

City of Alhambra
COMMUNITY PROFILE

February 2012





dedicated
to CLYDE CHARLTON
and SAM HYDE HARRIS
1972

ACKNOWLEDGEMENTS

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Fire Department

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COMPASS BLUEPRINT PROGRAM

This is a project of the City of Alhambra with funding by the Southern California Association of Governments (SCAG) Compass Blueprint Demonstration Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals.

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City of
Alhambra



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INTRODUCTION

ENVISION ALHAMBRA 2035

Envision Alhambra 2035 is a multi-agency and multi-departmental land use and transportation planning effort, overseen by the City of Alhambra and funded by a Compass Blueprint Demonstration grant from the Southern California Association of Governments (SCAG).

What is SCAG?

With over 18 million residents, the Southern California region is the second largest metropolis in the nation. Having one of the world's most dynamic economies, the region is also one of the most congested in the country, suffers some of its worst air pollution and is facing a housing crisis. By the year 2035, another six million residents will be added, creating more pressure on already congested roadways and scarce housing and threatening advancements the region has made in air quality.

SCAG is one of California's 18 metropolitan planning organizations (MPO). It represents six counties, 189 cities, and more than 19 million residents. SCAG undertakes a variety of regional planning and policy initiatives to encourage a more sustainable environment.

SCAG Compass Blueprint

SCAG established the Compass Blueprint program to address the land use and transportation challenges facing Southern California now and in the coming years at a local level. The program was created with the notion that, collectively, member cities can contribute to a plan that, with only modest changes to development patterns or transportation alternatives, can point the region toward maintained and improved quality of life.

The SCAG Compass Blueprint Growth Vision encourages innovative land use and transportation planning guided by four principles: mobility, livability, prosperity, and sustainability.

- Mobility - Getting where we want to go;
- Livability - Creating positive communities;
- Prosperity - Long-term health for the region; and
- Sustainability - Promoting efficient use of natural resources.

To realize these principles on the ground, the Growth Vision encourages:

- Focusing growth in existing and emerging centers and along major transportation corridors
- Creating significant areas of mixed-use development and walkable communities
- Targeting growth around existing and planned transit stations
- Preserving existing open space and stable residential areas

SB 375

One of the prominent regional issues facing communities in California is the implementation of California Senate Bill 375 (SB 375). SB 375 requires the California Air Resources Board (CARB) to set regional targets for 2020 and 2035 to reduce greenhouse gas emissions from passenger vehicles. If regions develop integrated land use, housing, and transportation plans that meet the SB 375 targets, new projects in these regions can be relieved of certain review requirements of the California Environmental Quality Act (CEQA). The targets apply to the regions in the state covered by the 18 metropolitan planning organizations (MPOs)—the MPO that represents Alhambra is SCAG. The passage of SB 375 serves as a catalyst for the City to find ways to reduce regional vehicle miles traveled and greenhouse gases generated from passenger vehicles. The input and strategies generated through this effort will be particularly valuable for developing climate change policies that are embraced by the community.

Envision Alhambra 2035 Workprogram

The City of Alhambra's Envision Alhambra 2035, project was selected by SCAG as a Compass Blueprint project. Envision Alhambra 2035 project will explore land use and transportation issues in Alhambra at a cursory level and identify a "toolbox" of strategies that the City Council may elect to pursue in the future to address them. This could include recommendations for funding sources, changes to existing documents such as the General Plan or Zoning Code, or facilitation of more focused and future studies and analyses. We will arrive at the recommendations through a dialogue with the community and City Council, and the preparation of this Community Profile serves as a starting point for that dialogue. As part of this effort, the City's General Plan will also receive an administrative update to incorporate General Plan Amendments that have been made over the past 25 years and new data from the 2010 Census.



Vehicular trips can have a significant impact on the air quality in Alhambra and the region.

The Region

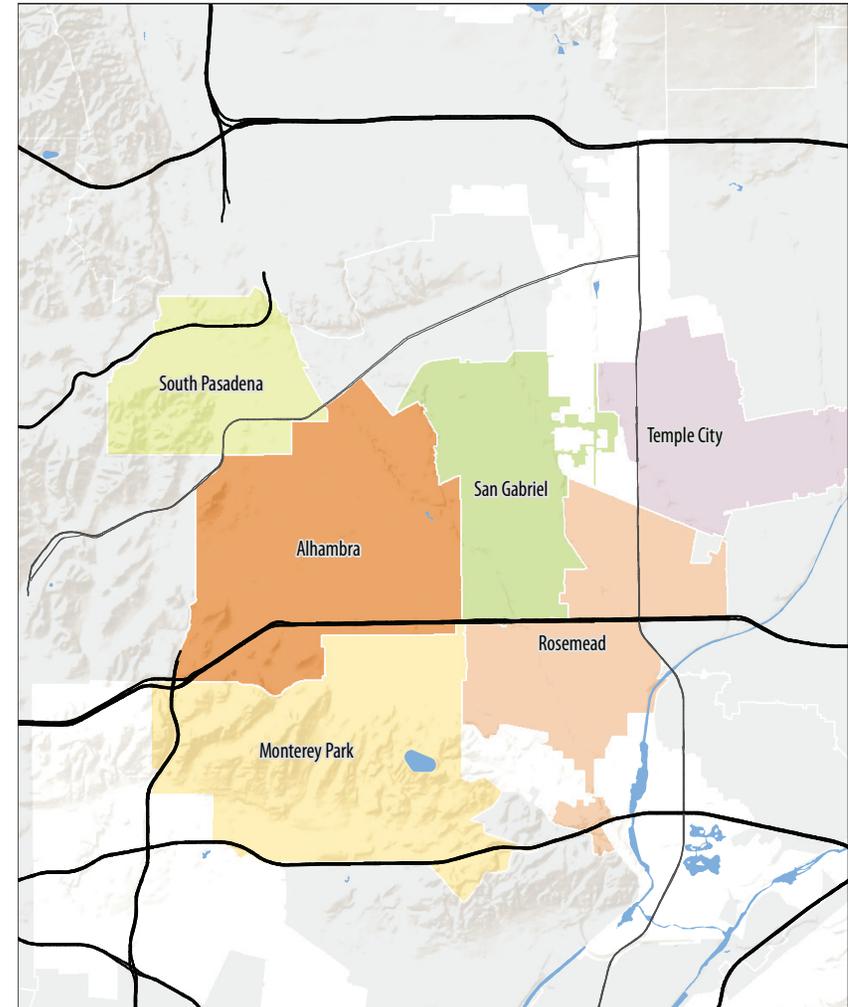
The Community Profile will briefly describe relevant topics, compare Alhambra to other similarly sized communities in major issues, and identify issues the City may face in the future. Throughout the profile, the “region” is defined as the Cities of South Pasadena, Monterey Park, Temple City, San Gabriel and Rosemead, as they are comparable in size and will face many of the same land use, circulation, and economic issues that Alhambra experiences. The City of San Marino, adjacent to the north of Alhambra was not included since it is primarily a residential community with a very limited number of commercial areas. Throughout the profile, where appropriate, Alhambra is compared with the region, county, and/or state. Viewing Alhambra’s profile in this context will help identify which issues are unique to Alhambra and which are part of a widespread trend.

Table 1-1. Regional Population

City	Population	% Regional Population	Households	% Regional Households
Monterey Park	60,269	28.0%	19,825	29.1%
Rosemead	53,764	25.0%	14,200	20.8%
San Gabriel	39,718	18.5%	12,621	18.5%
South Pasadena	25,619	11.9%	9,798	14.4%
Temple City	35,558	16.5%	11,781	17.3%
Total (Without Alhambra)	214,928	1	68225	1
Alhambra	83,089	--	29,086	--
Total (With Alhambra)	298,017	--	97,311	--

Source: U.S. Census, 2010

Figure 1-1. The Region



Source: The Planning Center|DC&E

PURPOSE OF THIS PUBLICATION

This Community Profile provides a basic framework for identifying and understanding the broad range of issues the City of Alhambra is facing as an agency, especially in light of new governmental mandates. It compares the City with the local region to compare and contrast Alhambra's opportunities, advantages and challenges as compared to its neighbors. The Community Profile provides a snapshot of the community as it is now, and also assesses where the City may stand from a market and economic perspective if current trends continue so that the City may anticipate and actively plan for the direction Alhambra is heading in the next twenty years.

The Community Profile assimilates all of the feedback gathered from the Community Open House and Listening Sessions with City Council and examines the City from a physical, social, environmental and economic perspective. It will explore issues confronting the City as it defines its long-term vision. In particular, the Community Profile will focus on changes to economic, fiscal and demographic trends that have occurred since the City last updated the General Plan over 20 years ago. A General Plan provides the blueprint for how a community will grow over time and addresses important land use issues such as adequacy of vehicular, bicycle, and pedestrian circulation; safety of the community; housing opportunities; availability of recreational amenities such as parks and trails; conservation of natural resources; and impacts that land uses have on noise and air quality.

By taking a moment to assess where Alhambra stands and where it is heading, this Community Profile is a valuable tool to provide linkages to other City initiatives and documents and to evaluate the relevance of the City's current implementation tools. Tools can include, but are not limited to the City's General Plan, Strategic Plan, Capital Improvements Programs and Budget. Some of these documents were developed over twenty years ago and may warrant a fresh look.

Our hope is that the information provided here can provide a common knowledge base and understanding of local issues and encourage residents, businesses and property owners to engage in an informed dialogue about the City's future.

Document Organization

This Community Profile provides a basic framework for understanding the broad range of community issues facing the City of Alhambra, how Alhambra compares to neighboring cities in these areas, and what anticipated issues the City may face in the future.

The document contains four distinct parts:

I. Introduction

Where we have been. This section provides a snapshot of the history of the community and general discussion about its location in the region.

II. Community Survey

Where we are now. This section describes how Alhambra became the community it is today, the structure of the local governance, regional demographics and the facets that comprise the City's human and social capital.

III. Environmental Scan

How our surroundings affect where we live. This section provides an overview of the City's built and natural environment, including land use, transportation and natural resources.

IV. Local Economy

Where we are headed and what other issues affect our direction. This section provides projections for key community indicators including demographics

CONNECTING WITH THE COMMUNITY

An essential component of the Envision Alhambra 2035 work program is the ability for City staff and consultants to engage in a dialogue about the issues that are of the highest priority to the community so that the focus of the City’s strategies and next steps can be on the things that the community values most. The most compelling ideas will generally garner the most interest.

Validating the Vision

The City of Alhambra has a formal vision statement that describes what the City and residents aspire for Alhambra to look like in the future, providing specification of the community’s desired end state.

Alhambra Vision Statement:

The City of Alhambra shall be the premier family-oriented and economically prosperous community in the San Gabriel Valley.

The Vision Statement typically serves as the starting point for a multidisciplinary effort such as Envision Alhambra. Envision Alhambra will benefit from the surveys the City has conducted in the last five years to assess the community’s impressions of the City’s ability to achieve the community vision.

The City measures its progress in meeting its vision and goals through its City Resident Satisfaction Survey given every five years. Of the 4,000 residents that responded to the last survey in 2007, 83 percent of survey respondents stated that they agreed with the City’s vision statement, an increase in 14 percentage points since the previous community survey in 2002. This significant increase in support for the City’s vision statement may be attributed to the many recent City accomplishments. The City has successfully developed its economy, an achievement which has been recognized by the L.A. County Economic Development Corporation and also by the San Gabriel Valley’s Economic Partnership. It may also be attributed to the City’s diverse array of programs and services which received a 90 percent in resident satisfaction. Overall, the survey revealed that the City has achieved success in defining a vision with which a growing number of residents can identify.

The survey also identified key issues and offered recommendations. Traffic and

parking were two of the most important issues. Increasing green space in the city and promoting smart development were also important. Since 2007, the City has succeeded in executing some of these recommendations. For example, the City has increased education for residents on water and conservation by establishing an annual Eco Fair, and it is continuously optimizing public use of school facilities through agreement with the Alhambra Unified School District.

These issues are of particular interest to Envision Alhambra 2035 discussions since most of the issues raised just over five years ago were reiterated in the Community Open House event held in October, 2011 in Almansor Park. This information helps to guide the dialogue regarding future steps the City can take to achieve the community’s aspirations.

Community Open House

On October 22, 2011, the City hosted a Community Open House at Almansor Park to kick-off the Envision Alhambra 2035 efforts. Representatives from eleven City Departments and public agencies came out to create a temporary “City Hall at the Park” in an effort to gain input from the community including their likes, dislikes, desires, and general sentiment for the City. The Open House served as the primary opportunity for the City to speak with residents about issues and considerations that should be taken into account in land use or strategic planning efforts in the future. Over 500 park-goers and community members participated.

The community’s feedback provided the City with an opportunity to assess the comments that were received and to engage in a dialogue with the City Council about which issues are of the highest priority to their constituents. Furthermore, many community priorities echoed the four Compass Blueprint Principles—mobility, livability, prosperity, and sustainability—suggesting that there is a commonality between what residents value and SCAG’s regional approach to address future growth.

Overall, many of the comments provided related to ongoing issues that the City was already aware of, and at many levels, was already addressing in some manner. Common themes included needing more safe places for pedestrians

INTRODUCTION

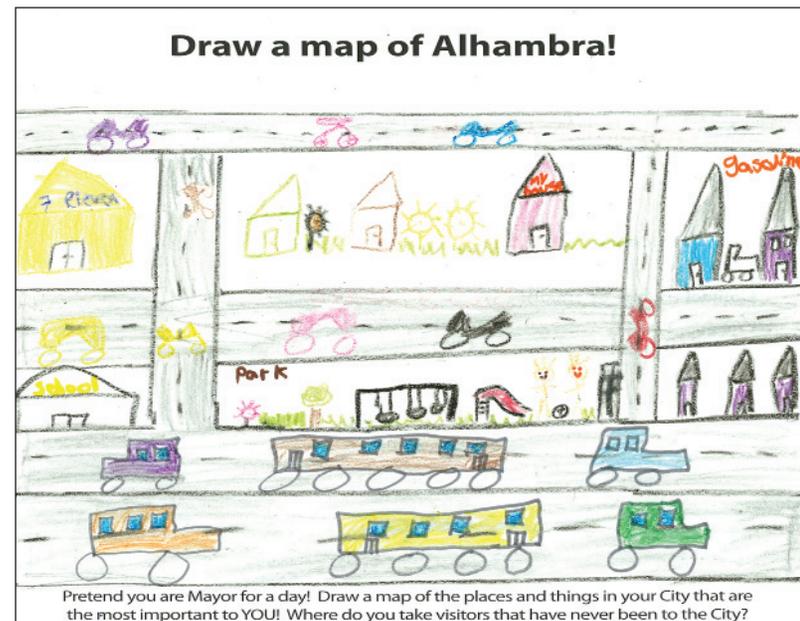
and new pathways for bikes. Many of the comments centered on requests for the City to improve play spaces or provide additional green areas for residents – providing Alhambra with the opportunity to explore additional ways it can enhance the City and creating a healthy and sustainable community.

The ongoing conflict between pedestrians, bikes and vehicles sharing the City's roadway networks was of significant interest to attendees. Residents encouraged the City to look for ways to make certain areas of the City safer for pedestrians. Residents drew on maps provided at the Open House to identify areas safe for walking. Many of these areas are in established neighborhoods that protect pedestrians and bikes from the busy arterial corridors like Valley Boulevard, Mission Road, Garfield Avenue, and Atlantic Boulevard.

Many people appreciated the diversity of uses in the community from walkable restaurants to retail stores, but also provided insights as to additional businesses that they would like to see the City bring into the community.

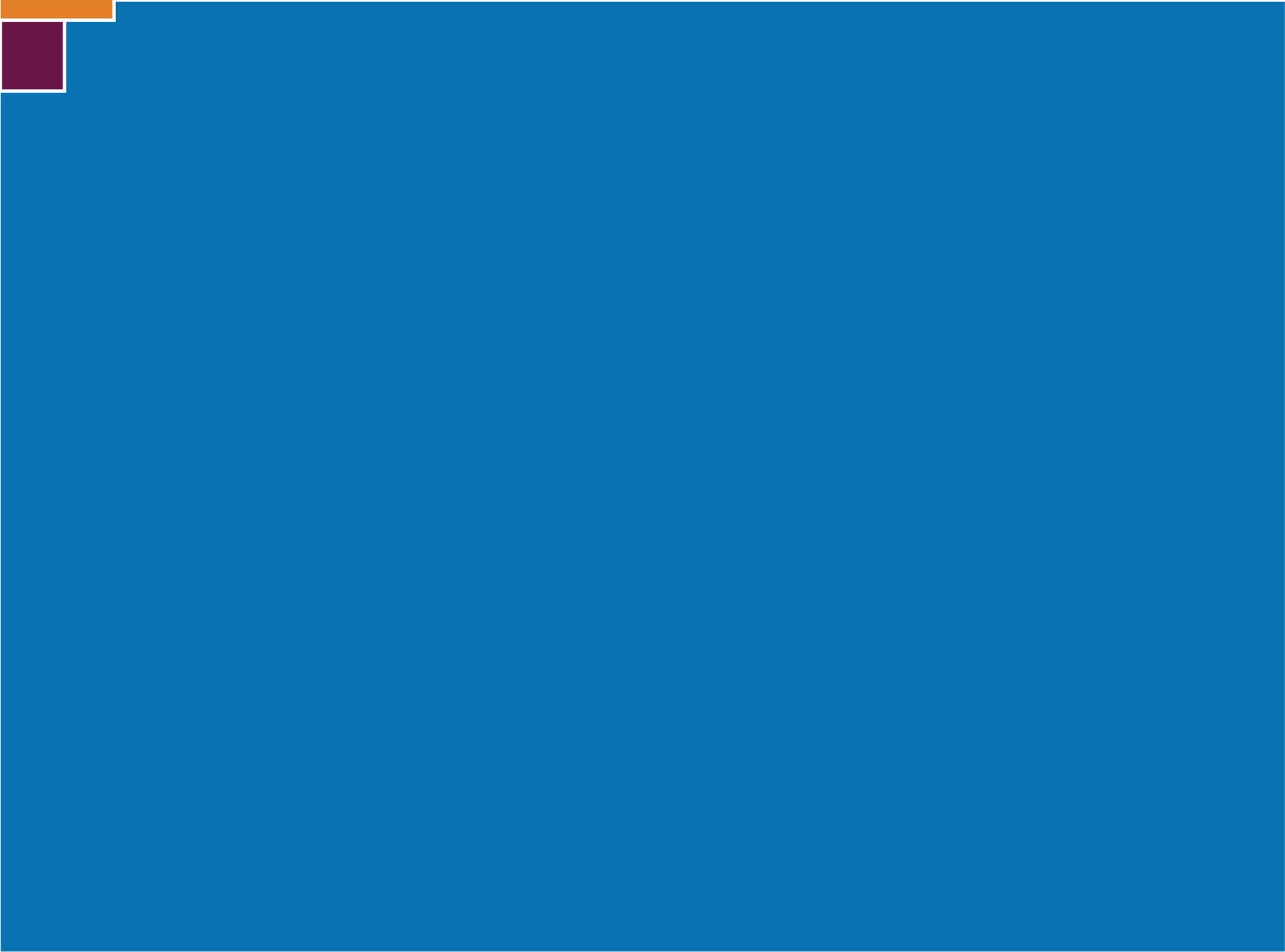
A summary of the community input from the Open House was presented to the City Council for their discussion and advisement. Transit was the most commonly noted issue among Councilmembers. In addition to transit, the three reoccurring themes that emerged at the Community Open House: bicycle and pedestrian circulation and safety, more open space opportunities, and general support for infill projects, particularly in the Downtown area.

