street-El Centro Street area between 1888 and 1910. With the completion of the Pacific Electric Railway through South Pasadena in the first decade of the 20th century, the town’s business activity shifted eastward to Fair Oaks Avenue. By 1925, the center of South Pasadena had moved away from the older business district. The arrival of the Metro A Line light rail station in 2003 has sparked renewed interest and attracted numerous investments in and around the historic business district.



Community Facilities Planners Building (1959) on Fair Oaks Avenue.

D. PEOPLE



Growth: The City’s population growth tracked with the County’s between 2010 and 2014. Since 2014, the City’s population growth has leveled off to its 2023 total of approximately 26,943 people. The vast majority of South Pasadena’s housing stock was built before 1980; only 13% of the City’s units have been built since then.

Age: South Pasadena’s median population age is higher than Los Angeles County. The City has

a notably lower percentage of 15 to 34 year-olds and a greater percentage of individuals aged 35 to 60 and 65 to 84. There is a greater percentage of children aged five to 14, but a lower percentage under the age of five.

Median Age in South Pasadena: 40 years
Median Age in Los Angeles County: 36 years

■ South Pasadena
 ■ LA County

Figure A1.1. Population Growth. Source: US Census, American Community Survey.

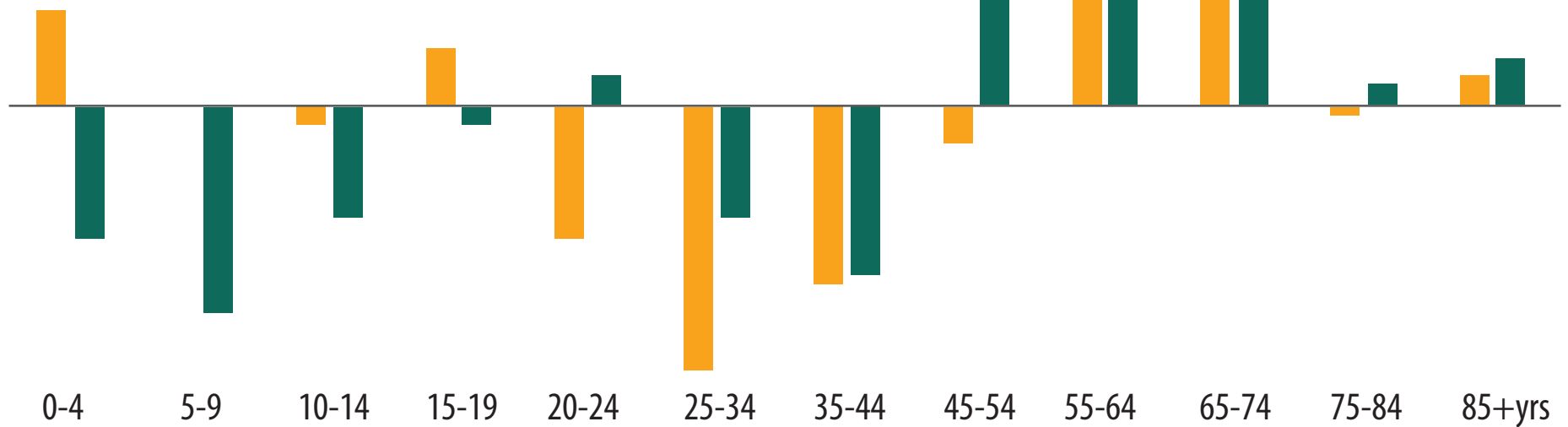
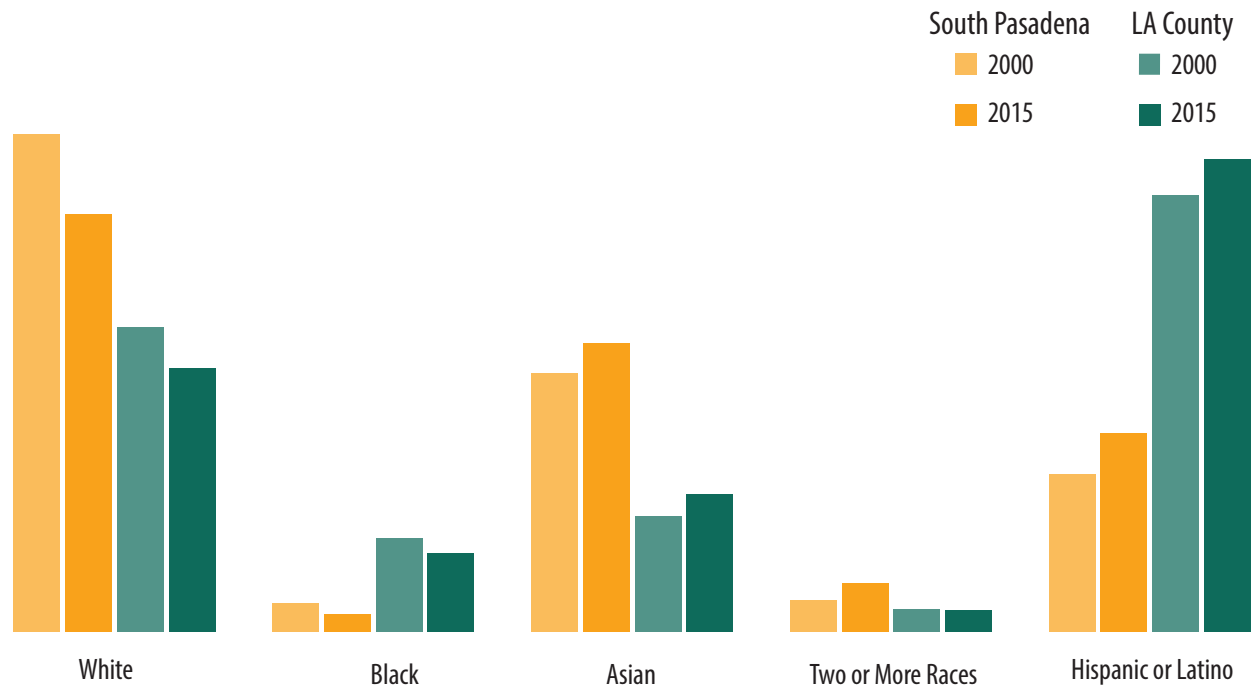


