



CITY OF ALHAMBRA

DEVELOPMENT SERVICES DEPARTMENT
111 S. First Street. Alhambra, CA 91801 (626) 570-5030 - FAX (626) 458-4201



NOTICE OF PREPARATION

TO: Agencies, Organizations and Interested Parties

SUBJECT: Notice of Preparation of a Draft Environmental Impact Report in Compliance with Title 14, Section 15082(a) of the California Code of Regulations

Pursuant to Public Resources Code Section 21165 and the Guidelines for the California Environmental Quality Act (CEQA) Section 15050, the City of Alhambra is the Lead Agency responsible for preparation of an Environmental Impact Report (EIR) addressing potential impacts associated with the project identified below.

AGENCIES: The purpose of this notice is to serve as a Notice of Preparation (NOP) of an EIR pursuant to the State CEQA Guidelines Section 15082, and solicit comments and suggestions regarding the scope and content of the EIR to be prepared for the proposed project. Specifically, the City of Alhambra requests input on environmental information germane to your agency's statutory responsibility in connection with the proposed project. Responsible agencies may rely on the Draft EIR prepared by the City when considering permits or other approvals for this project.

ORGANIZATIONS AND INTERESTED PARTIES: The City of Alhambra requests your comments regarding the proposed scope and content of the environmental information to be included in the EIR.

PROJECT TITLE: Alhambra General Plan, Vision 2035- A Community Mosaic

PROJECT LOCATION: All land within Alhambra city limits

PROJECT DESCRIPTION: Alhambra General Plan, Vision 2035- A Community Mosaic (the proposed project) is a comprehensive update of the City's General Plan, and provides a vision for the future of Alhambra over the next 20 years. The only part of the City's current General Plan that is not being updated is the City's 2013-2021 Housing Element, which is subject to a unique set of statutory requirements and was updated much more recently than the rest of the General Plan.

The General Plan functions as a guide to the type of community that Alhambra citizens desire, and provides the means by which that desired future can be achieved. The General Plan is a "constitution" for local decision making regarding the community's future development, addressing the range of immediate, mid-, and long-term issues with which the community is concerned. The General Plan is intended to allow land use and policy determinations to be made within a comprehensive framework that incorporates public health, safety, and "quality of life" considerations in a manner that recognizes resource limitations and the fragility of the community's natural environment. Under State law, the General Plan must serve as the foundation upon which all land use decisions are to be based, and must also be comprehensive, internally consistent, and have a long-term perspective. State law further mandates that the General Plan must:

- Identify land use, circulation, environmental, economic, and social goals and policies for the City and its surrounding planning area as they relate to future growth and development
- Provide a basis for local government decision-making, including decisions on development approvals and exactions
- Provide citizens the opportunity to participate in the planning and decision making process of their communities
- Inform citizens, developers, decision-makers, and other cities and counties of the ground rules that guide development within a particular community

The proposed project would involve adoption of a new General Plan, including a revised General Plan Land Use Map. The General Plan does not envision major land use changes and is not anticipated to facilitate growth beyond what could occur under the current General Plan. The General Plan update does, however, envision certain land use and community design changes along key transportation/commercial corridors while maintaining the character of many of the residential areas of the city. Key goals and concepts contained in the General Plan update include:

- Maintaining the character of existing residential neighborhoods
- Fostering design enhancements along key corridors, such as Main Street and Valley Boulevard
- Facilitating economic development in key locations that meets community needs and creates jobs, including creation of a new Medical Office designation along the Garfield Avenue corridor and a potential retail/entertainment district along Valley Boulevard
- Creating a cross-town parkway along the Union Pacific Railroad Corridor that would enhance recreational opportunities, beautify the city, and create pedestrian and bicycle linkages to many areas of the community

Figure 1 shows the proposed General Plan Land Use Map. Figure 2 illustrates the overall vision for the community, including areas where land use changes and community enhancements are envisioned.

PROBABLE ENVIRONMENTAL EFFECTS OF THE PROJECT: All potentially significant environmental impacts will be studied in the EIR. These include the following environmental factors: Aesthetics, Agriculture and Forestry Resources, Air Quality, Biological Resources, Cultural Resources, Geology/Soils, Greenhouse Gas Emissions, Hazards & Hazardous Materials, Hydrology/Water Quality, Land Use/Planning, Mineral Resources, Noise, Population/Housing, Public Services, Recreation, Transportation/Traffic, and Utilities/Service Systems.