These four issues have been determined to be of the utmost importance to the community and will be the focus of further recommendations to remedy them with strategies or actions that can be considered in future planning efforts



Above and Opposite: Participants at Alhambra's Open House share ideas with City staff about the City's future. Left: The astute observations of a young attendee clearly show that impressions of place begin at an early age. This map illustrates the top priorities: preservation of neighborhoods, traffic congestion, limited open space, and bicycle safety. It is interesting to note the prominence of paved areas versus areas reserved for other uses.





COMMUNITY SURVEY

CITY HISTORY

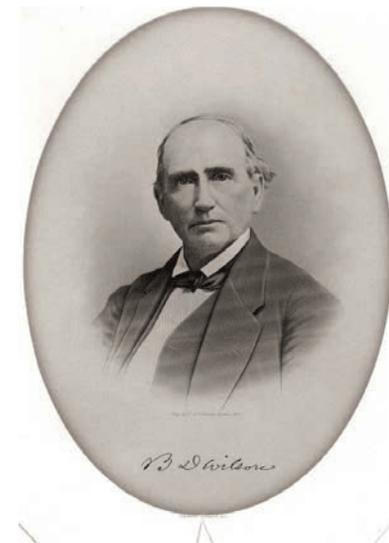
Establishing Roots

The City of Alhambra is in the western San Gabriel Valley of Los Angeles County. It is bordered by the Cities of South Pasadena and San Marino to the north, San Gabriel to the east, Monterey Park to the south and Los Angeles to the west. It lies eight miles from downtown Los Angeles. The City encompasses seven and a half square miles with a population of approximately 83,000 residents.

Alhambra has a long history with roots preceding the birth of the United States. Many of Alhambra's earliest settlers shaped the land in ways that still influence the city over a century later. For thousands of years, the Tongva Native Americans lived in villages throughout the San Gabriel Valley until the Spanish took over in the 1700s. In the 1840s, Benjamin Davis Wilson, the "founding father" of Alhambra, acquired much of the land of the San Gabriel Valley and property throughout Southern California. Wilson and his son-in-law, James deBarth Shorb, an innovative engineer, subdivided a portion of Wilson's land, and in 1875 they developed the first tract home properties with water piped in through iron pipes in California. Wilson and Shorb noted that the descriptions from Washington Irving's *Tales from the Alhambra* were similar to the mountain vistas visible from the tract of land, thus inspiring the name, "The Alhambra Tract." Due to the water pipeline, the tract sold out quickly, and Wilson and Shorb developed and sold additional land tracts. Single family residential subdivisions became a key feature of Alhambra that has continued to define the city even today. These earliest neighborhood land tracts were typically acquired by educated Americans permanently relocating from east of the Mississippi. They built unique homes to settle in for the rest of their lives. To meet the needs of the growing population, Hiram Willard Stanton, Alhambra's first schoolteacher, storekeeper, postmaster, telephone agent, and promoter, established Alhambra's first business center centered around a common corridor in 1885—Main Street. Main Street quickly transformed into a commercial and social hub for the entire San Gabriel Valley, a distinction that has been reclaimed in recent years.



Main Street, 1903.



Benjamin Davis Wilson is remembered as Alhambra's "founding father."

The Twentieth Century: Alhambra as a Gateway

In 1901, more than 500 community residents formed the Alhambra Improvement Association and advocated for incorporation which occurred on July 11, 1903. A Moorish-style arch was adopted as a symbol for Alhambra as a nod to its Spanish namesake, as well as a symbol of the city's role as the gateway to the San Gabriel Valley from Los Angeles. It is currently part of the City's logo and incorporated into public art throughout Alhambra.

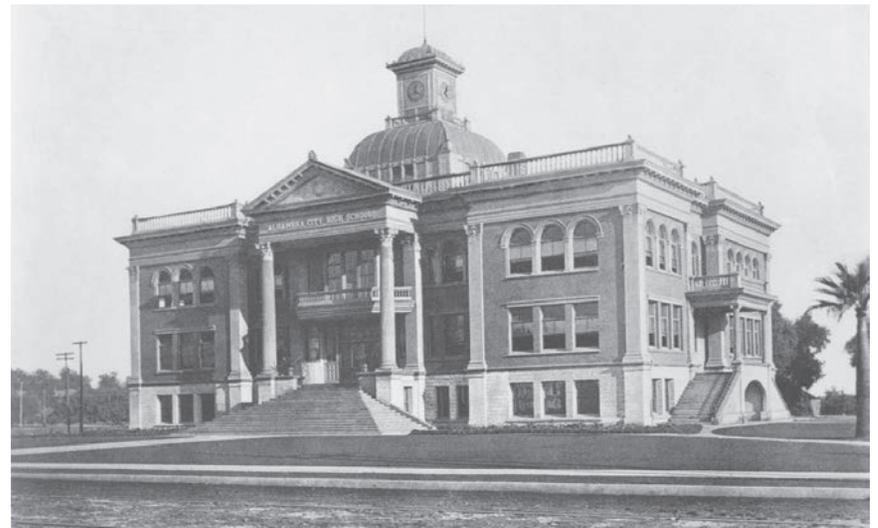
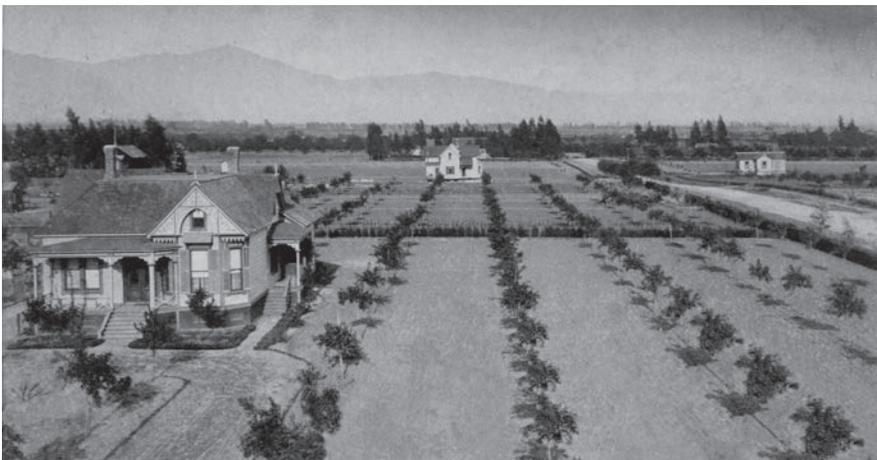
Alhambra underwent tremendous population growth and economic expansion throughout the twentieth century. A mere decade after incorporation, Alhambra's population grew from 500 to 5,000. By 1930, the population rose to 30,000 and by 1950, over 50,000 people called Alhambra home. While the City's growth benefitted from its close proximity to Los Angeles, Alhambra succeeded in developing its own economy by successfully attracting dozens of manufacturing plants and businesses.

In the latter half of the twentieth century, Alhambra's population growth was fueled by immigration. Alhambra embraced a wave of Italian immigrants in the 1950s, Mexican immigrants in the 1960s, and Chinese immigrants in the 1980s. Today, with over half of its current population foreign born, Alhambra is not only the Gateway to the San Gabriel Valley, but a gateway into an American life. These first generation immigrants help inject new life and business into the city and bring firm ties to a global economy.

This substantial, diversified growth poses a challenge to Alhambra's leadership. Alhambra must actively plan to achieve a balance between preserving Alhambra's historic small-town feel while exploring areas for new development to accommodate a growing population and an expanding economy.



Alhambra's local businesses and manufacturing sector created a prosperous local economy which attracted people from all over the world.



Unique architecture characterized Alhambra's earliest buildings.

LOCAL GOVERNANCE

Residents and business owners in Alhambra expect quality leadership and decision-making from their City government. As a municipal organization, the City of Alhambra conducts the public's business on behalf of the present and future people of Alhambra. The City, through its programs, services, leadership and decision-making, helps develop human capital and strengthen the social network of the community.



Above: Alhambra's first City Hall pictured in 1914. Below: Alhambra's current City Hall was constructed in 1958.

City Council

The City Council sets policy through the approval of actions and resolutions, and adoption of municipal ordinances. The council is also charged with the allocation of City resources through the adoption of the annual City Budget. The Council hires a professional administrator, the City Manager, to hire staff, advise them, implement their policies and run the day to day operations of the City. The Council provides direction to the City Manager and staff in duly noticed public meetings.

In addition to completing day-to-day activities in Alhambra, City Council represents the City on County and regional governmental agencies, hosts ceremonial occasions, and carries out a great variety of other municipal responsibilities.

Five City Council members are elected at large by the voters as Alhambra’s representatives for four-year terms of office from five geographic districts. Under a rotational system adopted in 1984, each of the Council Members will serve as mayor for a nine-month period. The Mayor holds no additional voting powers but is responsible for conducting the City Council meetings.



Staff Resources

The City Manager supervises and directs the administration of the various City departments; presents recommendations and information to enable the City Council and the Redevelopment Agency to make decisions on matters of policy; coordinates the City’s working relationship with external agencies and organizations; oversees the planning and funding of major city projects; serves as a liaison to improve communications between the City Administration, community organizations and citizens; prepares the News for City Hall quarterly publications; and works to maximize efficiency and customer satisfaction with City services.

In addition to the City Manager’s office, the City is comprised of 11 departments, most of which contain multiple divisions, as indicated in Figure 2-1 on the following page.

Management Services: directs and oversees the day-to-day operations of all eleven city departments, boards & commissions and city attorney; also serves as City Council's chief advisor.

Administrative Services: maintains all official City records and documents; prepares agenda for the City Council and records public minutes; promotes the mission and objectives of the City, keeps City constituents informed about news and events, oversees Channel 55, oversees City Hall Lobby, City Hall Art Gallery, and City building maintenance.

Fire Department: administers all emergency response services, protects lives and property from fire and other disasters, provides effective emergency medical services, coordinates community safety awareness and fire prevention programs, conducts plan checks and fire inspections, issues public safety permits, safeguards the public from the dangers of hazardous waste.

Public Works: develops, builds and maintains the City's physical infrastructure including maintenance of city landscaping, streets and sidewalks, street lighting and signals, traffic signs; maintains the city's fleet and equipment; develops plans for future transportation needs of the City.

Finance Department: controls financial operations of the City: accounting, banking, billing and collections, develops an annual budget (approved by the City Council); prepares State Controllers Report and Comprehensive Annual Financial Report (CAFR); oversees investment portfolios of the City and the Alhambra Redevelopment Agency; Finance Director serves as Treasurer and Controller of the Cal State LA Metro Link Station Authority.

Utilities Department: operates and maintains the City's water, sewer, and storm drain system; monitors water quality; administers the City's pollution prevention program (NPDES); provides public education on water awareness and conservation and regulatory mandates.

Development Services: administers planning, zoning, building, housing and economic development/redevelopment services; assists business owners and developers through the city's review and approval process; develops a comprehensive, long-term plan for development and improvement of land use; eliminates areas of urban blight and underlying causes; promotes quality development and rehabilitates existing structures, encourages business growth and development that creates local employment opportunities.

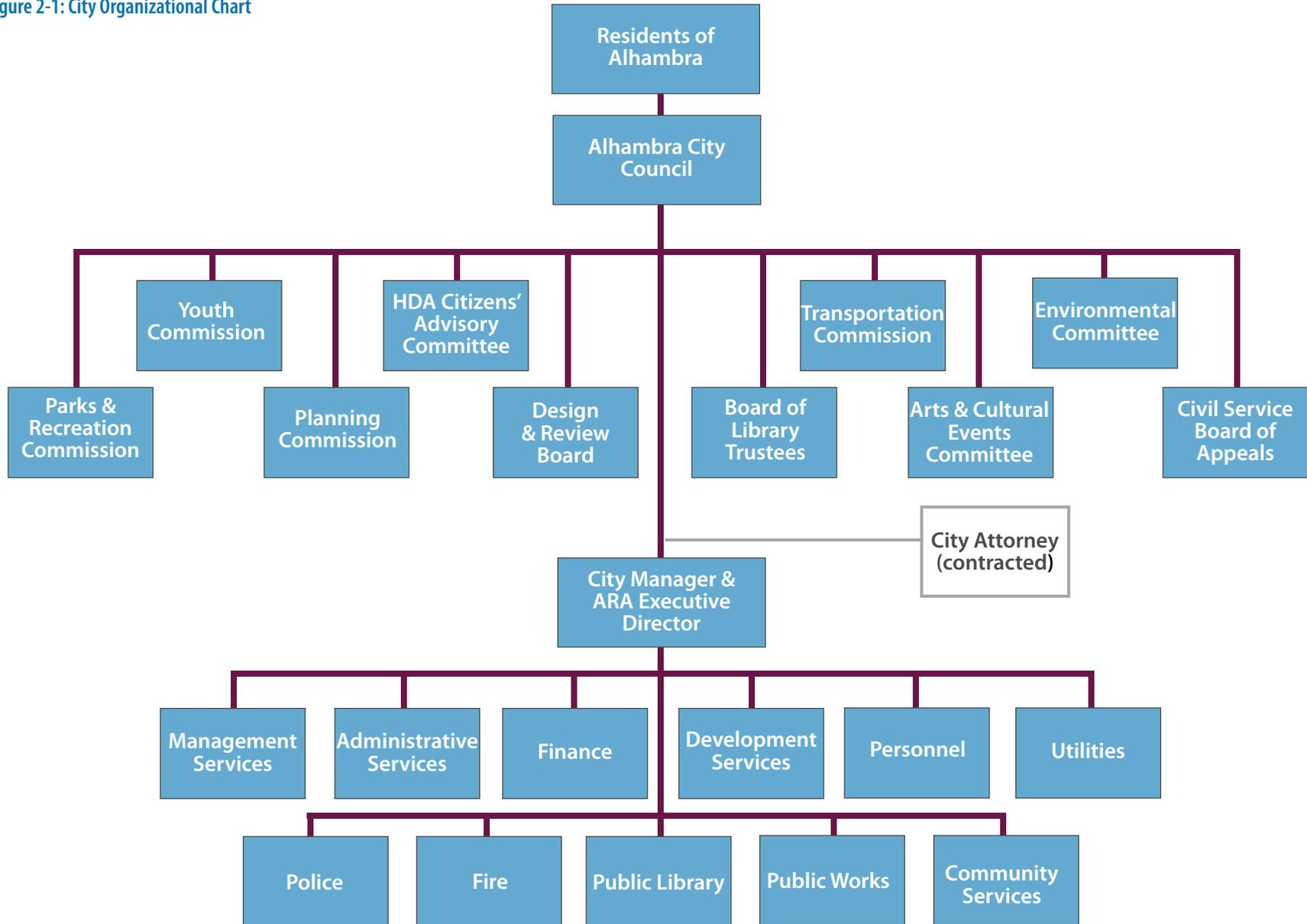
Personnel Department: administers human resources; attracts and retains highly competent and qualified employees; maintains the City's classification and compensation plan; ensures equal employment opportunities and compliance with various state and federal mandates.

Community Services: administers recreation, community services and cultural programs; coordinates community special events, oversees weekly community garden, senior transportation services, volunteer services and contract management of the Alhambra Municipal Golf Course.

Library Services: administers library resources including acquiring, circulating, maintaining and securing library materials for the citizens of Alhambra.

Police Department: administers public safety and has implemented several special programs to control criminal activity in Alhambra including the juvenile crime reduction plan, traffic safety checkpoints, and parole compliance sweeps. These efforts have contributed to an overall downward trend in crime rates for Alhambra from 2000 to 2010. Overall, Alhambra has a relatively low crime rate when compared with the County as a whole.

Figure 2-1: City Organizational Chart



Commissions and Committees

Various City commissions and committees assist the Council on matters within their area of responsibility and interest, as prescribed by the City Council and its ordinances. They help focus attention on specific issues and problems and recommend actions and alternatives for Council consideration. They also develop social capital by acting as channels of communication and information among City government, the general public, and special interest groups.

Each member is appointed by City Council for a one year period. Each member may be reappointed, but may not serve more than eight consecutive terms, excepting the Youth Commission which may not serve more than six consecutive terms. Alhambra's commissions and committees include the following:

Arts and Cultural Events Committee (5 members): identifies and implements projects to attract all communities through art and cultural events.

Civil Service Commission and Board of Appeals: conducts hearings and renders decisions on all quasi-judicial and other general matters assigned to it; functions as the City's Civil Service Commission.

Design Review Board (5 members): five member board has design control over all commercial, industrial and residential planned development permits reviewed by the Planning Commission; reviews uniform sign plans for all multi-tenant buildings; and acts as a consulting board to the City Council with respect to design control and signage matters.

Environmental Committee: participates in an advisory role to develop City initiatives related to energy and resources conservation, protecting the environment and reducing greenhouse gas emissions, and saving energy-related costs to the City.

HCDA Citizen Advisory Committee (HCDA) (10 members): participates in an advisory role in planning, implementing and assessing the City's community development program.

Parks and Recreation Commission (10 members): acts as a consulting and advisory board to the City Council and makes recommendations in an advisory capacity on matters pertaining to recreation, and such subjects having to do with the orderly and consistent development of parks and recreation.

Planning Commission (10 members): acts as a consulting and advisory board to the City Council with respect to zoning and planning matters.

Transportation Commission (10 members): acts as a consulting and advisory board to the City Council with respect to traffic and transportation matters.

Youth Commission (10 members): acts as an advisory board to the City Council with respect to matters pertaining to the activities or needs of the youth in the City.

Community Achievements

The City of Alhambra has received numerous awards and recognition for outstanding achievement in a variety of areas including redevelopment, economic development, education, and recreation. Most recently, in 2010, the Los Angeles County Economic Development Corporation (LAEDC) awarded Alhambra with an Eddy Award for “Most Business-Friendly City in Los Angeles County” with a population over 60,000. The LAEDC noted that:

Alhambra offers a favorable combination of housing, business, employment and recreational opportunities. Alhambra’s Economic Development Element in its General Plan provides a blueprint to sustain and grow commerce and businesses including industrial and central business district project areas, financial assistance in redevelopment areas, land acquisition, negotiated sales, lease agreements with an option to purchase, rent subsidy, and rebates. Alhambra was also named a finalist in 2009.