Figure A1.2. Age. Source: US Census, American Community Survey.



Race: In the past 15 years, South Pasadena has seen a growth in Asian population, with a slight decrease in white and black population.

Figure A1.3. Race, Source: US Census, American Community Survey.

Income: South Pasadena is wealthier than Los Angeles County as a whole, with a median household income of \$96,579. About 60% of its households earn more than \$75,000 a year, and about a third of its households earn more than \$150,000 a year.



Figure A1.4. Income. Source: US Census.

E. HOUSING

The 10,007 residential units that make up South Pasadena's housing stock are divided fairly evenly between multi-family and single-family units. 53% of the housing stock is occupied by renters, and 47% by owners, tracking closely with figures for the county. More owners than renters live in homes built prior to 1940 and since 2000, and renters generally live in older buildings built in the middle of the past century. The vast majority of South Pasadena's housing stock was built before 1980; only 11.5% of the City's units have been built since then.

South Pasadena's multi-family residential rents and vacancies over the past decade have been similar to its surrounding competitive areas. Except for studios, units in South Pasadena

generally have higher rents than in the surrounding area. Multi-family homes in South Pasadena sell for prices slightly higher than those in competitive areas, while single-family homes sell for prices well above those in competitive areas. Single-family home sale volume and prices in South Pasadena have historically surpassed multi-family sales.