Scoping Meeting/Community Workshop. The City of Alhambra, in its role as Lead Agency, will hold a public scoping meeting to provide an opportunity for the public and representatives of public agencies to address the scope of the Environmental Impact Report. The Scoping Meeting for the project will be held in conjunction with a public workshop on the Draft General Plan, and is scheduled for **Wednesday, June 14, 2017, 7:00 pm** at the following location:

**Civic Center Library
Reese Hall
101 S. First Street
Alhambra, CA 91803**

PUBLIC REVIEW PERIOD: This NOP is available for public review and comment pursuant to California Code of Regulations, Title 14, Section 15082(b). The public review and comment period during which the City of Alhambra will receive comments on the NOP for the General Plan update **begins Thursday, June 1, 2017 and ends about Friday, June 30, 2017.**

THE NOP IS AVAILABLE FOR PUBLIC REVIEW AT THE FOLLOWING LOCATIONS:

- City Hall, Development Services Department, 111 S. First Street
- Civic Center Library, 101 S. First Street
- Online at: http://www.cityofalhambra.org/page/544/general_plan_update/

RESPONSES AND COMMENTS: Please list a contact person for your agency or organization, include U.S. mail and email addresses, and send your comments to:

Development Services Department
Attn: Vanessa Reynoso
City of Alhambra
111 S. First Street
Alhambra, CA 91803

Or via email to: generalplan@cityofalhambra.org

Figure 1: Proposed General Plan Land Use Map

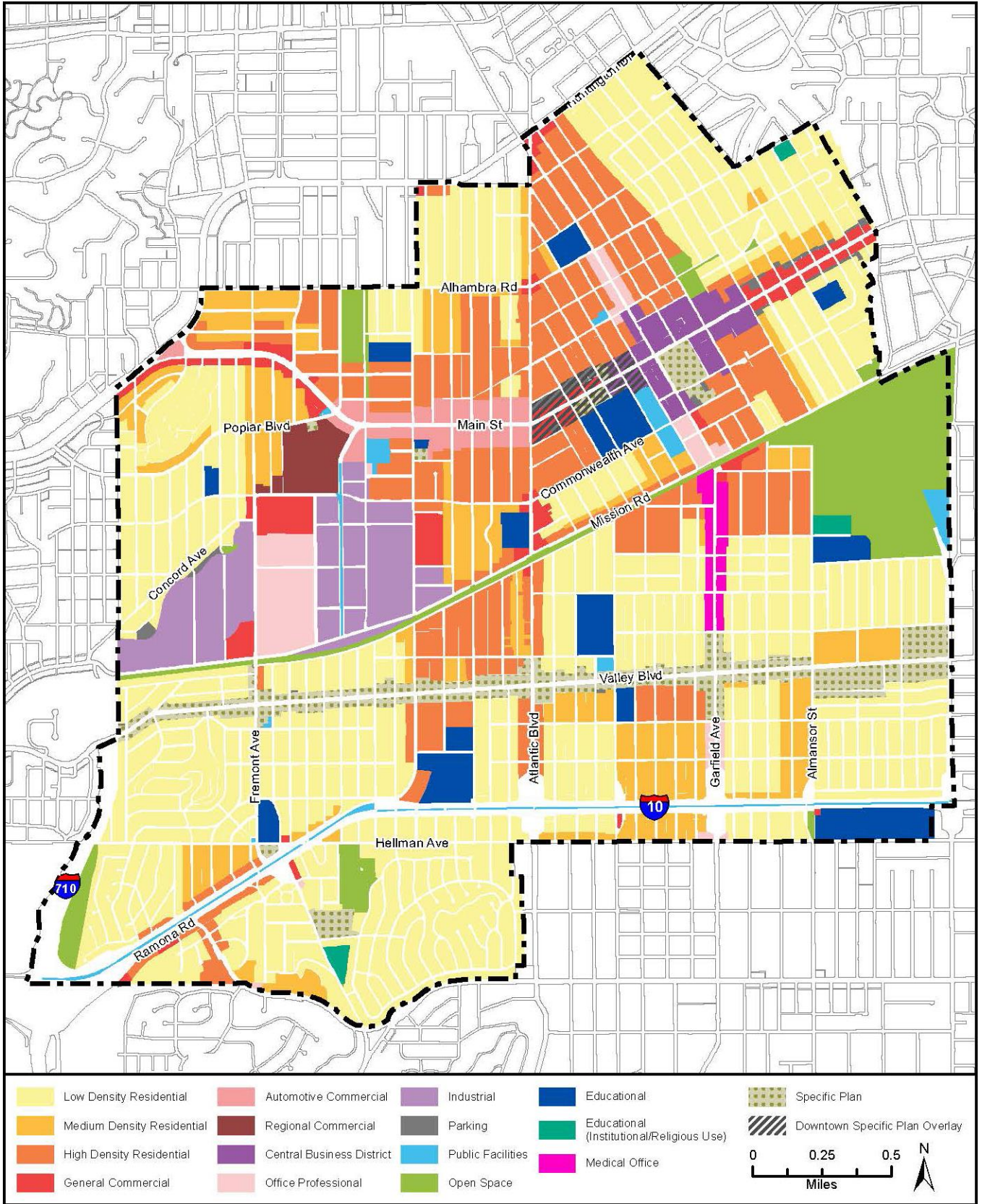
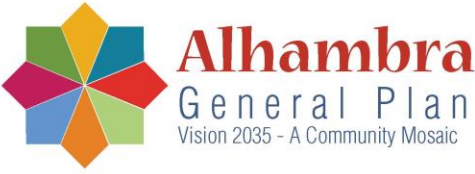