The City has also received the prestigious California Redevelopment Agency (CRA) Award of Excellence three times. The award, given in nine categories, recognizes the best projects and programs of California’s 340 development agencies that have resulted in building better communities. Alhambra received the 2005 CRA Award of Excellence for Community Revitalization for creating a more livable, walkable downtown, the 2004 CRA Award of Excellence for Public Spaces & Linkages for Alhambra Renaissance Plaza, and the 2000 CRA Award of Excellence for Mixed Use Development for Plaza on Main which revitalized the downtown retail and created low-income senior housing. In 2007, Alhambra received the CRA Showcase Project Recognition in Public Spaces & Linkages for the Alhambra Summer Jubilee which served as an outstanding example for building better communities.

Awards

California Redevelopment Association

- 2007 “Showcase Project” Recognition: [Public Spaces & Linkages: Alhambra Summer Jubilee](#)
- 2005 Award of Excellence for [Community Revitalization: Mosaic on Main Street Downtown Alhambra](#)
- 2004 Award of Excellence for [Public Spaces: Alhambra Renaissance Plaza](#)
- 2000 Award of Excellence for [Mixed Use Development: Plaza on Main](#)

Economic Development

- 2010 L.A. County Economic Development Corporation (LAEDC) Eddy Award Winner for the [Most Business-Friendly City](#) in Los Angeles County
- 2009 L.A. County Economic Development Corporation (LAEDC) Eddy Award Finalist for the [Most Business-Friendly City](#) in Los Angeles County
- 2005 San Gabriel Valley Economic Partnership [Community of the Quarter](#)

Community Development

- 2000 J. Gunther Blue Ribbon Award for [Practices in Community Development](#) presented by the U.S. Department of Housing and Urban Development for the redevelopment of Fremont Plaza.
- Western City Magazine (article) “[Show Me the Money: The Economic Impact of Redevelopment](#)” (with recognition of Main Street)
- California Redevelopment Association “[Redevelopment: Building Better Communities: A Primer for Citizens and Public Officials](#)” (for Main Street)

Schools

- 2009-10 Title I [Academic Achievement Award](#) - AUSD: Martha Baldwin Elementary and Repetto Elementary
- 2008-09 Title I [Academic Achievement Award](#) - AUSD: Garfield Elementary
- 2007-08 Title I [Academic Achievement Award](#) - AUSD: Garfield Elementary
- 2006-07 Title I [Academic Achievement Award](#) - AUSD: Emery Park , Fremont Elementary, Garfield Elementary School, Martha Baldwin, Park Elementary, Ramona Elementary,
- 2005-06 Title I [Academic Achievement Award](#) - AUSD: Martha Baldwin Elementary, Emery Park Elementary, Garfield Elementary, Marguerita Elementary, Mark Keppel High School, William Northrup, Ramona Elementary,
- 2004-05 Title I [Academic Achievement Award](#) - AUSD: Marguerita Elementary, Martha Baldwin Elementary, Ramona Elementary, William Northrup Elementary, Alhambra High School, Mark Keppel High School
- 2008 [Distinguished School Award](#) presented by the California Department of Education- Park Elementary School
- 2006 [Distinguished School Award](#) presented by the California Department of Education- Martha Baldwin Elementary, William Northrup Elementary,
- 2005 [Distinguished School Award](#) presented by the California Department of Education- Mark Keppel High School
- 2004 [Distinguished School Award](#) presented by the California Department of Education- Ramona Elementary, Park Elementary, Marguerita Elementary
- 2002 [Distinguished School Award](#) presented by the California Department of Education- Fremont Elementary

Parks

- 2006 California Parks & Recreation Society [“Recreation & Community Service”](#) Award for the city’s Summer Jubilee event.
- 1994 California Parks & Recreation Society [“Recreation Programming”](#) Award for Service Programs

HUMAN AND SOCIAL CAPITAL

The key to understanding a community is understanding its people—who they are, what they can do, and how they are connected. **Human capital** refers to the broad range of skills, knowledge, and ability possessed by each community member. Productive communities encourage people to contribute their unique talent to overcoming challenges and to help promote the development of new skills.

Social capital acknowledges that the sum of a community's people is greater than any one individual. According to the Harvard Kennedy School (Saguaro Seminar: *Civic Engagement in America*), the central premise of social capital is that social networks have value. Social capital refers to the collective value of all social networks (who people know) and the inclinations that arise from these networks to do things for each other (norms of reciprocity). Social networks can be a powerful asset for individual communities and ultimately contribute to the ongoing success of Alhambra's social capital.

A city's human and social capital, such as educational opportunities, health care, and social services, all contribute to the creation of a productive and cohesive community.



People

Demographic factors, including the relationships between income, household composition, age, race and ethnicity, and birth rates establish existing—and affect future—housing needs, educational and recreational facility demands, and community program needs.

Population

The City of Alhambra is one of 88 cities in Los Angeles County. In 2010, it had 83,089 residents making it the 67th largest city in the county in terms of population. From 2000 to 2010, Alhambra’s population decreased by 3.2% from 85,804 to 83,089. Three of the five cities in the region—Monterey Park, Rosemead, and San Gabriel—experienced similarly small decreases in their population. Populations of the other two cities in the comparison region, South Pasadena and Temple City, experienced moderate increases of greater than 5 percent. Alhambra’s small population decrease is in part a reflection of decreasing birth rates in the past decade.

While Alhambra’s population has changed only slightly in the past twenty years, fundamental changes have occurred in other key demographics.

Table 2-2. Population

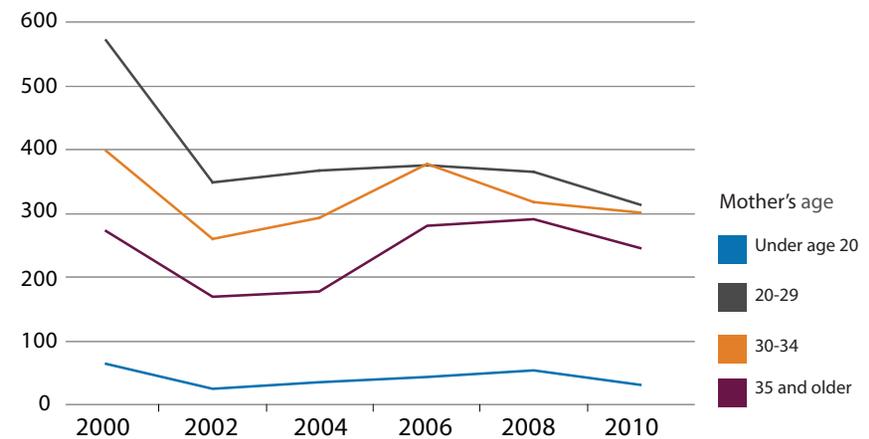
City	1990	2000	2010	% Change 1990-2000	% Change 2000-2010
Alhambra	82,106	85,804	83,089	4.5%	-3.2%
Monterey Park	60,738	60,051	60,269	-1.1%	0.4%
Rosemead	51,638	53,505	53,764	3.6%	0.5%
San Gabriel	37,120	39,804	39,718	7.2%	-0.2%
South Pasadena	23,936	24,292	25,619	1.5%	5.5%
Temple City	31,100	33,377	35,558	7.3%	6.5%
Los Angeles County	8,863,128	9,519,338	9,818,605	7.4%	3.1%

Source: U.S. Census.

Birth Rates

From 2000-2010 the birth rates in Alhambra trended downward. Birth rates in 2010 were nearly one third lower than they were in 2000. This decline holds true for every age group in Alhambra. The most significant decrease has been for teenage mothers with a 52 percent drop in total births. The second largest decrease was for mothers between the ages of 20-29 with a 45 percent decline in births. This downward trend is occurring at the national level. From 2007-2009 marked the largest drop in the U.S. for any two year period since the 1970s. A 2011 state-level look at fertility indicates a strong correlation between lower birth rates and economic distress. Because Alhambra, like the rest of California, was impacted by the recession, this may explain the decrease in birth rates. Research suggests that much of the fertility decline during economic downturns is a postponement of childbearing, not a decision to have fewer children or no children at all. It suggests that as the United State’s economic recovery progresses, birth rates will tick back up to pre-recession levels in Alhambra and throughout the nation.

Figure 2-3. Birth Rates



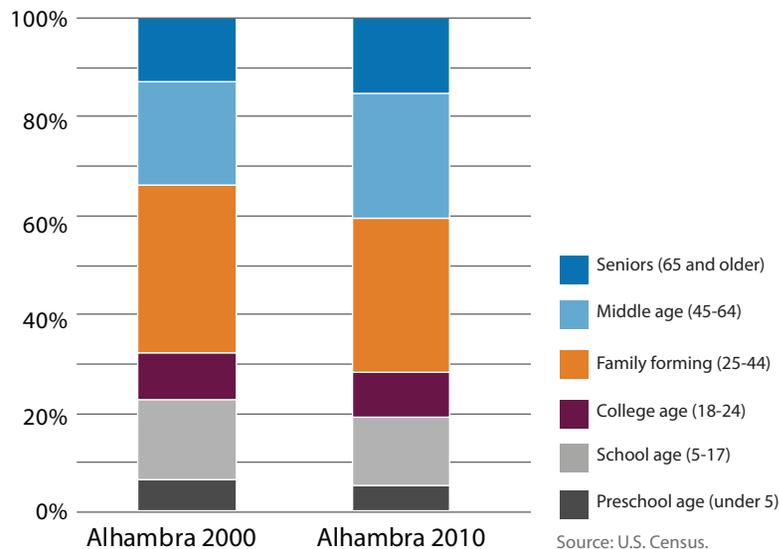
Source: California Dept. of Public Health.

Age Distribution

Age composition is an important factor in determining demand for health care, community facilities and the types of housing that should be provided in the city. Alhambra’s population is aging. The median age in Alhambra in 2000 was 35, in 2010 it was 39.3. From 2000-2010, the percentage of the population over age 45 increased, while the percentage of those under age 45 decreased.

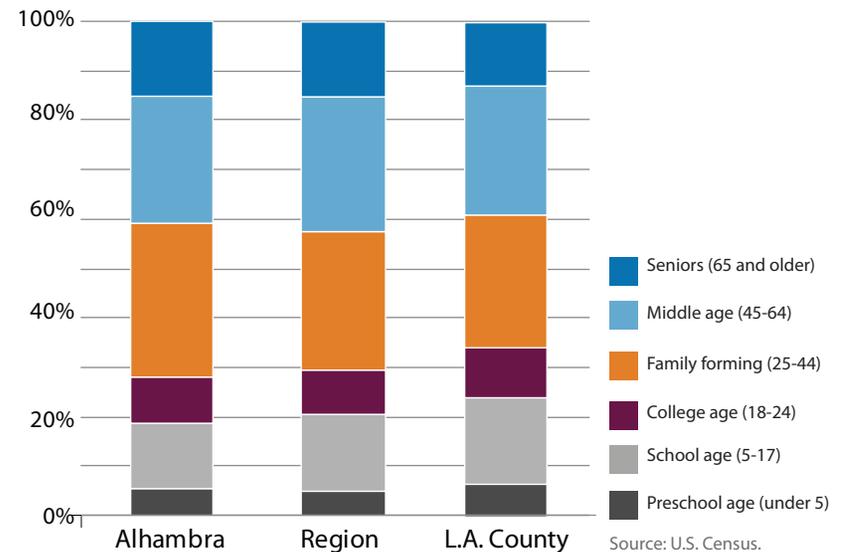
Although Alhambra’s population is aging, the age distribution is similar to the surrounding region. For both Alhambra and the surrounding region, senior adults comprise approximately 15 percent of the population and the median age is 39. Alhambra and the local region are older than Los Angeles County (median age 32) and California (median age 34). Alhambra and the surrounding region also have a significantly higher percentage of senior adults (15 percent) than Los Angeles or California (both 11 percent.)

Figure 2-4. Age Distribution 2000-2010, Alhambra



Adult and elderly residents have different demands for community facilities than younger residents, such as for lifelong learning opportunities and access to health care. Alhambra already offers a diverse range of senior-oriented programming, and is in an ongoing process of developing senior housing and care facilities.

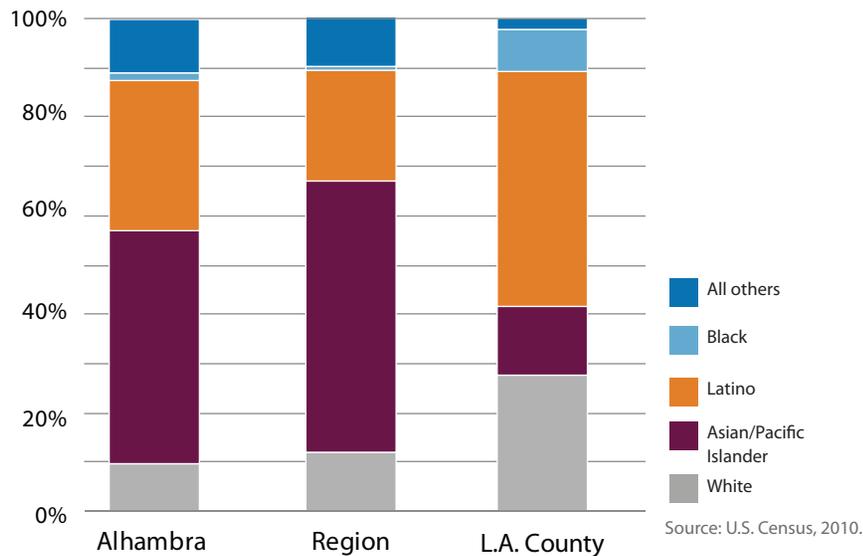
Figure 2-5. Age Distribution in Alhambra, Region and County, 2010



Racial and Ethnic Diversity

Alhambra’s population is comprised of approximately 10 percent white, 47 percent Asian, 31 percent Latino, 1 percent black, and 10 percent other, making it a majority-minority city. The term **majority-minority** refers to jurisdictions with a racial composition that is less than 50 percent non-Hispanic white. Los Angeles County is a majority-minority jurisdiction, and California is one of four majority-minority states in the country. One important distinction is that in Alhambra and the surrounding region, the Asian population constitutes the largest racial group (47 percent and 55 percent, respectively). For Los Angeles County, Latinos make up 47 percent of the population making them the largest racial group. Understanding the city’s diversity is important for many reasons. Language translation may be important for service provision and various cultural holidays may be celebrated by residents. One notable benefit is that diverse communities can also have substantial connections to the global economy which can lead to higher socioeconomic levels for its residents.

Figure 2-6. Racial and Ethnic Diversity

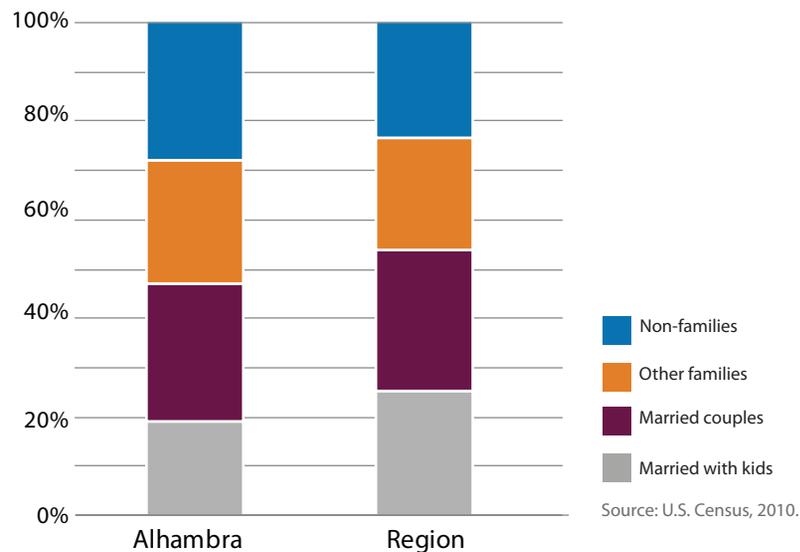


Ethnic grocery stores and restaurants provide a variety of foods and specialty items to Alhambra’s diverse population.

Household Composition

When compared with the local region, Alhambra has a lower proportion of married couples (47 percent and 54 percent, respectively) and a higher percentage of non-family households (28 percent and 24 percent, respectively). This may be due in part to the fact that Alhambra has a higher percentage of lower income people than the region. Generally, lower income levels correspond with postponing or abstaining from marriage. This trend may be currently more pronounced due to the economic recession.

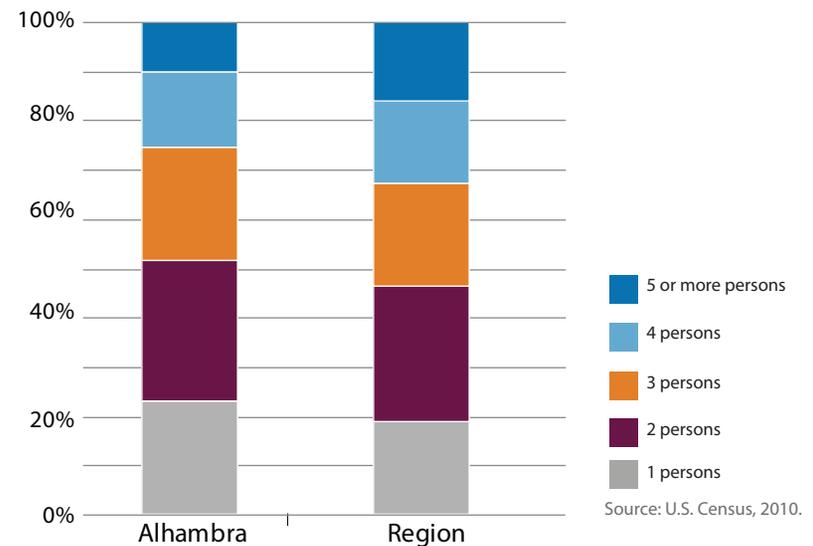
Figure 2-7. Household Composition



Household Size

In 2010, average household size for Alhambra was 2.82 persons, a slight decrease from the 2000 average of 2.88. Alhambra's household size is slightly smaller than the regional average of 2.92, and it is lower than the Los Angeles County average of 3.02. The main differences between Alhambra and the region are in the percentage of the smallest and largest households. In Alhambra, 23 percent of households are comprised of only one person compared with 19 percent of households for the local region. For households with five or more persons, Alhambra has only 10 percent, while the region has 16 percent. Changes in household composition and size together significantly affect the demand for a diversity of housing types. Alhambra is continually looking for ways to meet the housing needs of its residents including preserving single family neighborhoods and identify appropriate locations for multifamily housing such as in its downtown. Due to the built-out nature of the City, an ongoing challenge for Alhambra will be finding ways to meet new demands for new housing types while preserving the community's valued single family homes.