Among residences within South Pasadena, townhomes and condominiums turnover (i.e. are bought and sold) at a faster rate than single-family homes, which implies that property tax values are reassessed more frequently for these units. Residential units in South Pasadena turnover at a rate of approximately 4.6% in a given year, which is slightly below average among competitive areas.



Figure A1.5. Housing Tenure and Income. More renters than owners. Owners have a 53% higher income than renters. Source: American Community Survey.

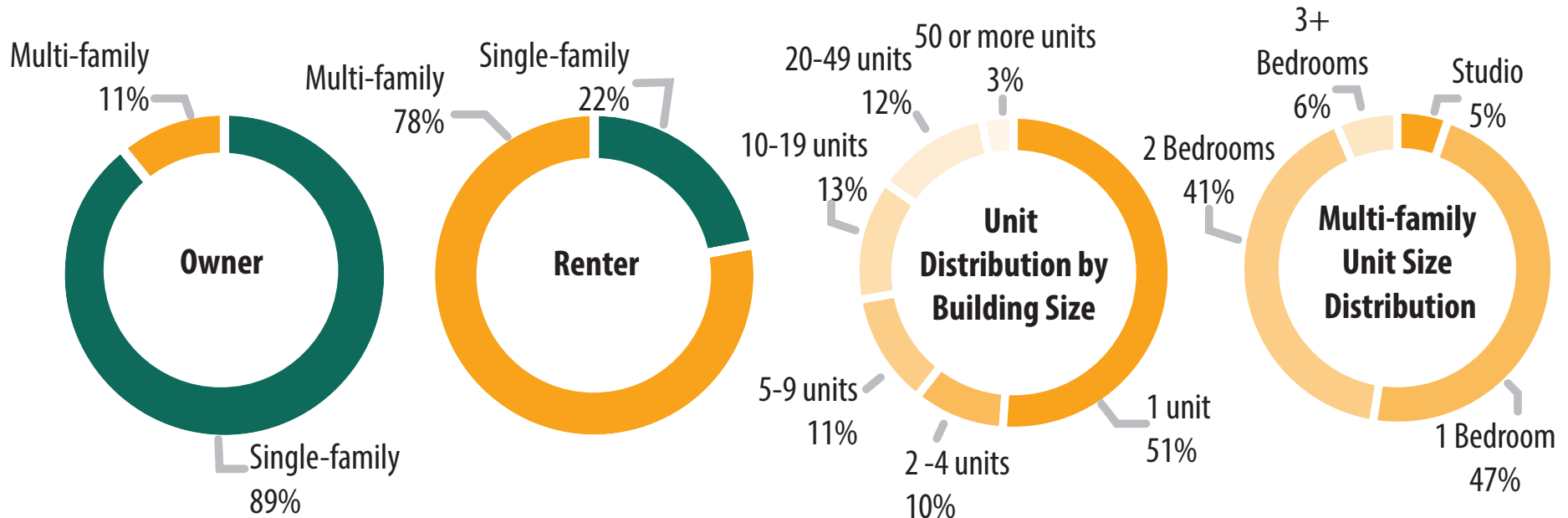


Figure A1.6. Housing Type and Tenure. Majority of residents are renters who tend to live in multi-family units, although over a quarter of all single-family homes are rented; owners predominantly live in single-family homes. Source: American Community Survey.

Figure A1.7. Unit Distribution. 69% of multi-family units are located in buildings with less than 20 units. One- and two-bedroom units make up 88% of multi-family rental units in the City. Source: American Community Survey.