Figure 2: Proposed Vision Plan

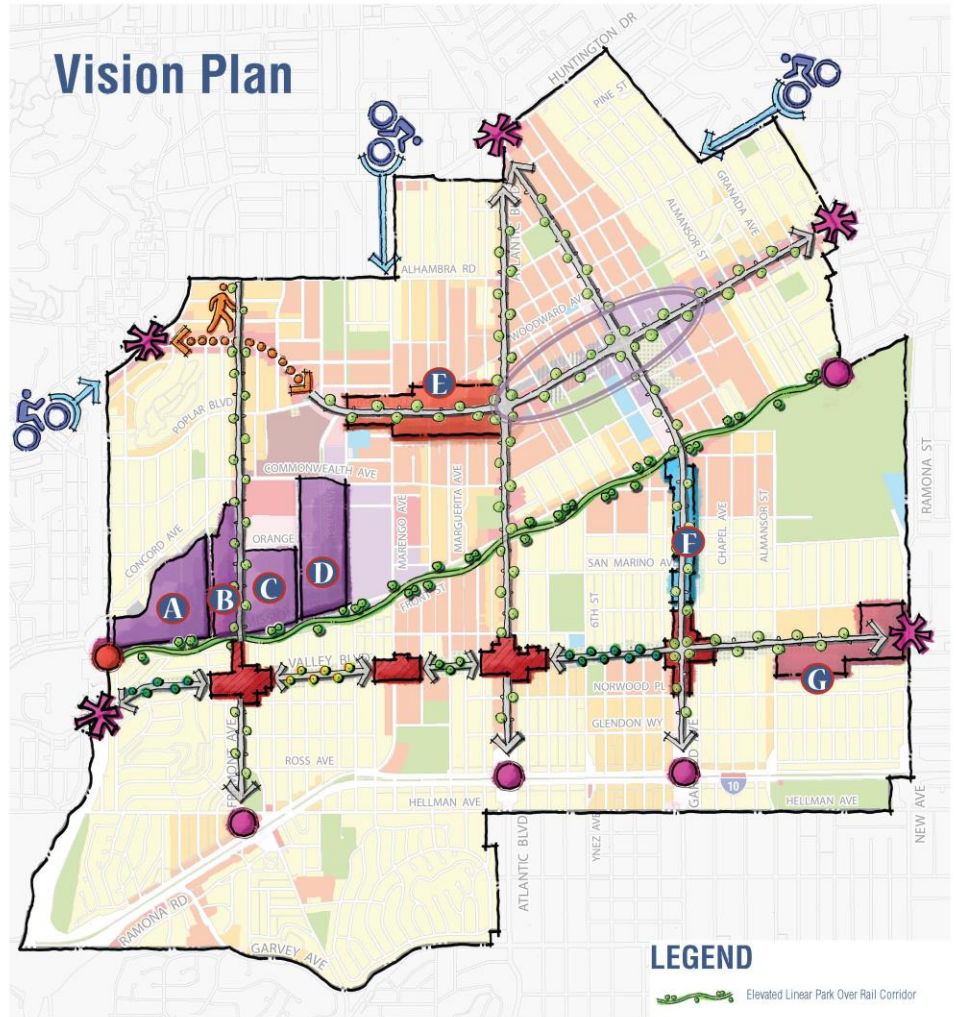


Land Use/Economic Development

- A-D** Policies to capture retail, office, and hotel "leakage"
 - o Maintain core industrial area to east
 - o Retain industrial land use designation at Mission/Fremont/Meridian, but encourage regional commercial
 - o Transition select industrial areas to allow for mix of commercial (industrial, office, and retail)
- E** Allow for Auto Row growth - with guidance for increased inventory and identity
- F** Support medical uses for Garfield Avenue that transition out aged multi-family housing
- o Study Valley Boulevard land uses and attributes to create nodes and distinctive streetscapes
- o Confirm/define boundaries of districts such as Central Business District
- G** Promote hospitality and entertainment uses on Valley Boulevard near San Gabriel

Mobility

- Pedestrian and bicycle safety improvements and traffic calming measures
- Mission Boulevard rail corridor with elevated linear park
- Link neighboring community bike connections into Alhambra
- Emphasize West Main Street as a pedestrian-oriented focus area



LEGEND

- Elevated Linear Park Over Rail Corridor
- Bike Connections Into Alhambra
- Pedestrian-Oriented Focus Area
- Activity Node
- Streetscape Improvements With Varying Tree Palette
- Primary Gateway
- Secondary Gateway
- Streetscape Theming and Improvements
- Downtown Area

Design

- Provide streetscape design direction for important corridors including: Atlantic, Fremont, Valley, Main, Garfield
 - o Provide overarching theme with individual variation for each corridor
 - o Establish consistent crosswalk and sidewalk treatments
- Enhance identity, create gateways:
 - o Primary:
 - Valley - at east and west borders
 - Main - at east and west borders
 - Atlantic - at north border
 - o Secondary:
 - Mission - at east and west borders
 - I-10 - at Fremont, Atlantic, Garfield



Linear Park Concept over Railroad Trench