Figure 2-8. Household Size

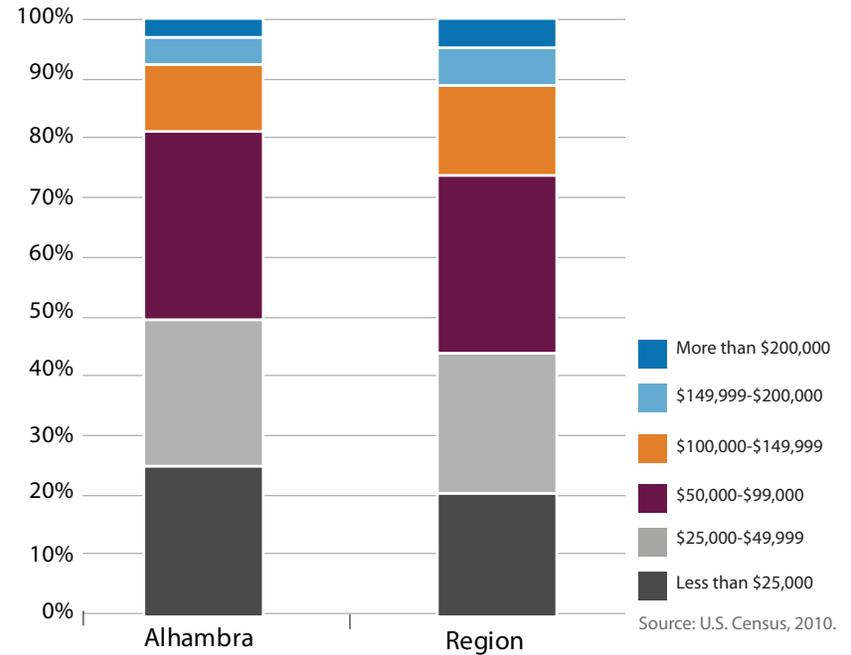


Household Income Distribution

In 2010, the median income for Alhambra households was \$52,296, 4 percent lower than the County average of \$54,375. Alhambra is distinctly different from the region in that it has 25 percent more people living on less than \$25,000 year. One explanation for this difference may be that Alhambra’s unemployment rate (10 percent) is higher than other cities in the region. While Alhambra’s unemployment rate is high, it is lower than the County and State average (both, 12 percent). Economic recovery is anticipated to increase employment and incomes for Alhambra residents.

Lower income households in general typically face challenges for housing and other expenditures because a greater percentage of their income must be allocated to meeting housing and other basic needs. The City and local civil society organizations offer a variety of assistance and resources to help those in need during challenging economic periods.

Figure 2-9. Household Income Distribution



Developing Human Capital

Communities can invest in human capital by offering resources that people can use to develop existing skills or acquire new ones. Schooling, higher education opportunities, health care, general social services, and age and need-specific programs are examples of how Alhambra cultivates human capital.

Measuring School District Performance

School performance is an indicator of Alhambra’s ability to provide its youth with a foundation for independence, higher education, and career development. Alhambra is located in the Alhambra Unified School District (AUSD), which has a total of thirteen schools grades K-8, three traditional high schools (grades 9-12), and two nontraditional high schools (grades 9-12). Of the District’s thirteen elementary schools, nine are primarily dedicated to serving the Alhambra community and four are dedicated to serving the adjacent community of Monterey Park. Similarly, while all three of the District’s high schools are located in Alhambra, two serve the majority of the Alhambra community (Alhambra High and San Gabriel High) and one (Mark Keppel High) primarily serves residents of Monterey Park. The two nontraditional high schools – Century High School, a continuation school, and Independence High School, an alternative education program – serve the entire district. For this analysis, only the performance indicators for traditional schools that mainly serve Alhambra residents (Alhambra High School and San Gabriel High School) have been evaluated.

For the 2009-2010 school year, Alhambra’s nine elementary schools educated 6,655 students and employed 255 teachers, with an average ratio of twenty-six students per teacher. Taken together, Alhambra High and San Gabriel High, whose boundary areas also include portions of Rosemead and South San Gabriel, educated 5,579 students and employed 199 teachers, with an average ratio of 28 students per teacher. The District measures several types of student development at different levels and participates in state and federal student performance evaluation programs.

The Academic Performance Index is a state assessment of educational growth in California public schools. API scores range from 200 to 1,000, with a statewide target of 800. In 2010, all nine Alhambra elementary schools exceeded the statewide target. Another way to understand a school’s API score is to evaluate it against other schools in the state and rank the school from 1 to 10; a statewide rank of 1 means that the school has an API score in the lowest ten percent of all schools in the state, while a statewide rank of 10 means that the school has an API score in the highest ten percent of all schools in the state. In Alhambra, six of the nine elementary schools received a statewide rank of 6, two schools received a 7, and 1 school – Martha Baldwin Elementary – received a 9. The City’s two traditional high schools received almost identical API scores in 2010 (759 and 758, respectively) and both received a statewide rank of 6. While neither achieved the statewide target API of 800, both have been improving their API score year over year.

The No Child Left Behind Adequate Yearly Progress (AYP), a federal measure of annual scholastic improvement, is a way to evaluate a school’s performance over time. AYP is evaluated on a “yes or no” basis (yes, the school achieved AYP, or no, it did not) in terms of its overall performance, in English/language arts (ELA) performance, math performance, and API score. Seven of the nine elementary schools achieved AYP on all four of these major evaluation categories. Both Alhambra High and San Gabriel High achieved AYP in their API score, Alhambra High achieved AYP in math, but neither achieved AYP overall or in ELA.

Despite its limitations, standardized testing is still an important way for schools to measure student achievement. The most common standardized performance measure in California schools is the Standardized Testing and Reporting (STAR) Program which identifies the percentage of a school’s students that are at the Proficient or Advanced level (meeting or exceeding state standards) in ELA, math, science, and history-social science. AUSD consistently exceeds statewide proficiency averages in all four categories. For the 2009-2010 school year, all nine Alhambra elementary schools achieved proficiency scores in ELA and math above state average, eight out of nine performed above the state average in science, and seven out of nine performed above the state average in history-social science. While both of Alhambra’s high schools’ proficiency scores were in line with state averages, there is room for improvement in math and science.

Table 2-2. District or School Academic Performance Index and Adequate Yearly Progress

		Elementary									High School		State
		Emery Park	Fremont	Garfield	Granada	Marguerita	Martha Baldwin	Northrup	Park	Ramona	Alhambra	San Gabriel	
Stats	Students	558	708	372	854	685	1081	729	720	948	3115	2464	-
	Teachers	22	24	28	23	24	41	29	28	36	114	85	-
Proficiency Levels	English-Language Arts	59%	57%	64%	58%	55%	68%	62%	57%	58%	51%	49%	52%
	Math	64%	58%	72%	62%	62%	78%	64%	61%	71%	39%	45%	48%
	Science	54%	45%	61%	66%	64%	66%	59%	60%	64%	43%	43%	54%
	History-SS	55%	35%	55%	51%	53%	62%	44%	51%	42%	45%	42%	44%
API	2010 Score	830	808	865	818	808	878	825	826	839	759	758	-
	Statewide Rank	6	6	7	6	6	9	6	6	7	6	6	-
AYP	Overall	Y	Y	N	N	Y	Y	Y	Y	Y	N	N	-
	English-Language Arts	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	-
	Math	Y	Y	N	N	Y	Y	Y	Y	Y	Y	N	-
	API	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	-
	API	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	-

Source: 2009-2010 School Accountability Report Cards.

Youth Programming

The City of Alhambra offers a variety of programs to entertain, educate, and enrich the lives of Alhambra's youth. Many of these programs are offered through the Department of Community Services Youth Programs and Services or in conjunction with local organizations. Youth Programs and Services organizes several sports leagues including baseball, flag football, volleyball, tennis, and a cheerleading program. It also organizes recreational sports and activities including badminton, bowling, dance, drill team, physical fitness, golf, gymnastics, and martial arts. During the school year, Youth Services organizes afterschool sports and activities at nine Alhambra schools; during the summer its Extreme Adventures for Kids program sponsors visual and performing arts, sports, folklore, field trips, and music activities. The American Youth Soccer Organization Region 60 includes players from Alhambra and Monterey Park ages 4 through 18. The popular soccer league holds games in Almansor Park. In 2011, the Alhambra City Council recognized four Region 60 teams for their on-field achievements including the Under 12 Girl's Team which won the 2011 State Championship.

Besides organized recreation, the City provides additional educational opportunities for Alhambra's youth. The Alhambra Civic Center Library offers reading programs, activities, clubs, and a homework assistance program. The Alhambra Police Department offers comprehensive child safety curriculums including Drug Abuse Resistance Education, traffic safety, conflict resolution and more. The Police Explorers Program allows teenagers interested in a law enforcement career to gain actual experience and training. The Fire Explorers Program, associated with the Alhambra Fire Department and Boy Scouts of America, provides opportunities for Alhambra youth to develop leadership skills and work alongside career firefighters, paramedics, and fire prevention officers, assisting them with public education activities. The Alhambra Youth Commission is a ten-member advisory board that provides the opportunity for civic-minded teenagers age 14-20 to conduct investigations and make recommendations to City Council in matters pertaining to the activities or needs of Alhambra youth.



Above: Alhambra youth play baseball in Almansor Park. Below: American Youth Soccer Organization State Champions display their awards.

Senior Programming

Approximately 20 percent of Alhambra's residents are age 60 and older. Senior programs that improve the health and quality of life for Alhambra's seniors are an important service. Many senior activities are offered through the Department of Community Services, Senior Division at the Joslyn Adult Recreation Center. In 2011, the Center underwent an extensive \$900,000 renovation which include adding energy-saving features, new air conditioning, and ADA compliant features.

Senior programming in Alhambra includes an array of recreation activities, social services, trips, nutrition classes, transportation, and health and wellness programs. Regularly scheduled activities include a tennis club, dance groups, Spanish language club, drawing and painting, writing group, craft circle, movie nights, and more. Health and wellness programs include medical screenings, informational session on disease prevention and management, home safety and nutrition. Holiday events and day trips around Southern California are scheduled throughout the year. Senior Services prints and distributes a newsletter, Senior Scene, which highlights programs, services, and activities offered by the City. A senior activities calendar is also posted on the City's website.

For seniors with transportation needs, group grocery runs are held twice a week to help seniors travel to grocery stores and carry grocery bags. The City also sponsors a home-delivered meal program which delivers hot meals to homebound seniors. Granada Park United Methodist Church sponsors a senior nutrition program unaffiliated with the City which provides approximately 45 hot meals to seniors. Senior Ride provides free curbside-to-curbside transportation throughout Alhambra for any purpose, or to non-senior residents for medical appointments.



Seniors admire the new renovations at the Joslyn Center.

Social Services

Some of the areas best healthcare options are located in and around Alhambra. The City of Alhambra Senior Services offers case management to senior adults age 60 and older and to functionally impaired adults age 18 and older. Case management can provide assistance with Medicare and Medical and referrals for counseling, nutrition, transportation, and more in English, Spanish, Cantonese, and Mandarin. These services allow Alhambra seniors to remain living independently in their homes as they age. Several nonprofit cultural health organizations in Alhambra such the Buddhist Tzu Chi clinic and Chinatown provide free and low cost health care services to those in need. These services, along with the multilingual services provided by the City, are especially important in a linguistically and culturally diverse City like Alhambra

Alhambra Hospital Medical Center (AHMC) is an award-winning general acute care hospital located on South Raymond Avenue in Alhambra. The six-story facility is located on 5.5 acres with room for expansion. The hospital was owned by the City of Alhambra and operated as a nonprofit organization from 1924 until it was sold in 1991. It is currently owned by AHMC and run as a privately-held for-profit institution. AHMC currently maintains 144 beds and over 300 medical doctors from 32 different specialties. AHMC was ranked by HealthGrades among the top 5% in the nation for emergency medicine in 2010 and 2011 and among the top 10 percent in the nation for overall pulmonary services from 2003-2011.

Additional medical service facilities are located in the surrounding communities. The Garfield Medical Center, San Gabriel Valley Medical Center, Huntington Memorial Hospital, Los Angeles County-USC Health Network, Cedars-Sinai Medical Center, City of Hope National Medical Center, and UCLA Medical Center are all within a 30 minute drive from Alhambra.

Child Care and Elderly Care

Parents of children under the age of 5 may need to use day-time child care services while parents are at work. In 2010, approximately 4,300 children under the age of 5 and another 4,000 children ages 5 to 9 lived in Alhambra—the ages for which child care services are considered most essential. The City of Alhambra has over 45 licensed child care facilities including state-run, nonprofit, and privately owned preschools and day care centers.

Elderly adults are another group that may need outside assistance or care. Local facilities that provide care for the elderly allow residents to remain in their community as they age. There are several senior housing and adult care facilities in Alhambra. Five public (four rental and one owner-occupied) facilities provide affordable independent living and assisted living units for Alhambra seniors. Alhambra also has eight privately owned senior living and adult day care centers.



Senior adults enjoys meals and special events at the Joslyn Center.

Building Social Capital

Social capital is an intangible resource community members can draw upon to solve collective problems. It consists of social trusts, norms, and networks that can be drawn upon to help alleviate societal problems. Civic engagement encourages feelings of reciprocity between community members and facilitates coordination, communication, and collaboration. The strengths of a community's social capital can be gauged by the community's participation in civic life, including committees, commissions, religious organizations and similar organizations.

Cultural institutions, community organizations, local gathering spots, and democratic involvement opportunities all contribute to a community's social capital.

The term social capital emphasizes not just warm and cuddly feelings, but a wide variety of quite specific benefits that flow from the trust, reciprocity, information, and cooperation associated with social networks. Social capital creates value for the people who are connected and - at least sometimes - for bystanders as well.



Civil Society Organizations

Civil society refers to the sphere of voluntary associations and informal networks of a community in which individuals and groups participate. Faith-based and neighborhood organizations, cooperatives, charities, unions, clubs, foundations, and social movements are all components of a strong civil society.

Based on information collected by GuideStar, a database of nonprofit organizations, there are approximately 400 registered nonprofits operating in Alhambra including the City’s Chamber of Commerce and Historical Society. Based on 2011 data, that figure averages to 4.8 nonprofits per 1000 residents— It is slightly lower than the San Gabriel Valley which as 6.5 per capita,, and slightly higher than the national average of 4.55 nonprofits per 1,000 residents.

The Chamber of Commerce is one of Alhambra’s most prominent civil society organizations. It has over 400 members and meets every fourth Tuesday of the month. It supports and promotes local businesses through numerous community events such as the Lunar New Year Festival, A Taste of Alhambra and the Alhambra Business Expo, and in the past, has supported the Alhambra Summer Jubilee. It also sponsors an annual golf tournament to raise money for its scholarship program. In September of each year, the Chamber awards the annual Alhambra Beautiful Award recognizing the City’s best residential, commercial, and industrial properties. It has also organized the City’s float entry for the Pasadena Tournament of Roses Parade. The Chamber publishes a monthly community newspaper, *Around Alhambra*, online and in paper format.

The Alhambra Historical Society was founded in 1966 to commemorate historical events and honor people who have played a part in Alhambra’s history. It hosts tours to highlight the city’s numerous historic homes and neighborhoods and commemorates historical events and people. It holds regular meetings five times a year that are open to the public. The Society’s mission is to promote the study of history in relation to the development of Alhambra and the surrounding San Gabriel Valley. It also acquires and preserves documents, artifacts, and historical records of the City of Alhambra and its residents. In 1987, the Society built the Alhambra Historical Society Museum to display its extensive collection of Alhambra memorabilia.



The Alhambra Chamber of Commerce headquarters is located at South 1st Street and is one of the few Chambers of Commerce in California to own its own building.

The Alhambra Preservation Group was established in 2003 under the auspices of the Alhambra Historical Society. It was incorporated as a fully independent nonprofit in 2007. It is governed by a ten person volunteer Board of Directors and activities are supported by paid memberships of over 100 Alhambra households. The organization runs periodic Alhambra Historic Home Tours.

Several national clubs are represented in Alhambra. The Alhambra Lions Club, the Alhambra Masonic Lodge No. 322, Kiwanis Club of Alhambra, Knights of Columbus No. 2341, and the Rotary Club of Alhambra are active in the community.

Formal and informal civil society organizations for residents are facilitated by the digital world, with Alhambra residents communicating on social networks, blogs, and websites. Several Alhambra-focused groups, including the City, have Facebook pages. *Alhambra Source*, a web-based project of the University of Southern California's Anenberg's Communication School, explores how local online news can improve civic engagement in a diverse city. The online-only newspaper allows dozens of community members the opportunity to collaborate with a professional journalist in order to report on important local issues. *Alhambra Source* is translated into English, Spanish and Mandarin.

ALHAMBRA SOURCE
community news and voices • 社區新聞與論談 • noticias y voces de la comunidad

Community Events

Alhambra hosts several community events throughout the year for residents to gather and celebrate the City's history and diversity. The annual Taste of Alhambra attracts over a thousand foodies who come together to enjoy food and wine from thirty-five local restaurants, six wineries, and two beverage trucks. On an ongoing basis, local foodies can shop for over 600 varieties of fresh fruits, vegetables, flower, and plants at Alhambra's Certified Farmer's Market held every Sunday on Monterey Street. At Alhambra's biannual Flea Market, shoppers can purchase antiques and hand-crafted items.

Celebrating the holidays is also an important part of the City's social events calendar. The Chamber of Commerce sponsors a Halloween Costume Contest & Trick-or-Treating in October and a Tree Lighting Ceremony in December. Both of these events provide activities and entertainment for residents of all ages. Each year, approximately 50,000 people attend the San Gabriel Valley Annual Lunar New Year Parade and Festival on Valley Boulevard to watch the parade, sample Chinese food, and check out over 250 booths and cultural exhibits.

In past years, the Alhambra Summer Jubilee has taken place over six Saturday evenings throughout the summer on Second Street in Downtown Alhambra. It has attracted over ten to fifteen thousand attendees to watch musical performance by local, national, and even international musicians. The Summer Jubilee has also included a variety of family-oriented activities such as games, arts and crafts, and food vendors. The Summer Jubilee has been successful in its goal of revitalizing the downtown business district by attracting new visitors to the diverse shops and restaurants. The 2006 Summer Jubilee was recognized as a "Showcase Project" by the California Redevelopment Association and received the "Best of the Best" Award for community entertainment by the California Parks & Recreation Association.

In 2011, the City shifted the distribution of its redevelopment funds away from the Summer Jubilee to other projects to best meet the needs of the City during these difficult economic times. In an effort to create another community summer tradition, in August 2011, the Alhambra Downtown Business Association sponsored the Alhambra Hot Spot, a community event which brought music, dance, art, and fashion on Saturday evenings at the Alhambra Renaissance Courtyard.