ECONOMY

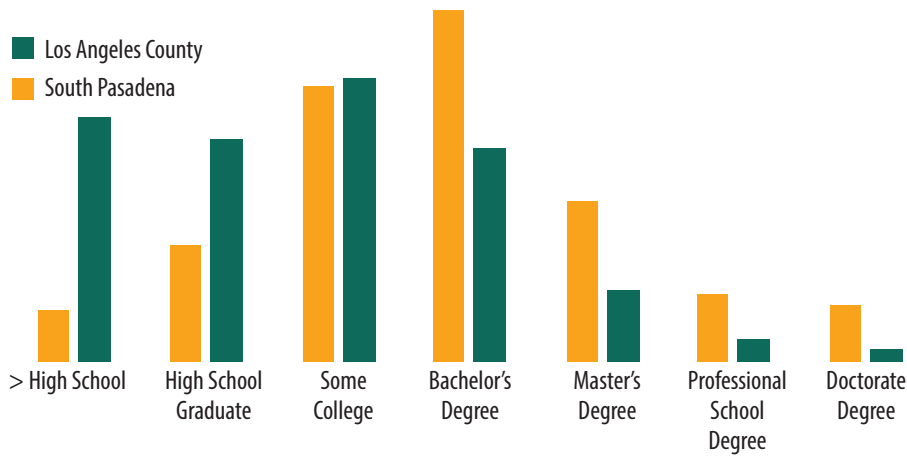


Figure A1.8. Education. Source: US Census.

Schools: The quality of South Pasadena’s public schools is a key driver of residential demand. Established in 1886, the South Pasadena Unified School District serves approximately 4,800 students within five schools. Students are consistently recognized for superior performance, and earn honors at the local, state and national level.



Creative office suites in the Ostrich Farm area are typically occupied by tenants who require larger floor areas such as entertainment and design firms.



Independent retailers along Mission Street within a historic main street environment.

Office: Office inventory in South Pasadena constitutes only 4% of the total office inventory of its competitive submarket, most of which is Class B creative office space. South Pasadena has 137,300 square feet in a creative office building, which makes up 20% of creative office space within its submarket.

Retail: Historically, retail growth has been “organic.” South Pasadena’s 866,000 square feet of retail is primarily composed of small-scale neighborhood oriented storefront space. Majority of City’s retail space is clustered along Mission Street and Fair Oaks Avenue.

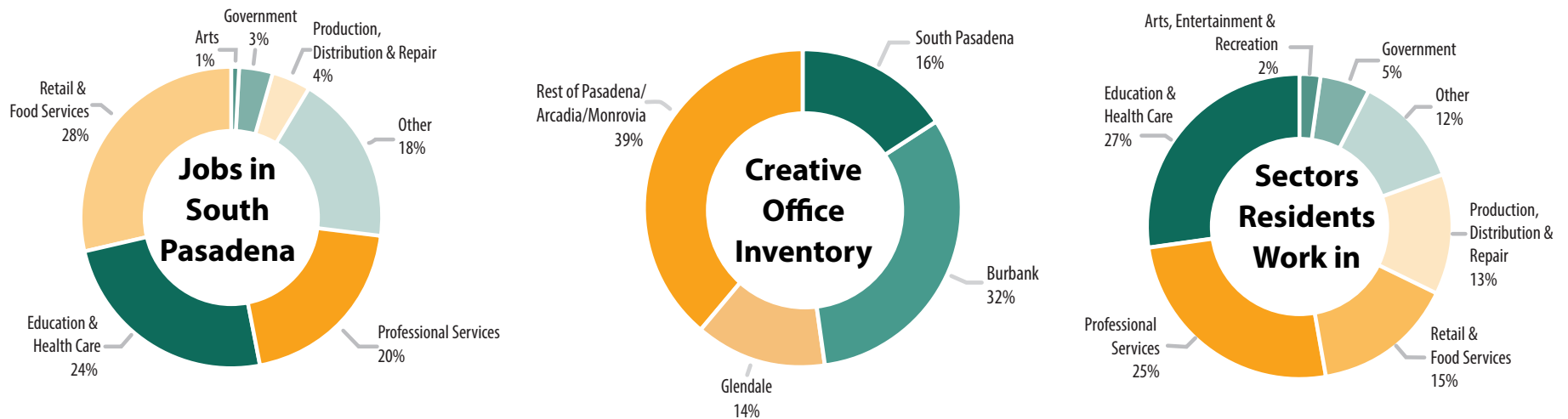
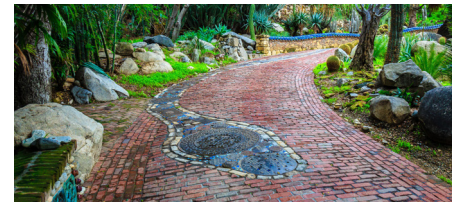
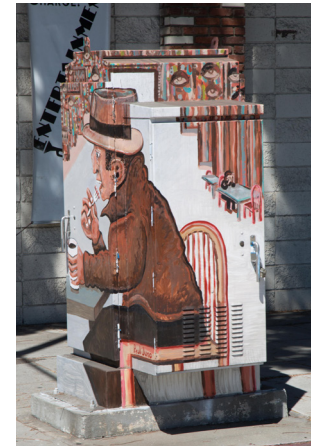


