GENERAL PLAN TEAM

- City of Alhambra Staff
- Rincon Consultants, Inc.
  - Overall project management
  - Land use, conservation, open space, noise, safety, EIR
- RRM Design Group
  - Public involvement
  - Community design, land use
- Veronica Tam Associates
  - Public involvement
  - Demographics, housing
- The Natelson-Dale Group
  - Fiscal, market analysis
  - Economic development
- KOA Corporation
  - Circulation/Mobility
**WHAT IS A GENERAL PLAN?**

- Citizen-based statement of long-term civic vision
- “Constitution” or “blueprint” for future development decisions
- Policy document

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Policies</th>
<th>Implementation Measures</th>
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</thead>
<tbody>
<tr>
<td>• Vision statements, general direction setters</td>
<td>• Specified ends that achieve a goal</td>
<td>• Specific statements that guide decision making</td>
<td>• Actions that carry out a policy</td>
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<tr>
<td>1.0 Project Coordination</td>
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<td>Project Kickoff</td>
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<td>Joint Boards/Commissions Meeting (May 5)</td>
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<td>Community Workshop No. 1: Introduction/Identify Issues (May 20)</td>
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<td>Eco Fair (May 2)</td>
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<td>710 Day Booth (June 10)</td>
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<td>Farmers Market Booths (June 28, July 19)</td>
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<td>Community Workshop No. 2: Visioning the Future (January 13)</td>
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<td>2.0 General Plan Background Analysis</td>
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<td>Community Survey</td>
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<td>Community Profile</td>
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<td>3.0 Preparation of the Draft General Plan</td>
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<td>Development of Land Use Alternatives</td>
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<td>Preparation of Draft General Plan Chapters</td>
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<td>4.0 Preparation of Environmental Documentation</td>
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<td>Notice of Preparation</td>
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<td>EIR Scoping Meeting</td>
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<td>Draft EIR Preparation</td>
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<td>Public Circulation Period (45 Days)</td>
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<td>Final EIR Preparation</td>
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<td>5.0 Preparation of the Final General Plan</td>
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<td>Incorporation of Final Staff, Community, and Decisionmaker Comments</td>
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<td>Final Draft of General Plan Publication</td>
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<td>Planning Commission Public Hearings</td>
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<td>City Council Public Hearings</td>
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✔ = Completed

* Subject to Change
GENERAL PLAN OBJECTIVES

 Incorporate current legal requirements & planning practices
 Produce an innovative, user-friendly document
 Incorporate community values & economic development goals
 Accommodate changes in development, technology, and funding
 Provide site-specific detail for special study areas
GENERAL PLAN: REQUIRED ELEMENTS

- Land Use
- Circulation
- Conservation
- Open Space
- Noise
- Safety
- Housing*
PRIOR EVENTS

- Eco Fair Booth: May 2, 2015
- Joint Boards/Commissions Meeting: May 5, 2015
- Community Workshop #1: May 20, 2015
- 710 Event Booth: June 10, 2015
- Farmers’ Market Booth: June 28 and July 19, 2015
COMMUNITY SURVEY

- Two Surveys: written and telephone
- Telephone survey a statistically valid sample of the community
- Written survey made available online and at various community events
400 randomly selected adult Alhambra residents from 6/25/15 – 7/9/15

Respondents prioritized:
- Enhancing existing City services
- Protecting City character/ quality of life
- Ensuring the health of the City’s economy and job market

80% rated quality of life in City as excellent or good

**Quality of Life**

- Excellent: 30.1%
- Good: 49.9%
- Fair: 16.6%
- Poor: 1.7%
- Very poor: 1.6%
- Not sure: 0.1%
What Should We Preserve?
- Parks and recreation opportunities (11%)
- Small town feel/sense of community involvement (10%)
- Public safety/low crime rate (10%)

What Should We Change?
- Manage growth and development (10%)
- Improve public safety (8%)
- Reduce traffic congestion (8%)
- Provide affordable housing (7%)
- Improve local dining/shopping opportunities (5%)
- Improve streets and roads (5%)

TELEPHONE SURVEY RESULTS
WRITTEN SURVEY RESULTS

- 360 residents of Alhambra took this survey during the Summer of 2015
- 64% rated quality of life in City as excellent or good
### Written Survey Results

<table>
<thead>
<tr>
<th>What Should We Preserve?</th>
<th>What Should We Change?</th>
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</thead>
<tbody>
<tr>
<td>Historic homes and buildings (13%)</td>
<td>Less high-density development (18%)</td>
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<tr>
<td>Open space/parks and trees (13%)</td>
<td>Diversify restaurant/shopping options (9%)</td>
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<td>Small-town community atmosphere (9%)</td>
<td>Focus on improving traffic congestion (9%)</td>
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WRITTEN SURVEY RESULTS