Clockwise from above left: Alhambra Hot Spot; Taste of Alhambra; Halloween Costume Contest; and Alhambra's float "On Track in 2010" at the Pasadena Tournament of Roses Parade.

Faith-Based Organizations

Alhambra is home to over fifty churches and faith-based organizations of numerous denominations and languages. This variety reflects the community's support and celebration of the religious and ethnic diversity of its residents. Many church congregations consists of members from dozens of countries and they hold multilingual services or use headsets to translate services to Spanish, Mandarin, Cantonese, Burmese, Filipino, Vietnamese, Indonesian, Japanese and more.

Alhambra's faith-based organizations play an active role in community life. Many sponsor activities that complement existing city services. For example, Granada Park United Methodist Church delivers prepared meals to the homes of seniors, Alhambra First Baptist Church hosts the City of Alhambra Health Fair to educate the community, and several groups organize food pantries for those in need. Also, many churches open their spaces for community use such as gyms and outdoor space for recreation, and rooms for community classes on SAT prep or English as a Second Language.

Due to the strong and widespread influence of Alhambra's faith-based organizations, the City sometimes collaborates with key religious leaders for outreach. Notably, the City reached out to several local churches who called upon their members to participate in the 2010 Census to ensure that Alhambra's diverse population was accurately reflected in the decennial Census. Also, Alhambra's Police Officers Association and the Alhambra Fire Department work with churches to identify families in need for food and toy donations at Christmas. Several of Alhambra's churches and faith-based organizations also collaborate to host an annual BBQ on the Sunday closest to 9/11 Patriot Day to thank Alhambra's Police and Fire Department for their services.



All Souls Church on Main Street is one of Alhambra's many faith-based organizations that is active in serving the community.

Voter Registration and Voting Rates

In 2008, Alhambra had 33,783 registered voters, approximately 50.1 percent of the total eligible population. This is lower than the proportions for Los Angeles County where approximately 75 percent of the eligible population is registered to vote. Approximately 69.2 percent of registered voters in Alhambra, CA identified as Democrat, 28.8 percent are registered Republican, and the remaining are registered as Independent.

In November 2006, the Alhambra General Municipal Election had a voter turnout of 51.2 percent. For the November 2008 municipal Alhambra election, which coincided with the national presidential election, voter turnout was 77.1 percent.

Library and Holdings

In 2008, Alhambra celebrated the opening of the Alhambra Civic Center Library, a new, state-of-the-art facility located in the heart of the City. The two-story, 45,000 square foot facility, which cost \$30 million to complete, is the City's only library facility and attracts 44,000 visitors each month. Roughly three-quarters of these visitors are Alhambra residents. It has over 156,000 items in its collection including books, magazines, newspapers, audiobooks and DVDs. With a circulation of 500 items per hour and about 500,000 items annually, it is one of the busiest libraries in California.

In addition to providing local residents access to tangible materials, the library was also developed to serve as an electronic access point. It has 1.53 public access computers per 1000 city residents, above the state average of 1 computer per 1000 state residents. From 2010 to 2011 the library public computer usage increased by 58,028 hours (64 percent) demonstrating the growing role the library plays in providing computer access to community residents. The library's Children's Room has 20 multi-function computers for children that offer educational games and word-processing programs, in addition to restricted internet connectivity.

The Alhambra Civic Center Library Foundation raised money to help others the library and donated thousands of new books, audiovisual materials, DVDs and read-along CDs to the library's Children Room. It also established an endowment for ongoing library programs and services.



Above: Civic Center Library is 45,000 square feet in size and provides approximately 240 parking spaces in a two-level underground public parking garage. Below: Local artist Jolino Beserra created a colorful mosaic at the entrance to the library Children's Room.

Public Art

Several works of public art celebrate Alhambra's culture and history. One of the most prominent is the Alhambra Arch at the corner of Valley and Fremont. Constructed in 2010, the 26-foot tall, Moorish-style arch stands in Gateway Plaza Park; the arch and surrounding plaza were designed by the Glendale architecture firm, Lawrence Moss and Associates. The arch symbolizes Alhambra as the "Gateway to the San Gabriel Valley" and is featured on the City's logo.

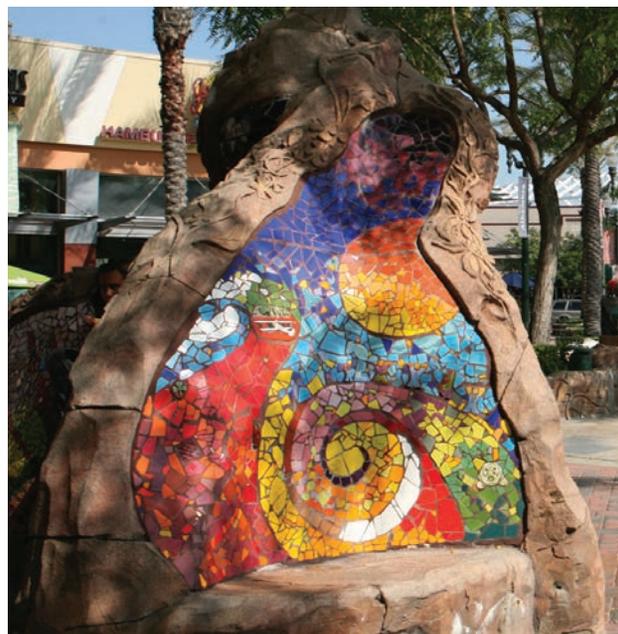
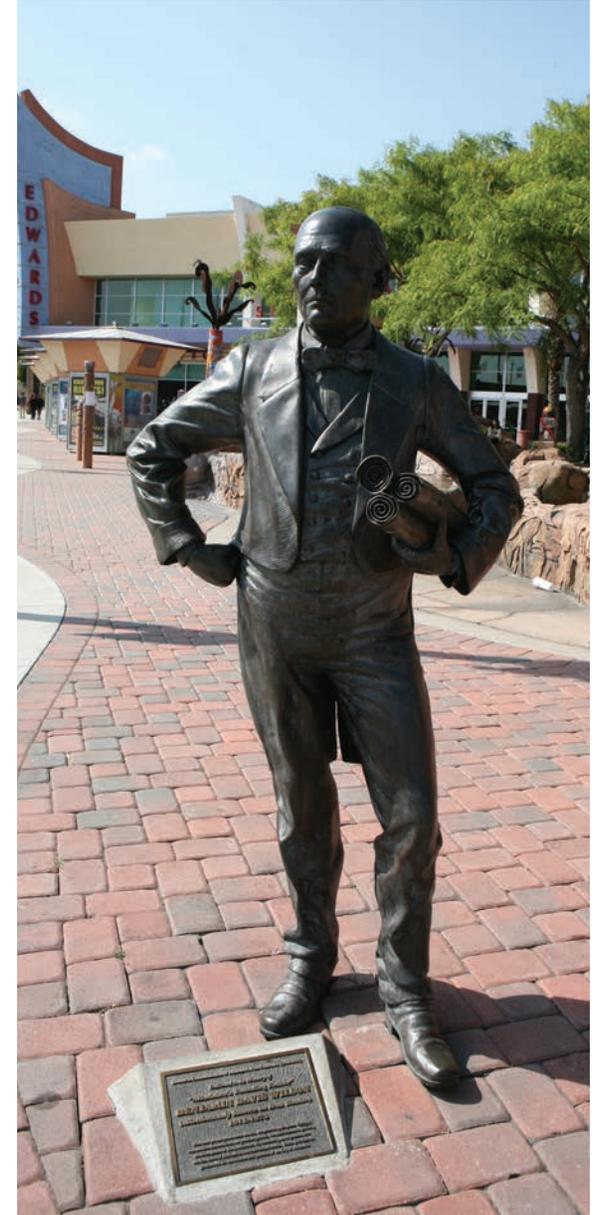
The concept of Alhambra as a gateway also inspired the painting of the Alhambra Archway Mural in 2011 by Southern California native artist, Art Mortimer, a pioneer of the Los Angeles murals movement. The mural depicts an idealized view of the San Gabriel Valley in the 20th century as seen through an archway. It is located on Mission Road near Chapel Avenue. A second Mortimer mural is located in Shorb Garden. It commemorates the life and history of famed Alhambran James deBarth Shorb, a nineteenth century land and water baron. Shorb Garden also has a life-sized bronze statue of Shorb sculpted by local artist, Victor Amor.

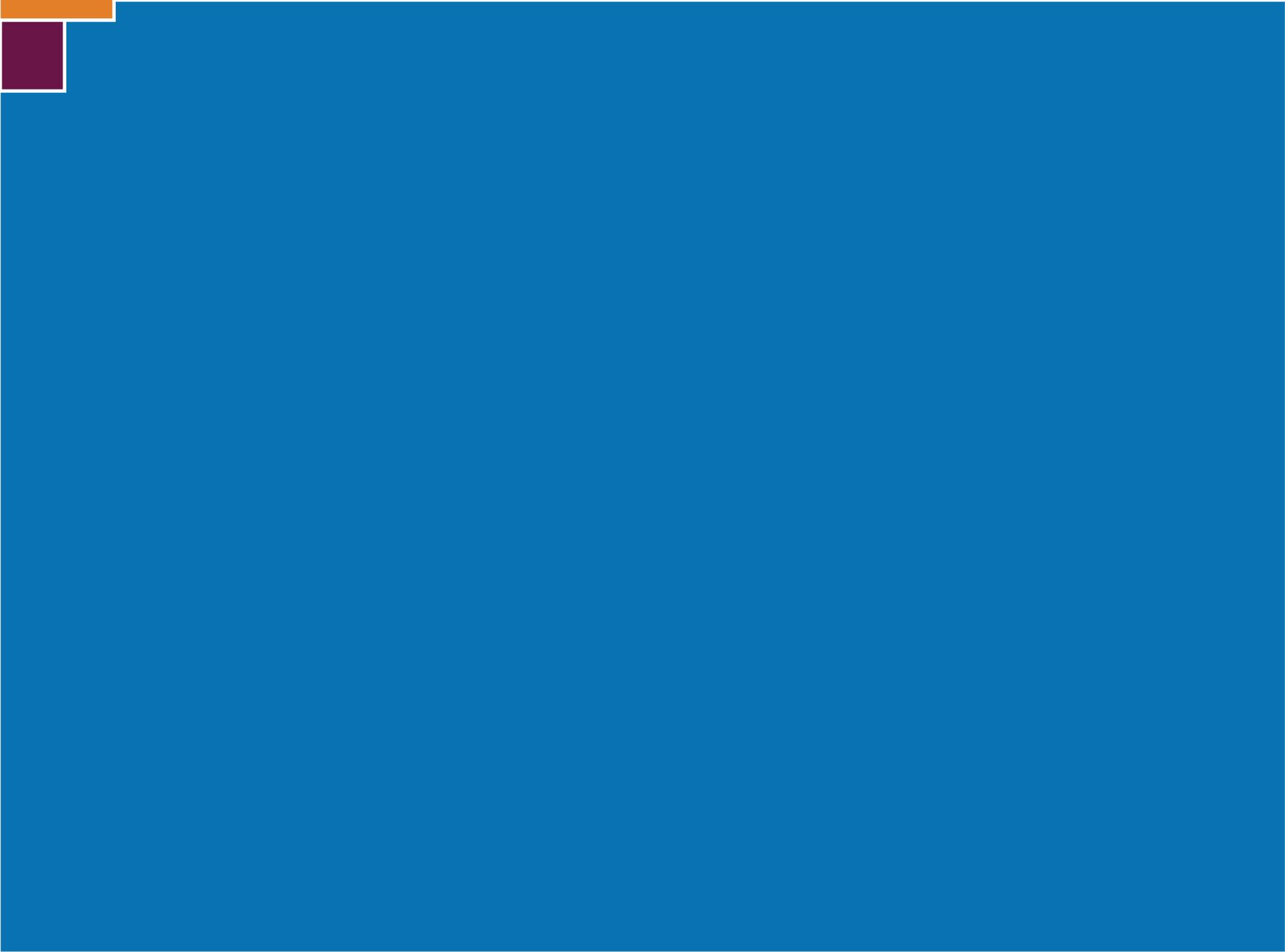
Colorful mosaics can also be viewed throughout the city. Alhambra Renaissance Plaza is an inviting public space in the City's downtown that is filled with colorful mosaic artwork and wispy dancing fountains. The curvaceous seating elements complement the surrounding shopping and dining areas and create an inviting outdoor seating arrangement. Installed above the elliptical entrance to Wing Lung Bank on Valley Boulevard is a 35 by 130 foot glass tile mural, the largest of its kind in North America. The mural's abstract, multi-colored interpretation of Chinese landscape prints and paintings creates a unique presence for the Hong Kong-based bank.

The City encourages public art projects, exhibits, and events through the Alhambra Arts and Cultural Events Committee Grant Program, which gives four \$2,500 grants to Alhambra artists annually. Funding is provided by the Arts in Public Spaces Fund, which allows developers to provide funding to the City in lieu of providing public art as a requirement of specific development projects.



Alhambra's public art projects create interest and demonstrate a strong sense of community pride. Above: Wing Lung Bank's glass tile mural is visible to passersby on Valley Boulevard. Below: Art Mortimer's mural displays image of James deBarth Shorb.





ENVIRONMENTAL SCAN

BUILT ENVIRONMENT

The built environment provides the physical setting for human activity—it makes up the places where residents live, work, play, and learn. It consists of buildings, roads, parks, and all other infrastructure that forms the physical character of a community. Residential and nonresidential development, mobility, public facilities, and overall community design character all contribute to Alhambra’s unique built environment. Together, they create a place where people will want to spend their time for years to come.



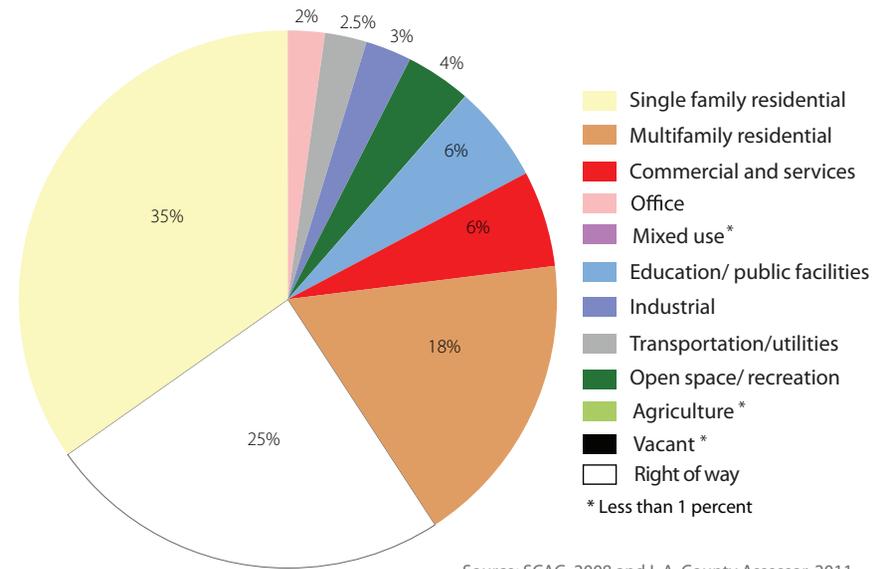
Existing Land Use

Alhambra is a built-out community with a land area totaling 4,898 acres. At 7.6 square miles, it is the second largest city in the region, smaller than Monterey Park (7.73 square miles) and larger than Rosemead (5.2 square miles).

Currently, residential use makes up more than half (53 percent) of the City's current land uses including single family residential (35 percent) and multifamily (18 percent). Rights of way, including streets and alleyway, make up 25 percent of Alhambra for a total 1,202 acres. Since roadways are the second largest land use in Alhambra, they will continue to play a significant role in the City's efforts to create a livable and sustainable community.

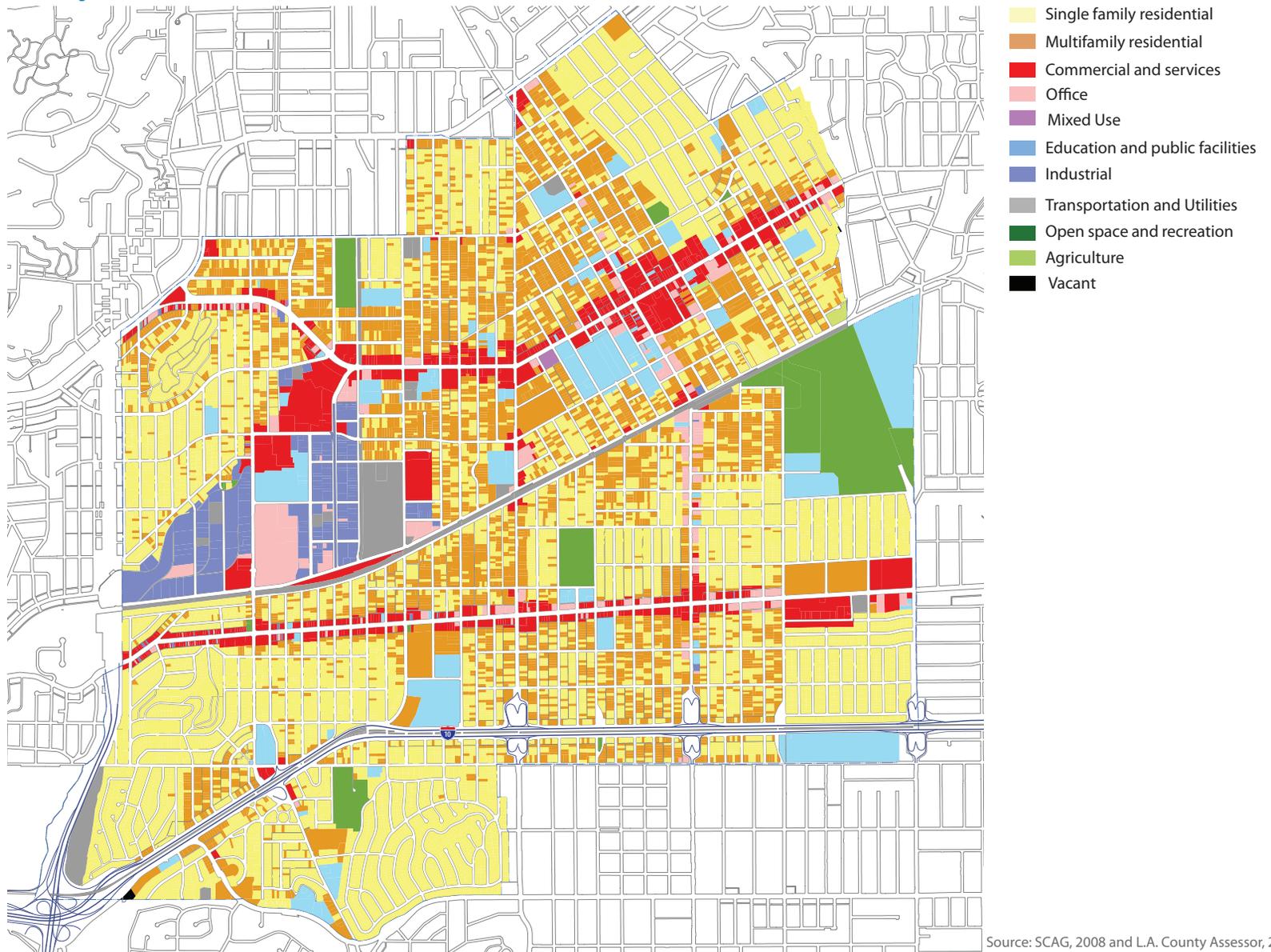
The remaining land uses include education and public facilities (6 percent), commercial (6 percent), industrial uses (3 percent), utilities and transportation (2.5 percent) and open space (4 percent) including parks, a golf course, and street medians. A very small area (less than 1 percent) of the City is vacant. While vacant land in Alhambra is limited, there are properties in Alhambra that are underutilized and well positioned for potential infill development.