Figure A1.9. Jobs, Creative Office Inventory, and Employment Sectors. Source: LEHD.

F. CREATIVE SOUTH PASADENA

Diverse multicultural population, personal and active cultural activities throughout the year, creative industries and businesses that serve the region are all unique features of the South Pasadena arts and cultural milieu.





G. GETTING AROUND IN SOUTH PASADENA



Walking: South Pasadena's downtown area and its many tree-lined neighborhoods are walkable. Active storefronts and attractive frontages along downtown streets offer a safe, comfortable and interesting walking experience.

Biking: There are existing Class II on-street bicycle lanes on several street segments. A multi-use pedestrian and bicycle path is planned along the Arroyo Seco, and potentially connecting to an existing Class I bike path along the Arroyo Seco in Los Angeles. A bike path is also planned in the Edison utility easement right-of-way. Completion of bike facilities on Mission Street, Fair Oaks Avenue and Huntington Drive would result in a continuous network along major north-south and east-west routes. There are also bicycle racks lo-

cated on sidewalks throughout the City, primarily on Mission Street and at the Metro Rail station downtown.



Metro A Line: Metro A Line is a light-rail system serving Los Angeles County with a station in South Pasadena. The Metro Rail network connects to locations throughout the region including Union Station in Downtown Los Angeles, where transfers can be made to Metrolink and Amtrak regional and intercity rail service.



Metro Bus: South Pasadena is served by three Metro bus routes. Route 258 runs along Mission Street and Fair Oaks Avenue, from Highland Park to Paramount. Route 260 runs along Fair Oaks Avenue and Huntington Drive, from Compton to Pasadena. Route 179 runs along Huntington Drive, from Rose Hill Transit Center in Los Angeles to the Metro A Line station in Arcadia.



Dial-a-Ride: Curb-to-curb paratransit service is provided within three-quarters of a mile of fixed-route bus lines, and the Metro station. This service is provided by Access, the paratransit operator for Los Angeles County. Eligibility must be established based on physical and mental ability to use fixed-route service. The City also provides dial-a-ride service for all residents aged 55 or older, as well as younger persons with disabilities.

Driving: Most travel in South Pasadena is by private vehicle. Notably, 2014 U.S. Census Bureau data indicates that just 7 percent of South Pasadena's employed residents also work within the

city. Thirty-five percent work in the city of Los Angeles, 11 percent in Pasadena, and 47 percent in other cities. The average commute time has been growing from 29 minutes in 2000 to 31 minutes in 2014. Rates of driving alone declined slightly over that same period, largely due to an increase in transit use. However, single-occupant vehicle (SOV) trips remain the dominant mode of commuting.

A limited-access highway: SR 110, runs from Pasadena in the north to Los Angeles in the west and has a complete interchange at Orange Grove Boulevard and a westbound on-ramp and eastbound off-ramp at Fair Oaks Avenue.



Figure A1.10. Transit routes.