- **High Priorities**
  - Improve traffic flow (58%)
  - Preserve historic areas and buildings (52%)
  - Improve maintenance of City streets (50%)

- **Other Concerns**
  - Respondents indicated that there is “too much” development of condominiums (66%), apartments (60%), and mixed-use housing (58%)
LAND USE/MOBILITY/DESIGN TOPICS

1. Neighborhoods and Residential Development
2. Economic Development
3. Mobility
4. Design
NEIGHBORHOODS AND RESIDENTIAL DEVELOPMENT

- No land use changes or density increases in established residential neighborhoods
- No more density or land use changes on Main Street
NEIGHBORHOODS AND RESIDENTIAL DEVELOPMENT

- New design policies to help guide future multifamily housing
- Refinement of design guidelines for residential neighborhoods
Neighborhoods and Residential Development

- Promotion of neighborhood amenities, such as pocket parks
NEIGHBORHOODS AND RESIDENTIAL DEVELOPMENT

- Develop “good neighbor” policies to protect single-family residential neighborhoods.
Retail Leakage

- Home Furnishings & Appliances (68% leakage)
- Food and Beverage Stores (40% leakage)
- Clothing Stores (77% leakage)
## Forecast Demand

<table>
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<tr>
<th>Land Use</th>
<th>Forecast Demand through 2035</th>
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<tbody>
<tr>
<td>Retail/Restaurants</td>
<td>375,000 square feet</td>
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<tr>
<td>Auto Dealerships</td>
<td>4.2 acres</td>
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<tr>
<td>Office</td>
<td>400,000-480,000 square feet</td>
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<tr>
<td>Industrial (business park)</td>
<td>225,000-400,000 square feet</td>
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<tr>
<td>Hotel</td>
<td>175-250 rooms</td>
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ECONOMIC DEVELOPMENT

**LEGEND**

- Activity Node
- Streetscape Improvements With Varying Tree Palette

**Land Use/Economic Development**

- Policies to capture retail, office, and hotel "leakage"
  - Maintain core industrial area to east
  - Retain industrial land use designation at Mission/Fremont/Meridian, but encourage regional commercial
  - Transition select industrial areas to allow for mix of commercial (industrial, office, and retail)
  - Media/clean tech district along Palm Avenue-potentially live/work

- Allow for Auto Row growth - with guidance for increased inventory and identity
- Support medical uses for Garfield Avenue that transition out aged multi-family housing
- Study Valley Boulevard land uses and attributes to create nodes and distinctive streetscapes
- Confirm/define boundaries of districts such as Central Business District
- Promote hospitality and entertainment uses on Valley Boulevard near San Gabriel
ECONOMIC DEVELOPMENT

- Existing industrial areas
  - Maintain core industrial area
  - Transition select industrial areas to commercial mix
  - Palm Ave. media/clean tech district
ECONOMIC DEVELOPMENT

- Mission/Fremont/Meridian – encourage regional commercial
ECONOMIC DEVELOPMENT

- Auto Row – allow for growth, with guidance for increased inventory and identity
Support medical uses for Garfield Avenue that transition out aged multifamily housing.
ECONOMIC DEVELOPMENT

- Allow hospitality/entertainment uses on key sites on east end of Valley Blvd
- Create activity nodes at key intersections along Valley Blvd
MOBILITY

LEGEND
- Elevated Linear Park Over Rail Corridor
- Bike Connections Into Alhambra
- Pedestrian-Oriented Focus Area
Mobility

- Pedestrian and bicycle safety improvements and traffic calming measures citywide
Mobility

- Mission Boulevard rail corridor with elevated linear park
MOBILITY

- Link neighboring community bike connectors into Alhambra
**Mobility**

- Emphasize West Main Street as a pedestrian-oriented focus area
COMMUNITY DESIGN

- Provide design direction for Atlantic, Valley, Main, Garfield & Fremont
  - Overarching theme with individual variation for each corridor
  - Consistent crosswalk and sidewalk treatments
COMMUNITY DESIGN

- Enhance, identify, create gateways
  - Primary Gateways
    - Valley – at east and west borders
    - Main – at east and west borders
    - Atlantic – at north border
  - Secondary Gateways
    - Mission – at east and west borders
    - I-10 – at Fremont, Atlantic, Garfield