Figure 3-1: Existing Land Uses



Source: SCAG, 2008 and L.A. County Assessor, 2011

Figure 3-2: Map of Existing Land Uses



Source: SCAG, 2008 and L.A. County Assessor, 2011

Specific Plans

A specific plan is a tool for the systemic implementation of a jurisdiction's General Plan. It serves as a link between implementing general plan policies and the proposed development in a specific area. A specific plan is a good tool for creating a "sense of place" in a community. Specific plans address the location and intensity of land uses, public streets, water and sewer improvements, development standards, and implementation.

Alhambra has six Specific Plans. Four of the plans: Casita de Zen, 100 East Bay State Specific Plan (Alhambra Walk), Alhambra Fifth and Main (Main Street Collection), and Alhambra Place are located along the Main Street corridor or in the vicinity. Valley Boulevard Corridor is the largest—it extends the 3.1 mile length of Valley Boulevard in Alhambra. The most recently approved Specific Plan, 2300 Poplar, is located on Poplar Boulevard.

Casita de Zen was approved in 2010. The Specific Plan includes the development of a five story mixed use residential commercial and condominium complex with 92 residential units and 4,120 square foot of commercial space.

Alhambra 5th and Main Specific Plan, (Main Street Collection), was adopted in 2006. It is a mixed-use development with multi-family units, commercial/office space, and a subterranean parking garage.

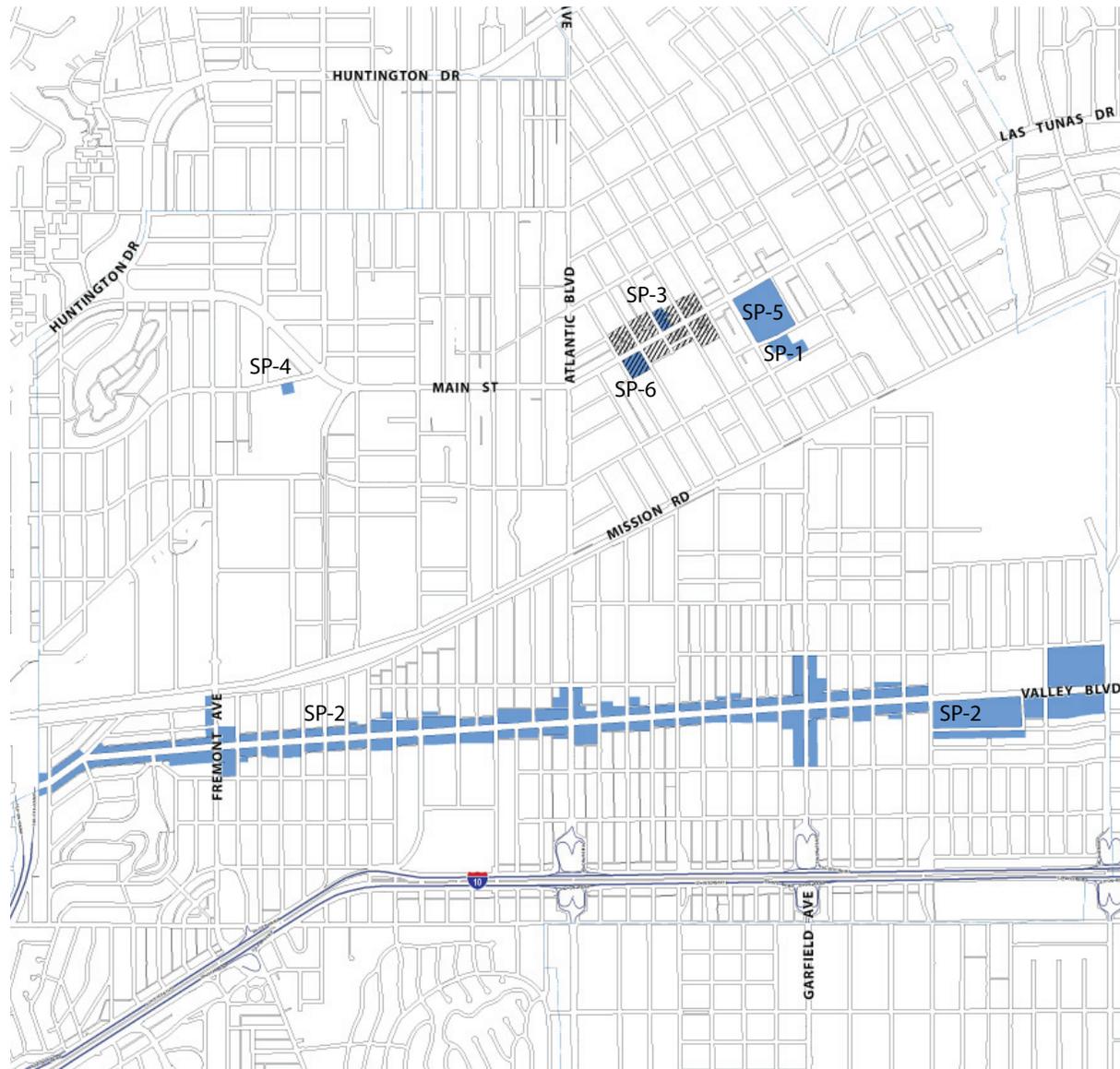
Alhambra Walk was approved in 2004. It encompasses 2.69 acres of land with an eight-building, 129-unit condominium complex including a mix of townhouses, lofts and flats which helped provide needed housing in the downtown area.

Alhambra Place was approved in 2006. It covers the entire 11-acre block located on Main Street between Monterey St. and Garfield Avenue. The Plan consists of three commercial buildings that front Main Street and Garfield Avenue providing 100,500 square feet of retail space. It also includes a three level parking structure with one level below grade. Above the commercial and parking structures are four stories of residential apartments consisting of two and three bedroom units ranging from 1,320 to 1,780 feet. There is also a large outdoor plaza. Alhambra Place was designed to take advantage of its downtown location by providing an urban lifestyle that allows residents to live in close proximity to a range of entertainment, shopping, dining, employment and transit options.

Valley Boulevard Corridor Specific Plan was adopted in 1990. Valley Boulevard Corridor encompasses 130 acres along 3.1 miles of Valley Boulevard. The Plan was designed to guide re-use and new development along the corridor. The Plan provides guidelines to ease traffic congestion, enhance the corridor's physical appearance, and ensure that new development is sensitive to adjacent land use.

In 2011, the **2300 Poplar Specific Plan** was approved. The Plan land use concept will transform the 0.66-acre vacant site into a 107,630 square foot mixed-use development consisting of up to 104,000 square feet of self-storage and up to 4,300 square feet of leasable commercial space. The self-storage component consists of interior-accessible climate-controlled self-storage units. In addition to the storage and commercial space, the complex will contain open and covered parking spaces on the ground floor of the building.

Figure 3-3. Specific Plan Map



- SP 1 Alhambra Walk Specific Plan
- SP 2 Valley Boulevard Specific Plan
- SP 3 Casita de Zen Specific Plan
- SP 4 2300 Poplar Specific Plan
- SP 5 Alhambra Place Specific Plan
- SP 6 Alhambra 5th and Main Specific Plan
- //// Downtown Specific Overlay

Redevelopment

The Redevelopment Agency is part of the Department of Development Services. There are three redevelopment project areas in Alhambra, the Industrial Area, the Industrial Added Area, and the Central Business District, which encompass a combined total of 580 acres. Development in these areas is funded from various financial sources including HUD, CDBG, and Section 108 assistance. Completed redevelopment projects include retail commercial, office, industrial, automotive sales, theaters, restaurants, mixed use, and low and moderate income housing. These projects have created an estimated 1375 jobs in Alhambra.

In addition to promoting economic prosperity, Alhambra redevelopment projects have been recognized for their contribution to creating a more livable, sustainable community. The Alhambra Redevelopment Agency received the prestigious California Redevelopment award for three Main Street Corridor projects: the 2000 CRA Award for Mixed Use Development and Plaza on Main including affordable senior housing, the 2004 CRA award for Public Spaces & Linkages for Alhambra Renaissance Plaza (including a 14-screen Edwards multiplex and five restaurants), and the 2005 Community Revitalization Award for creating a more livable, pedestrian-oriented district at Mosaic on Main.

There are currently several redevelopment projects under construction or consideration. These projects include two mixed-use developments, a low and moderate income housing project, a new headquarters for the Los Angeles Community Development Commission, and a data center for Southern California Edison. These projects are projected to create approximately 660 permanent jobs in Alhambra.

On December 29, 2011, the State Supreme Court upheld California State Assembly Bill 1X 26, which dissolved redevelopment agencies and invalidated AB1X 27, which would have allowed cities to make “voluntary” payments to retain redevelopment authority. This decision will impact the City of Alhambra and others looking to secure funding for economic development projects that would have otherwise been supported by the Redevelopment Agency. It is unclear what the timeline will be for phasing out the agencies. The City will actively explore other avenues to secure resources to facilitate new development in the future.



Relocating Subway to Main Street in 2009 helped retain 9 jobs in Alhambra.

Opposite: Select redevelopment projects. Counterclockwise from above left: 38 Degrees, Renaissance Plaza, Alhambra Volkswagen dealership, and Alhambra Regency Plaza.



Historic Neighborhoods

Nineteenth century pamphlets proclaimed Alhambra the “City of Homes” due to its neighborhoods of eclectic family homes. Arts and Crafts bungalows, Spanish Colonials, Tudor-style manors, Beaux-Arts buildings, Victorian houses, and Moorish-influenced architecture all contribute to a diverse array of historic residences. While new development has displaced some homes and buildings, many historic structures remain standing today.

In 1984-85, the City commissioned the Alhambra Historic and Cultural Resources Survey to catalogue and recognize the city’s historic neighborhoods. It identified 26 neighborhoods with potentially historic single family homes and established design guidelines for new development in these areas.

In the past, single family homes were built as part of a larger subdivision. These subdivisions were often designed in accordance with the architectural trends and styles current at the time. As a result, each of Alhambra’s historic neighborhoods reflect their own unique style.

In the early 1900s, Alhambra’s residential development was concentrated in the city’s first communities including Alhambra (northwest of Mission Road and Atlantic Boulevard); Ramona (bounded by Valley Boulevard, Atlantic Boulevard, Hellman Avenue, and Fremont Avenue); Shorb (corner of Mission Road and Fremont Avenue); and Dolgeville (north of Shorb). Craftsman, Foursquare, Mediterranean, Spanish Colonial Revival, and Victorian architectural styles were the predominant styles at this time.

In the 1920s and 1930s, additional residential development occurred throughout Alhambra. During this period, new homes filled in existing neighborhoods, and most homes were built by individuals or small contractors. Craftsman, Spanish Colonial Revival, and Tudor Revival with intermittent Colonial Revival, Modern, Monterey, and Ranch houses.

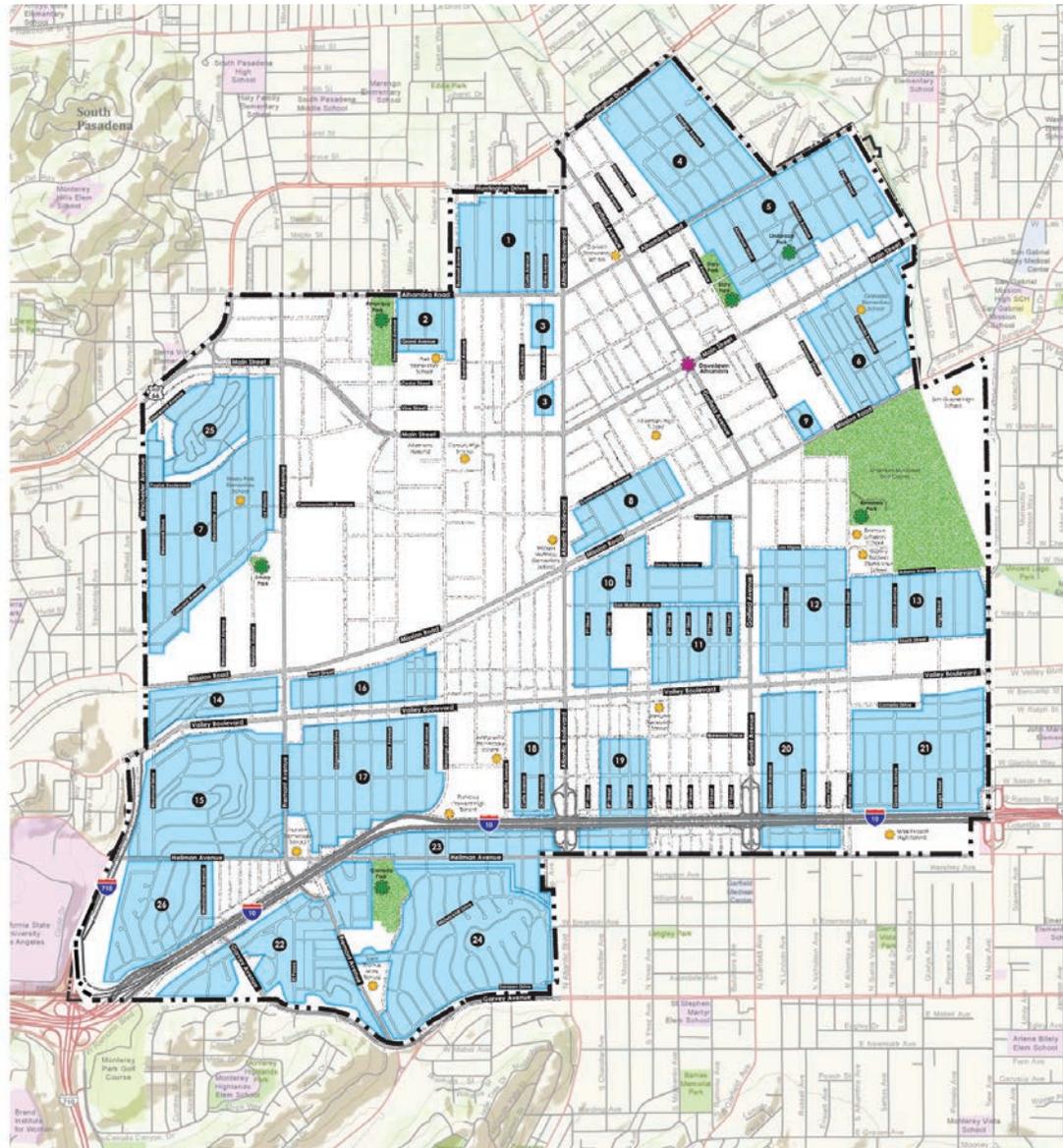
In the 1940s, undeveloped land around Almanson Park, the former Midwick Country Club, and the former Alhambra Airport property were developed into single family residential neighborhoods. Ranch style homes with their flexible layout and low cost was especially popular during this time. Most of these homes in the neighborhoods are Ranch houses with Colonial Revival and Modern touches.

The City’s *Single Family Residential Design Guidelines* take into consideration the historical context of Alhambra’s neighborhoods by providing guidance for renovation and development appropriate for Alhambra’s eight predominant architectural styles. Furthermore, Alhambra’s zoning ordinance serves to preserve the character and integrity of existing neighborhoods. The Planning Commission and City Council value Alhambra’s existing single family neighborhoods and actively monitor the potential impact of development on the City’s historic neighborhoods.



Alhambra’s beautiful historic neighborhoods and tree-lined streets contribute to its livability and character.

Figure 3-4. Historic Neighborhood Map



- 1 La Marguerita-Souders Tracts
- 2 Alhambra Park
- 3 Olive Avenue
- 4 Bean Tract
- 5 Lindaraxa Park
- 6 Alhambra Tract
- 7 Emery Park
- 8 Alhambra Vista Tract
- 9 San Pasqual Drive
- 10 Carpenter-Nathanson Tracts
- 11 Mayfair Park
- 12 Martha Baldwin
- 13 Almanson Park
- 14 West Shorb
- 15 Midwick Park / Alhambra Hills
- 16 East Shorb
- 17 Ethel Park
- 18 West Ramona
- 19 East Ramona
- 20 East Ramona Park
- 21 Airport Tract
- 22 Granada Park
- 23 South Ramona
- 24 Midwick Tract
- 25 Emery Park Hills
- 26 Alhambra Hills Tract

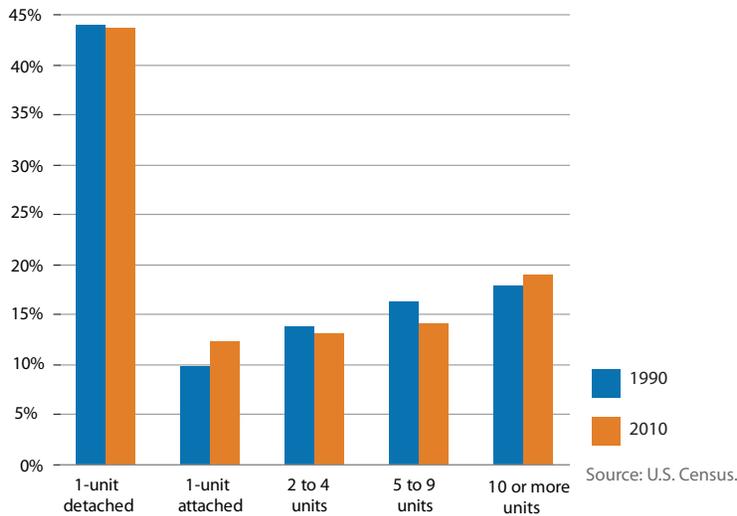
Source: City of Alhambra

Housing

Housing Type

Over the past 20 years the number of housing units in Alhambra has increased by approximately 4 percent, growing by 1,311 units from 29,604 units in 1990 to 30,915 units in 2010. The percentage of different types of housing in Alhambra changed slightly from 1990 to 2010, detached single family homes and multi-unit structures with fewer than ten units decreased as percentage of the total housing units available in Alhambra. The number of single unit attached and multi-unit structures with ten or more units increased. In 2010, 43 percent of Alhambra’s housing units were contained in multi-unit structures, similar to Los Angeles County (42 percent), and significantly higher than California (31 percent).