Plan H. PURPOSE AND AUTHORITY



Purpose: The South Pasadena General Plan is an integrated plan which includes a community driven vision, direction, and policy guidance on the physical structure of the City: the places we preserve, the things we build, and how and where we build them. The General Plan lays out how the City should harness the tools at its disposal to achieve this vision.

The South Pasadena General Plan guides decisions to achieve a future that is:

- Responsive to community needs and desires;
- Reasonable and possible to achieve, with specific action steps;
- Pragmatic and far-sighted in grappling with trends;
- Resilient to respond to future shocks and stresses; and
- System-based and comprehensive, bridging the practice gaps within different fields, departments, or organizations.

The South Pasadena General Plan establishes the city's long-range vision and serves the following purposes:

- Recasts the 1998 General Plan to incrementally generate a place that fulfills the city's vision by 2040;
- Sets forth the principles, goals, policies, and actions to help achieve the community vision, establishing the basis for evaluating choices and making near- and long-term decisions;
- Defines integrated strategies for environmental stewardship, economic development, land use and community design, housing, transportation, resilience, health, safety, recreation, and culture to help achieve the community's vision; and
- Prioritizes actions to advance on-going implementation.

Implementation: The plan guides the City Council and Planning Commission's decisions to shape South Pasadena's built environment through zoning and subdivision regulations, and other land development decisions; coordinated review of changes in public rights-

of-way, facilities, or utilities; and capital improvements. Other plans, including other Departments' operating and capital improvements budget, provide more detailed guidance on these decisions.

Maintenance and Update of the General Plan: It is not possible to forecast with certainty all possible situation that may arise over the 2040 planning horizon. Therefore, the City Council should periodically review the implementation of this Plan. The Community Development Department is responsible for maintaining the information in this Plan and its Implementation Program in between periodic updates.

Legal Authority: The South Pasadena incorporates and addresses the applicable requirements of State Law California Government Code (CGC §65300), including the required elements as summarized in Table 1, page 22.

I. RELATIONSHIP TO OTHER PLANS

Downtown Specific Plan: The Downtown Specific Plan and the accompanying form-based code seeks to form consensus around and establish a common image for Downtown South Pasadena as a cultural, livable, healthy, and economically vibrant center for the city. The Downtown Specific Plan will guide public funding and seek to attract private investments. The central theme of General Plan is to conserve and grow wisely. As the Downtown Specific Plan and the General Plan were prepared and adopted simultaneously, the two documents are entirely consistent with each other.

Sustainable Communities Strategy (SCS): Senate Bill 375, requires each metropolitan planning organization to prepare a SCS that includes the most recent planning assumptions from local general plans. The Southern California Association of Government has developed a SCS that seeks to integrate land use and transportation strategies to meet emissions reduction targets. South Pasadena acknowledges the need to address issues within its control that contribute to greenhouse gas emissions. As such South Pasadena includes policies to guide the City's actions and to comply with the requirements of AB 32, SB 375 and SCS.

J. PROJECT TEAM ORGANIZATION



The project team consisted of a core executive team, an advisory committee, and six topical focus groups. The executive team included project managers from the City staff and consulting team. The key responsibility was to review schedule and budget, logistical planning, and the facilitating the process.

The Advisory Committee (AC) included members from City Council, Planning Commission, other Boards/Committee/Commissions, and department heads that provided on-going and specific direction throughout the entire project. The AC discussed and finalized work program objectives, project team member roles, civic engagement strategy, and list of resource team members. By including decision makers and department heads throughout the entire process, the City has underscored the importance and role of the General Plan throughout all aspects of city management, budgeting, and operations, and created stronger internal coordination.



K. PROCESS

The process to create the plan engaged the community to develop and establish community aspirations for the future, and goals for public policy and community development.

This General Plan was developed in conjunction with the Downtown Specific Plan. This allowed a wider dialogue about linkages and the downtown's role within the larger city framework and to reinforce the General Plan's central theme of conserve and grow wisely. The planning process for South Pasadena, which began in January 2017, was designed around extensive, thoughtful input from the local community.