Figure 3-5. Housing Type 1990 and 2010



Tenancy

Tenancy refers to whether a household owns or rents its current home. Diversity in home ownership and rental opportunities allows people of all incomes, household sizes, and preferences to have choices related to types of housing in a range of locations. In 2010, owners accounted for 41 percent of Alhambra households and renters for 59 percent. In the region, 53 percent of units were owner occupied while renters constituted 47 percent of households. One reason that Alhambra may have a higher percentage of renters than the region is that Alhambra has a higher percentage of people earning less than \$25,000 which may preclude them from home ownership.

Residential Vacancy Rates

The housing vacancy rate measures how the supply of available housing meets the demand for different types of housing. Housing policy analyses usually consider housing vacancy rates of 3 to 4 percent as reasonable. In 2000, Alhambra’s vacancy rate was 3.4 percent, well within this reasonable range. However, due to the housing crisis that began in 2008, the vacancy rate for Alhambra in 2010 increased to 5.5 percent. The region’s vacancy rate for 2010 is slightly lower at 5.1 percent while Los Angeles County is higher at 5.9 percent.

Higher vacancy rates are expected during economic recessions and do not necessarily signify a long-term trend. Notably, the increase in Alhambra’s vacancy rate applied only to rental units. The rate of homeownership actually increased slightly from 39 percent in 2000 to 41 percent in 2010, which is unusual during an economic recession. It is unclear as to whether or not this increase is part of a larger trend or part of the unpredictable boom and bust cycle of the real estate market.

Housing Costs and Affordability

Median home sales prices for Alhambra rose from \$195,000 in 2000 to \$500,000 in 2006 at the peak of the real estate boom. However, by 2010, average prices dropped to \$412,000. Despite the four-year decline, Alhambra’s median home sales price more than doubled from 2000 to 2010, and is significantly higher than the median home sales price of \$333,000 for Los Angeles County.

High home values can be a great boon for existing homeowners, but may pose a challenge for those seeking to purchase a house or rent a unit in Alhambra. An “affordable” housing payment is generally considered one that consumes no more than 30 to 35 percent of a household’s annual gross income. When households spend more than 30 to 35 percent of their income on housing, the percentage of the household budget allocated to other important items such as food, fuel, or education can be limited. To afford an average Alhambra home in 2010 would require a yearly household income of approximately \$100,000. In 2010, only 19 percent of Alhambra households met this income level.

To offset the challenge of homeownership, Alhambra currently has a first time homebuyer program that can provide up to \$75,000 for purchasing a home or \$15,000 for home repair. The program is available to homebuyers that meet HUD income limits. Also, because apartments are a less expensive alternative to purchasing a single-family home, Alhambra is currently increasing its stock of apartments. Affordable choices like these are especially important for young adults and seniors, who often live on low or limited incomes.



The award-winning redevelopment project, Plaza on Main, provides affordable senior housing.

Non-residential Development

Alhambra Business Districts

In 2010, Alhambra received an Eddy Award from the Los Angeles County Economic Development Corporation for “Most Business-Friendly City in Los Angeles County” with special recognition for the City’s plan “to sustain and grow commerce and businesses including industrial and central business district project areas.” Each of Alhambra’s five main business districts— Main Street (including West Main Street), Garfield Corridor, Mission Palm, Fremont, and Valley Boulevard—fulfills various commercial, industrial, and business needs to support a prosperous community.



BMW dealership on Auto Row in Main Street District.

Main Street

Main Street has served as a social hub and center of commerce for the San Gabriel Valley since 1895. By 1950, Main Street’s upscale stores and restaurants made it one of the most popular gathering areas in the San Gabriel Valley. To ensure that this area continues to serve the community as Alhambra’s downtown, the City has facilitated numerous redevelopment projects along Main Street. In 2005, the City received the Award of Excellence from the California Redevelopment Association for its effort to transform Main Street in a walkable and livable downtown.

Alhambra Renaissance Plaza is the heart of Main Street. Shops and cafes surround a plaza with colorful mosaic tiles and whimsical fountains that creates an inviting place for people to relax and socialize. There is a variety of indoor shopping, dining, and entertainment venues. The Lizard Mosaic Theater, Edwards Renaissance movie theater, and several nightclubs provide entertainment options. People can park their cars in the free 800-space downtown parking structure and walk throughout the Main Street District. There are future plans to develop additional residential space in the area so people can walk directly from their homes to Main Street without use of an automobile. Currently, there are two approved projects that will create additional opportunities and development on West Main Street: Main Street Collection and Casita de Zen. Main Street Collection is a mixed use project that will bring 88 homes and 8,200 square feet of retail space to downtown. Casita de Zen will bring an additional 94 residential units and 5,000 square feet of commercial space. The addition of these two projects guided by specific plans will further support the pedestrian oriented businesses in the Main Street District.

Other Business Districts

Garfield Corridor, located on Garfield Avenue between Main Street and the San Bernardino Freeway, is home to a growing number of new medical and professional office facilities including the Pacific Orthopedic and Medical Center Pacific Ambulatory Surgical Center, Central Hematology Oncology Medical Group, Pacific Medical Imaging & Oncology Center, and Alhambra Pacific Pharmacy.

The Mission Palm Corridor is located in the western section of the city between Concord Avenue and Mission Road. It is sometimes referred to as an “Industrial Corridor” for its many small- and mid-size companies that are involved in light manufacturing, distribution, or service sectors.

The Fremont Corridor runs along the South Fremont Avenue between Mission Road and Commonwealth Road. It is home to the Fremont Plaza, the Alhambra Campus, Shops at the Alhambra, and Los Angeles County Department of Public Works. It offers a variety of commercial and office space. The Alhambra Campus encompasses 45 acres and includes more than 20 office buildings, 6 higher learning institutions, a 50,000 square foot fitness center, and service businesses designed to meet the personal needs of the immediate business community. Shops at Alhambra is a 17,755 square foot retail center featuring a large open-air plaza.

The 3 mile long Valley Boulevard Corridor is Alhambra’s emerging business district. It has a diverse mix of national and local retailers, banks, Asian markets, service businesses, restaurants, and the Marketplace shopping center. The headquarters of several major Asian banking headquarters are located on Valley Boulevard.



The unique architecture of Crawford’s Corner, a shopping center at Valley Boulevard and New Avenue, adds to the district’s eclectic charm.

Mobility

The availability and affordability of transportation options shape not only the way people navigate the physical environment, but also the environment itself. Offering multiple modes of transportation can yield positive impacts to individual physical health, reduce environmental impacts, and increase social connectivity.

Pedestrian and Bicycle Circulation

Alhambra has sidewalks, pedestrian overpasses, and signaled pedestrian crosswalks to accommodate pedestrians. The City is engaged in ongoing efforts to promote pedestrian safety. The Alhambra Police Department has stationed officers in locations to deter speeding, and the City's 18 school crossing guards also help senior adult pedestrians cross streets. In 2010, Alhambra completed the installation of illuminated crosswalks at Alhambra Road and Second Street, and Commonwealth Avenue and Curtis Avenue as part of the "Safe Routes to School" project funded by the American Recovery and Reinvestment Act.

Narrow arterial highways and high traffic volumes and speed has posed a challenge for adding bicycle provisions in Alhambra. The City is currently working with the community to determine possible improvements to the City's bicycle infrastructure.



A local cyclist provides the City with input for a potential bike route at a Community Open House.

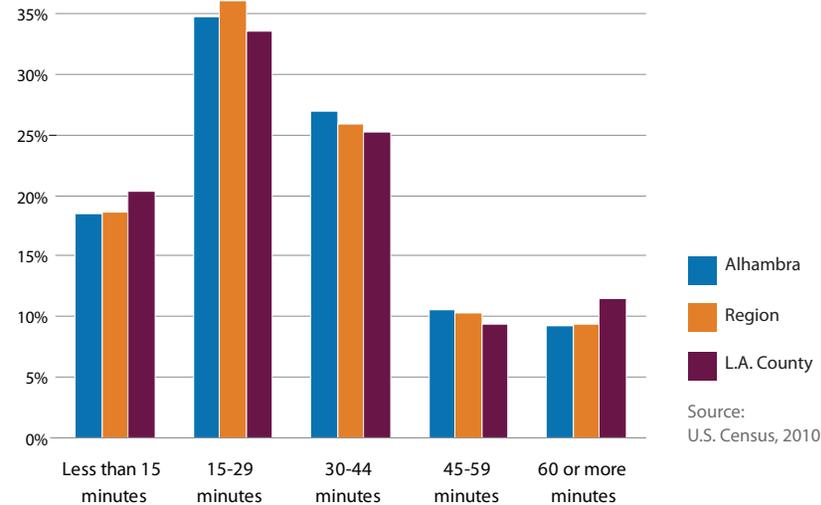
Commute Times and Patterns

Travel time to work affects quality of life; long commutes detract from the time one can spend with family and friends and can be an unproductive time, especially for those commuting by single-occupancy vehicle.

In 2011, most Alhambra residents not working from home commuted between 15 and 29 minutes to work. Approximately 1 out of 5 of employed Alhambra residents traveled less than 15 minutes to work and 1 out of 10 traveled more than 60 minutes to work.

The commute time for Alhambra residents is very similar to the cities in the comparison region. The overall average commute time of Alhambra residents (31.6 minutes) was similar to the average commute time for regional residents (31.2 minutes.) This similarity may be in part because these communities share common roads and public transit networks.

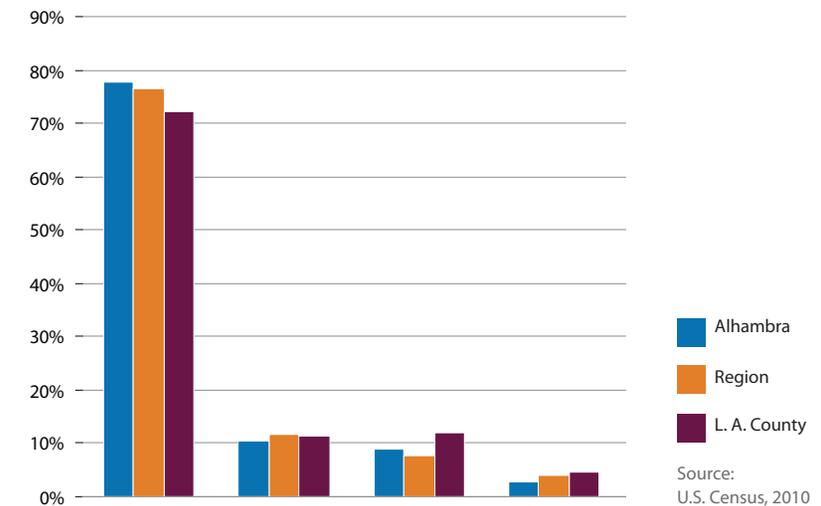
Figure 3-6. Commute Times



Means of Transportation to Work

In Alhambra, 88 percent of working residents travel between home and work by car, and 11 percent of car commuters traveled in a carpool of two or more people. Walking, bicycling, public bus, train and other modes account for 9 percent of the total trips for working Alhambra residents. Working residents in the surrounding regions are similar to Alhambra residents in terms of means of transportation to work. When compared with Los Angeles County, Alhambra and the region are slightly more likely to drive to work alone than working residents in the county. In an effort to meet the standards set by Senate Bill 375, which requires cities to reduce greenhouse gas emissions from passenger vehicles, the City is looking to increase opportunities for residents and workers to get around Alhambra using transportation modes other than a personal vehicle.

Figure 3-7. Means of Travel to Work



Interstates and Highways

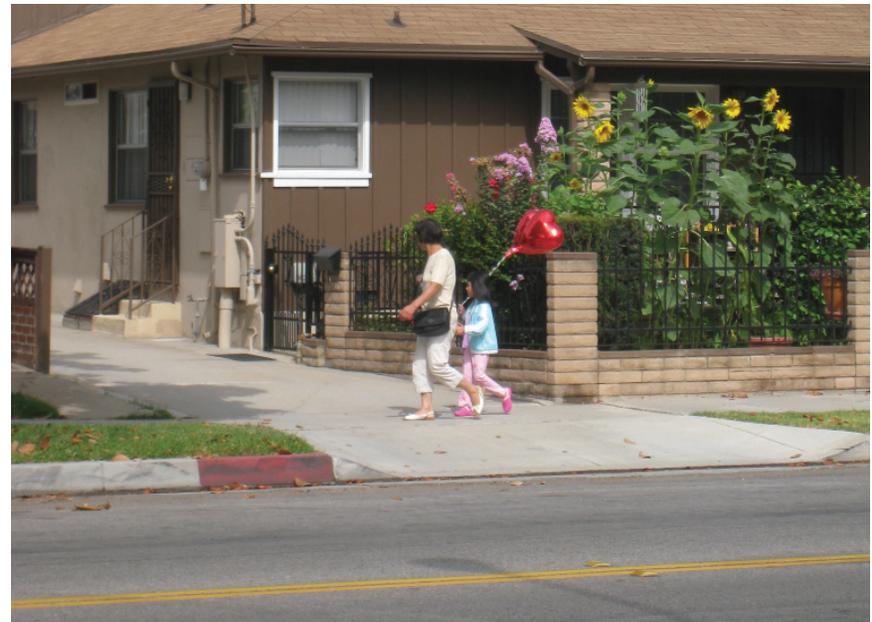
Interstate 10 (I-10) and Interstate 710 (I-710) intersect southwest of Alhambra. Known as the San Bernardino Freeway, I-10 runs east and west through the southern portion of the city and connects Alhambra to SR-101 and Downtown Los Angeles. I-710, also known as the Long Beach Freeway, has its northern terminus in the southwest portion of Alhambra at West Valley Boulevard and its southern terminus in the City of Long Beach. While the I-710 north was originally planned to run north through Alhambra to Pasadena, community opposition has delayed the extension. Caltrans has studied the feasibility of several alternatives for the extension over the years, the latest being a 4.5 mile long tunnel that would help preserve the residential neighborhoods located in the path of the future freeway connection. While no immediate solutions to the connection are foreseen, the City will continue to actively participate in discussions related to its design and alignment.

Input received from Alhambra residents at the Community Open House confirmed that the I-710 extension is an ongoing point of discussion. However, because a significant portion of Alhambra's workers commute from Pasadena, the City should continue to look for opportunities to improve mobility between the two jurisdictions.

Streets

The City owns and maintains 24,000 streets totaling 150 miles. An additional 16 miles of alleyways, and 19 free public parking lots. Streets, alleyways, and other rights-of-way cover approximately 25 percent of the city's land area. There are several major thoroughfares in Alhambra. Main Street, Valley Boulevard, and Mission Road run east and west through the city. Atlantic Boulevard, Fremont Avenue, and Garfield Avenue provide north and south connectivity.

Alhambra is exploring opportunities for joint use and multi-use streets which poses a challenge because the city is built-out and cannot dedicate additional lanes. Furthermore, the community voiced addressing traffic congestion was a priority at the Community Open House. Several newly built and soon to be completed mixed-use developments in Alhambra can help reduce traffic while accommodating growth by placing neighborhood amenities within walking distance from where people live.



Alhambra is currently exploring ways to increase joint use and multi-use streets.

Transit

Alhambra is served by the Los Angeles County Metropolitan Transportation Authority (Metro) as well as Alhambra Community Transit (ACT).

Metrolink and Metro Bus/Rail System

The Cal State LA Metrolink Station for the San Bernardino Line is half a mile southeast of Alhambra. The San Bernardino Line runs from LA Union Station to the City of San Bernardino. The Mission Station on the Metro Gold Line is only two miles north of Alhambra and can be accessed from Alhambra via a short Metro bus ride. The Metro Gold Line is a light rail and subway line. It connects to Chinatown, Little Tokyo, the Arts District, East Los Angeles, Union Station, and the Metro Red Line which connects to Downtown LA and Hollywood.

The Metro Silver Line is a bus rapid transit line which passes through Alhambra on the I-10 High Occupancy Vehicle lanes and connects to Downtown Los Angeles. Alhambra residents can access this line via El Monte Station or Cal State LA Station. Both of these stations are accessible by Alhambra Community Transit Lines. In addition to the Silver line, several regular service Metro Bus Lines provide service Alhambra. Eastbound/ westbound bus lines 76, 176, and 376 connect to the Los Angeles, Glassell Park, South Pasadena, San Gabriel, and El Monte. North and southbound Metro Bus Lines 256, 260 and 361 connect to Pasadena, Monterey Park, Compton, Maywood, Altadena and East Los Angeles.

Alhambra Community Transit

Alhambra Community Transit operates two fixed route bus lines within Alhambra. Four buses run on each line at twenty minute intervals. Operating Monday through Friday, the Blue Line begins at the Cal State LA Metrolink Station (San Bernardino Line) and makes stops along Hellman Avenue, Fremont Avenue, Commonwealth Avenue, and Garfield Avenue and ends at the Civic Center. The Green Line travels clockwise and counter-clockwise along Main Street, Fremont Avenue Valley Boulevard and Almanson Avenue, operating every day except Sunday. All Green and Blue line trip are 25 cents.

The City of Montebello also runs a daily, fixed-route bus services. Montebello Bus Line 30 makes one stop in Alhambra at Garfield Avenue and connects to San Marino, Commerce, Bell Gardens, and South Gate.

Senior Ride

The Alhambra Senior Ride Program is a free local transportation service for Alhambra residents 60 years or older or disabled residents of any age. It provides curb-to-curb service for medical appointments anywhere in Alhambra or within 2 miles of the city limits.

Airport Access

Alhambra lies in close proximity to three international airports. It is less than 30 miles from Los Angeles International Airport, California’s busiest airport, 35 miles to Ontario International Airport in San Bernardino County, and 40 miles from John Wayne International Airport in Orange County. Bob Hope Airport is 20 miles away in Burbank with domestic flights throughout the western United States and New York City.

Alhambra is located twenty-five miles north of Long Beach Airport, which is among the top five busiest general aviation airports in the world. The Long Beach Airport serves nearly three million commercial airline passengers annually and provides direct flights commercial flights to destinations throughout the United States.

Thirty miles northwest of Alhambra is Van Nuys Airport, a public airport used by private, chartered, and small commercial aircraft. It is one of the biggest general aviation (excludes military, cargo and regular commercial airlines) airports in the world.



Alhambra Community Transit (ACT) provides affordable transportation within City limits.