The process to develop the General Plan and Downtown Specific Plan consisted of six steps spanning a period of 22 months.

L. CIVIC ENGAGEMENT

The community engagement approach was designed around five goals:

Inform — to provide the public with balanced and objective information to assist them in understanding the challenges, alternatives, opportunities, and/or solutions.

Consult — to obtain public feedback on analysis, alternatives and/or decisions.

Involve — to work directly with the public throughout the process to ensure

Six Focus Groups supported the process for developing policy options for the public to consider and actions to implement the public's vision. The Focus Groups include members of the consulting team, city staff, civic leaders, and local volunteers with interest or expertise in each team's topic.

Each Focus Group contributes members and expertise to the CORE group which were made of three focus groups working together on the integrated topics of Our Planned, Accessible, and Resilient Community. The CORE group considered South Pasadena's approach to growth and preservation, incorporating perspectives from the other five teams. In addition to developing goals and policies for each element, the other five focus groups also reviewed and assessed alternate land use, circulation, and infrastructure scenarios developed by the CORE team.

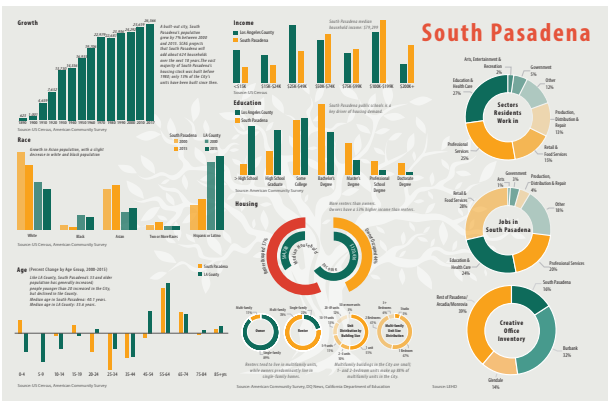


that public concerns and aspirations are consistently understood and considered.

Collaborate — to partner with the public in each aspect of the decision including the development of alternatives

and the identification of the preferred solution.

Empower — to place final decision-making in the hands of the public.



Above: Project tour to centers along Huntington Drive.
Below: Demographic and economic profile infographic.



Above and Middle: Local talent entertained participants at Focus Group meetings. Below: Focus Group discusses safety.



Above and Middle: CORE focus group discusses growth and mobility options. Below: Book-a-Planner session with the Youth Commission.

The extensive public engagement process combined new and trusted techniques to encourage a diverse group of citizens to contribute to the General Plan and Specific Plan. Opportunities to participate included large public meetings to small stakeholder roundtables. An estimated thousand-plus individuals attended these meetings, contributing ideas and insight. **Online participation** captured an audience that doesn't typically attend public meetings. Over 35 individuals registered with the Neighborland web-based

communication platform, contributing over 50 ideas on various topics. Project website, Facebook, and Twitter encouraged the public to learn and convey their opinions on what was important for the City to consider over the next 20 years. **Project Tour** of the Specific Plan area and other opportunity sites throughout the City helped identify what policies and regulations are working and what needs adjustment. **Infographic** poster visualized compelling and useful factual information about

South Pasadena's people and economy. **Public Survey** gathered input from 353 residents -- many typically could not attend meetings, but had opinions about the community's future or other issues. Conducting a survey enabled the City to build awareness while collecting input on needs, priorities, general satisfaction, desired areas of improvement, and City messages. **Interviews** allowed an open and candid discussion to better understand existing visions, barriers to implementation,

and opportunities. In February 2017, 26 property owners, tenants, business owners, and civic and community leaders were interviewed. **Focus Group Meetings** were used to gather qualitative information, review economic drivers and real estate trends, growth and mobility options and develop goals and policies to achieve the community vision. **Pop-up Workshop** was conducted during the 626 Golden Street event. The event organizers estimated 100,000 people biked or walked during the event



Pop-up Workshop brought planning to the community event and engaged new voices into public conversation.

from South Pasadena to Azusa. The workshop introduced the planning effort to the public and sparked a dialogue through a series of interactive planning exercises intended to share and gather information. The event hosted fun activities for kids as an incentive for participation.

Book-a-Planner took planning to the public that typically do not participate in the planning process. Book-a-Planner session was conducted with the South Pasadena Youth Commission.

Speaker Series brought three national experts to provide

perspective, present alternatives, and stimulate community dialogue on key trends, issues, and opportunities. The following speakers assisted the project team in educating and engaging the community:

- Sustainable Transportation Planning, Paul Moore, Nelson Nyggard
- Planning Healthy Community, Dr Richard Jackson, UCLA Fielding School of Public Health
- Parking, Dr Richard Wilson



Speaker Series



Charrette was a collaborative and rigorous planning event that harnesses the talents and energies of individuals to create and support an overall vision for the City and Downtown Specific Plan area. The five-day compressed timeframe facilitated creative problem-solving by accelerating decision-making and reducing non-constructive negotiation tactics, and encouraged people to abandon their usual working patterns and “think outside of the box.”

Joint City Council and Planning Commission Meetings allowed advisory- and decision-making bodies to review interim progress and provide direction. A total of four joint meetings were conducted.

Validate Feedback involved proactively notifying stakeholders if and when their suggestions were implemented.












	General Plan Chapter	Required/Optional Element	Topics Covered
1	 Our Natural Community	Conservation, Open Space	Air and water, greenhouse gasses, open space, hillsides, watersheds, riparian areas, plants and animals
2	 Our Prosperous Community	Economic Development	Fiscal health, economic diversification, job growth, tourism
3	 Our Well Planned Community	Land Use/Design, Housing, Parks and Recreation	Place types, visual character, nature of intended change, and housing
4	 Our Accessible Community	Circulation	Street networks, street types, transit services, bicycle and pedestrian systems, parking, transportation demand management, and performance metrics
5	 Our Resilient Community	Land Use	Development patterns and support systems
6	 Our Healthy Community	Public Health, Noise, and Land Use	Physical health, mental health, social capital, and access to healthy food
7	 Our Safe Community	Safety	Police, fire, and natural hazards
8	 Our Active Community	Land Use, Open Space, Parks and Recreation	Open Spaces, parks and recreation facilities, youth and senior programs
9	 Our Creative Community	Culture	Arts, culture, schools, libraries, historic resources

Table A1.1: Plan Elements

M. GENERAL PLAN FORMAT

The document is organized into three parts.

Part I: Introduction

Part 2: Nine Plan Elements

Part 3: Implementation

Part 2 includes nine chapters. Each chapter is introduced with an overarching goal that describes the issues needing resolution and methods for remedying them. The goals summarize how conservation and future growth should occur by identifying the physical, economic, and social ends that the City wants to achieve. For each issue, measurable policies and actions are recommended. Policies establish basic courses of action for the Planning Commission and City Council to follow in working to achieve the goals, by directly guiding the response of elected and appointed officials to development proposals and related community actions. Actions are specific steps the City must undertake to implement the policies.

South Pasadena's General Plan is designed to be implemented over the next 20 years by residents, business and property owners, non-profit organizations, community groups, city and county agencies, and elected and appointed officials. Part 3 of the General Plan identifies necessary actions, and includes detail on their timing, responsibility, approximate cost, potential funding source(s) and status.

The South Pasadena General Plan chapters are conceived with a more readily understood vision based title for each General Plan element. This organization also allows an integration of related aspects from each element. The State requires every General Plan to include seven elements: land use, circulation, conservation, housing, noise, open space, and safety. The South Pasadena General Plan format satisfies the State requirement and addresses many of the optional elements as well. The South Pasadena General Plan elements (and corresponding State Law required chapters) are shown in Table 1.