Community Facilities

Cultural Facilities

The Alhambra Historical Museum was founded by the Historical Society in 1987. The museum, located in Burke Heritage Park on West Alhambra Road, includes a fine collection of historical memorabilia, clothing, furnishing, and books donated by Alhambra residents, organizations, and friends. It aims to serve as an educational organization to collect, classify, publish and disseminate historical information. It is free and open to the public.

The Mosaic Lizard Theater serves as a cultural and artistic hub, not only for Main Street, but for the greater Los Angeles Area. In 2010, the City contributed funding to developing this state-of-the-art, 50-seat theater. Original and revival plays, student films, and improvisational performances are held regularly. Eighty percent of performance attendees are from outside of Alhambra, mostly from Los Angeles.

Alhambra is also home to several art galleries and artist studios including Alhambra City Hall Art Gallery, Amor Lyceum and Amor Studio, and Nucleus Art Gallery. These galleries include rotating art exhibitions, events open to the public, and professional art instruction.



Above: The Alhambra Historical Society Museum displays items from Alhambra's rich history. Below: Mosaic Lizard Theater brings lively entertainment to the Downtown Main Street area.

Educational Facilities

The City of Alhambra is served by the Alhambra Unified School District. The District's educational facilities in Alhambra include nine grade K-8 elementary schools (Martha Baldwin, Emery Park, Fremont, Garfield, Granada, Marguerita, Northrup, Park, Ramona), three traditional grade 9-12 high schools (Alhambra, San Gabriel, Mark Keppel), two nontraditional high schools (Independence and Century) and one adult school. There are an additional four elementary schools in the Alhambra Unified School District that are located in the City of Monterey Park. Total student enrollment in the District is more than 16,000 students.

In 2008, voters in the Alhambra Unified School District passed the \$50 million Bond Measure MM. Measure MM bond money has gone towards renovating all elementary schools. Several elementary schools have gained brand new classroom buildings; all will have internet connectivity and a new playground. In 2011, Mark Keppel High School completed construction of new facilities including a new science building with lab space and a language/ music building with sound proof practice rooms. Also in 2011, Century High School completed a multimillion dollar construction project adding a two-story building that includes nine classrooms, outdoor teaching spaces, a new science lab, an expanded art room and campus wide wireless Internet.

Alhambra is also home to several private schools including five religious schools: Ramona Convent Secondary School, St. Therese School., St. Thomas Moore Elementary School, All Souls Parish School and Emmaus Lutheran School. It also includes three nondenominational private schools: Oneanta Montessori School, Sherman School, and Leeway School.

Three higher education campuses are located in Alhambra: The University of Southern California's Health Sciences campus, the Los Angeles campus of Platt College, and the Alhambra campus for Everest College.



The Alhambra Unified School District Band participate in community events and festivals.

Parks and Recreational Open Space

Of Alhambra’s 4,995 acres of land, approximately 490 acres, or 9.7 percent of the city, is designated as open space. Open space in the City of Alhambra includes parks, trails, public school sites, landscaped street medians and a golf course. The city’s seven parks and public golf course account for approximately 175 acres of total open space acreage or 30 percent of open space. These parks offer a variety of recreational opportunities including baseball fields, soccer fields, tennis courts, playground equipment, basketball courts, and running trails.

Alhambra and the Alhambra Unified School District maintain a reciprocal use agreement for recreational facilities. After school hours, residents can use recreational facilities on school sites, and children can participate in supervised activities. School sites, which include school buildings, total approximately 176 acres.

Alhambra has a total of 442 acres of open space, or 5.9 acres per 1,000 people. This ratio is below the National Recreation and Parks Association recommendation of 10 acres of local parks per 1,000 persons. However, many Southern California cities including Los Angeles adhere to an earlier NRPA standard of 4 acres of local park space per 1,000 residents.

Angeles National Forest is less than 10 miles north of Alhambra. It offers a variety of regional recreational activities including hiking, camping, swimming, fishing, mountain biking, and horseback riding. It encompasses 650,000 acres including mountains, rivers, dense forests, and wilderness.

Table 3-1. Open Space

Use	Acres	Percentage of Total Open Space Acres
Agriculture	2.5	0.5%
Education	194	44%
Open Space & Recreation	180	41%
Public Utility	2.5	0.5%
Medians and Reserved Right-of-Way	63	14%
Total	442	

Table 3-2. Park Facilities Chart

	Alhambra Park	Almanson Park	Granada Park	Story Park	Emery Park	Burke Heritage Park	Gateway Plaza Park
Open Grass Area	●	●	●	●	●		
Picnic Tables	●	●	●	●	●		
Covered Picnic Shelters	●	●	●				
Playground Equipment	●	●	●	●	●		
Barbecues	●	●	●	●	●		
Restrooms	●	●	●	●	●		
Ballfields	●	●	●	●			
Tennis Courts	●	●	●	●			
Volleyball Courts	●			●			
Horseshoe Pits	●	●					
Exercise Course	●	●					
Meeting Room	●	●	●	●			
Activity Room	●	●	●	●	●		
Kitchen Facility	●		●	●	●		
Swimming Pool	●		●				
Basketball Courts	●	●					
Gymnasium		●	●				
Jogging Course		●					
Garden						●	●

Source: City of Alhambra.

Active Recreation Facilities

Alhambra offers a variety of active recreation facilities for residents and visitors. The city is home to six parks totaling more than 200 acres.

Alhambra Park, Almansor Park, Granada Park, Story Park and Emery Park have sports fields for activities like baseball, basketball, soccer, or tennis utilized by youth teams and adult sports leagues throughout the year. These parks also include playground equipment, exercise course, activity room, gymnasium as well as badminton, table tennis, lawn bowling, and horseshoe pits. The City of Alhambra Community Services Department offers youth sports teams, adult basketball and volleyball leagues, and lessons in sports and dance classes also held at the parks' facilities throughout the year.

Story Park is home to the Joslyn Adult Recreation Center. The center is considered one of the finest meeting centers for senior citizens in California. It offers a variety of exercise, diet and lifestyle classes for seniors. It also has outdoor tennis courts open to the public. Thousands of senior citizens and other community clubs and groups use the center weekly.

In addition to recreational activities at Alhambra's municipal parks, the After School Playground Program allows students and community members to utilize nine school facilities in the school district for free, drop-in participation in sports games, table games and arts and crafts during after school hours.

Alhambra Golf Course is a municipal golf facility with a regulation par 71 course open to the public. The green is irrigated with non-potable water, and the course's environmentally-friendly design has earned it recognition from Audubon International. The facility also includes a night-lighted golf practice center with two chipping greens, a putting green, and the country's first three-level practice range lit for night-time use.



Above: Alhambra youth enjoy an informal basketball game. Bottom: American Youth Soccer Organization hosts games in Almansor Park.

Passive Recreation Facilities

Some of Alhambra's parks and plazas are designed especially for passive recreation activities. Burke Heritage Park features a xeriscape garden, a garden that utilizes drought tolerant plants to eliminate the need for irrigation. Gateway Plaza Park includes benches, a garden and is home to a 26 foot tall public art sculpture of an arch on display for. The 2-acre Winston Smoyer Memorial Community Garden has approximately one hundred 200 to 1,000 square foot plots rented by community members for a few dollars per month. Gardening classes open to the public are held there throughout the year. The garden has received recognition as one of the Ten Best Community Gardens in L.A. County by Spot.us, a division of American Public Media, for its unique Asian and South American herbs and vegetables. Many of the city's other parks include large open grass areas for relaxing and people watching.



Above: Gateway Plaza offers a quiet garden for relaxation on Valley Boulevard.. Below: Alhambra's community gardens provide a space for gardening, classes, and chatting with friends.

Historic Structures

In addition to the historic homes and neighborhoods through the city, several unique structures mark more than three centuries of history in and around Alhambra. Notable examples include the San Gabriel Mission located on South Mission Road, a half-mile outside of Alhambra. The principal part of the land within Alhambra's present boundaries was included in the land grant from Spain of 300,000 acres to establish the Mission in 1771. It is the fourth oldest of twenty one California Missions. The San Gabriel Mission's Spanish-Moorish style architecture, bell tower, and construction from stone and brick instead of adobe sets it apart from other California Missions. The Mission is listed on the National Historic Registry.

Pyrenees Castle is perched on a hilltop overlooking southwestern Alhambra. French immigrant Sylvester Dupuy had the castle modeled after a chateau he admired growing up in the South of France. Completed in 1926, the castle was originally constructed with ten bedrooms, eight tiled bathrooms with Italian marbled floors, a game room, office, dens, service rooms and large wine cellar. In 1946, it was sold temporarily converted into an eight-unit apartment building. Since then, the castle has been restored to a single family home.

Another local treasure is the first "The Hat" restaurant, constructed in 1951 at the corner of Valley Boulevard and Garfield. It is known for its "world famous" pastrami sandwiches. The Hat has a loyal following of Alhambra residents and continues to attract visitors from throughout the region. It remains in its original location along with its iconic retro neon sign featuring a chef's hat.



Above: Pyrenees Castle overlooks Alhambra. Below: The Hat's iconic neon sign invites people to stop and try the world famous pastrami sandwiches.

NATURAL ENVIRONMENT

As cities throughout Southern California face the mounting demands of population and economic growth, the natural environment will continue to play a critical role in sustaining a desirable and livable community. Open space, groundwater, coastal resources and other systems serve as essential infrastructure. Increasing land development often compromises the quality of these natural systems, and stresses a city's ability to provide basic services—clean air, available potable water, and on-demand electricity. Protecting and enhancing these resources provides additional stability for communities that may be at risk to environmental hazards.

Natural Resources

Natural resources are the naturally-occurring materials and components of the environment. Living organisms such as plants and animals as well as non-living material including land, air, and fresh water, are all examples of natural resources. Because many natural resources are necessary for human health and survival, Understanding and preserving a community's natural resources is imperative.

Wildlife Habitat

Wildlife, including threatened or endangered species, may make their homes in urbanized areas, agriculturally productive areas, and open space areas. While previous studies and Environmental Impact Reports conclude that no rare or endangered plant or animal species permanently reside in Alhambra, occasional rare migratory birds may stop in Alhambra's parks and green spaces including the Alhambra Golf Course. The course is certified by Audubon International, a nonprofit environmental educational organization dedicated to sustainable development. Over 2,100 golf courses in 24 countries have, like Alhambra Golf Course, worked with Audubon International to preserve and enhance the natural environment and wildlife habitat.



Migratory and local birds feed in Alhambra's parks and green spaces.

Water Supply

The City is a member agency of the San Gabriel Valley Municipal Water District. The City acts as the local water purveyor; the Utilities Department Water Section maintains and operates ten active wells, five booster stations, and approximately 17,900 service connections to provide water to over 90,000 customers. The City has the legal right to pump groundwater from the Main San Gabriel Basin and the Raymond Basin. Currently, 80 percent of the City's water comes from ten active wells which draw from the main San Gabriel Basin. Water is no longer pumped from the Raymond Basin well due to nitrate levels above state standards.

Alhambra is not a member agency of the Metropolitan Water District (MWD). However, through the Coordinated Water Exchange Agreement, the City can purchase imported water from the MWD. This agreement was reached so that the water pumped from the Main San Gabriel Water Basin is not overdrawn. Approximately 20 percent of the City's water comes from a MWD service connection. Water provided through the MWD is a blend of surface water from the State Water Project (75%) and the Colorado River (25%). Water is blended from different sources to minimize levels of constituents. This water is treated at the Weymouth Plant in La Verne before it is transported to Alhambra. The City also maintains six reservoir locations with a total storage capacity of approximately 28 million gallons. With proper management, the ten wells and imported water is deemed adequate for meeting Alhambra's current and future needs.

Wastewater and Recycled Water

The Sewer and Storm Drain Section of the Utilities Department maintains and operates the sewer collection system including storm drains, catch basins and sewer lines. The City does not operate its own wastewater treatment plant. All wastewater is conveyed through the City sewer system to the Los Angeles County Sanitation District, where it is transferred to one of two reclamation plants.

The infrastructure necessary to utilize recycled water is currently unavailable in Alhambra, although there may be future opportunities to incorporate recycled water into landscape irrigation. As a member of the San Gabriel Valley Municipal Water District, the City is a participant in discussions regarding the possibility of utilizing recycled water for Basin recharge.

Water Quality

A safe water supply is critical to public health and quality of life. The City of Alhambra's Utilities Department conducts regular water quality testing. In 2010, the City collected approximately 6,000 individual water samples for testing at independent laboratories and ensured that water quality standards were satisfied.

In 2008, the City completed construction of a water treatment facility which treats water for nitrates and volatile organic compound removal. This facility allows the City to pump groundwater from two previously inactive wells.

Water Conservation

The City of Alhambra implements various water demand management measures to encourage water conservation. The City audits the accounts of commercial, industrial and institutional customers and sends notices when there is unusual water consumption and possible leaks. It also uses a three-tiered water structure that encourages water conservation with lower rates. Other measures that promotes water efficiency include a residential plumbing retrofit program which distributes faucet aerators, 1.5 gpm shower heads, and ultra low-flow toilets. The City educates residents through Water Awareness Month, an annual Eco-Fair, an advertising program, and student programs and contests. Alhambra also participates in the San Gabriel Valley Water District's H2Owl water education and conservation program which includes the H2Owl mascot which visits schools, parks, community and business event to increase awareness and participation in water conservation activities.

In 2011, the Utilities department has a Conservation Specialist who oversee public education, policy development, research and training. In 2010, the City adopted a Water Efficient Landscape Ordinance to reduce the amount of water used in landscaping. This ordinance brings the City into compliance with California Assembly Bill 1881. This represents an important conservation opportunity for Alhambra given that approximately half of California's urban water usage is for landscaping.



San Gabriel Valley Water District's H2Owl promotes water conservation at Almanson Park.

Air Quality

Because Southern California had –and still has– one of the worst air quality problems in the nation, the South Coast Air Quality Management District (AQMD) was created by the 1977 Lewis Air Quality Management Act. The AQMD is the agency principally responsible for comprehensive air pollution control in the South Coast basin. It has jurisdiction over an area of 10,743 square miles, the South Coast air district. This area includes all of Los Angeles County (including Alhambra) except for the Antelope Valley, all of Orange County, the non-desert portion of western San Bernardino County, and the western and Coachella Valley portions of Riverside County.

Specifically, the South Coast AQMD is responsible for monitoring air quality as well as planning, implementing, and enforcing programs designed to attain and maintain state and federal ambient air quality standards in the district. Programs developed include air quality rules and regulations that regulate stationary source emissions, including area and point sources, and certain mobile source emissions. The AQMD is also responsible for establishing permitting requirements and issuing permits for stationary sources and ensuring that new, modified, or relocated stationary sources do not create net emissions increases. The AQMD enforces air quality rules and regulations through a variety of means, including inspections, educational and training programs, and fines.

Both the district and the South Coast Basin are surrounded by mountains, which tend to restrict air flow and concentrate pollutants in the valleys or “basins” below. The South Coast Basin is almost entirely urban, and its pollution is typically related to dense population and associated area sources, heavy vehicular traffic, and industrial sources.

Air quality issues in the South Coast air district are addressed through the efforts of federal, state, regional, and local government agencies. Local governments work in concert with their Councils of Governments (COGs) and the AQMD to improve air quality through a variety of programs, including regulatory actions, policy making, and education programs. City policies, particularly in land use, transportation, and energy, are essential to achieve state and federal air pollution standards and reduce localized air pollution impacts.

Some cities may elect to incorporate an optional air quality element into their general plan. Goals, objectives, policies, and a stand-alone air quality element can give direction for sound decision making on air-quality-related issues and provides a solid basis to inform the public, as well as developers, about air quality policies to protect public health.

Local design standards such as requirements for bicycle racks and bicycle paths may result in reducing motor vehicle trips, and administrative actions can be taken that reduce air pollution, such as creating a telecommunication program that enables employees to work at home. Also, capital improvement programs can fund transportation infrastructure projects such as bus turnouts, energy-efficient street lights, and synchronized traffic signals that contribute to improved air quality.

Solid Waste

California law requires cities and counties to develop solid waste diversion and recycling programs to meet gradually increasing performance standards. With decreasing capacity in local landfills, cities recognize that recycling and reusing waste materials becomes more cost-effective than traditional disposal practices. Recycling of construction and demolition debris, curbside recycling, green waste collection, and other creative programs also translate into cost savings for manufacturers and consumers.

Allied Waste Services provides Alhambra residents and businesses with curbside collection for trash, green waste, and recycling of glass, plastic, metal, aluminum and clean paper. It also collects large items and electronic waste from residential homes. Like all municipalities, Alhambra must meet the solid waste diversion mandates established by the California Integrated Waste Management Board under State Assembly Bill 939 (AB 939) in 1989. AB 939 mandates that all cities reduce annual waste per capita by 50% , a goal which Alhambra has achieved on a consistent basis.

Safety

Seismic Hazard

No active faults are known to cross Alhambra and the City is not part of the Alquist-Priolo Special Studies Zone. However, seismic activity from nearby faults have the potential to cause damage within the city including the Raymond Hill fault, the San Rafael fault, the Whittier fault zone, and the Sierra Madre fault zone.

The two most destructive results of seismic activity are liquefaction and structural damage. Liquefaction refers to the process by which saturated, unconsolidated sediments are transformed and function like liquids. While liquefaction is not considered to be a concern in Alhambra because the water table is deeper than 50 feet; the potential for structural damage from ground shaking exists. In 1987, ground shaking from the Whittier Narrows earthquake caused structural damage to over 250 residential and commercial structures and a total property loss of \$20 million to private and public structures in Alhambra. Since then, California building codes have been updated and revised to incorporate structural design that can withstand more significant seismic activity. In 2006, the largest building in Alhambra, the 12-story Los Angeles County Department of Public Works headquarters, had its steel frames strengthened when the Northridge earthquake revealed that welded joints were inadequate.

Flooding

Potential flooding could occur in Alhambra from intense localized rainstorms and spillover from nearby flood control channels. To protect the community, Los Angeles County maintains and continues to improve storm drainage and flood control facilities which reduce the threat of flooding in the event of a 100 year flood.

Dam failure from any local and regional dams would not create flooding in Alhambra. There are two dams north of the City and near the base of the San Gabriel Mountains: one at Devil's Gate Reservoir on the Arroyo Seco six miles north of the City, and the other at Eaton Wash Reservoir on Eaton Wash 4.2 miles north of the City. The City is not in dam inundation areas for either dam.

Emergency Preparedness

In the event of an emergency, communication and access to people, places and resources may be limited. Therefore, making emergency preparedness and contingency plans before a disaster occurs is critically important. In 1981, the City approved an Emergency Service and Civil Disaster Plan, consistent with local and state guidelines. The Plan establishes a basis for the coordination, management, and operations of critical resources and describes the civil government’s authority, responsibilities, and functions. During an emergency, the City will collaborate with local State and Federal law enforcement agencies, emergency health providers, the Alhambra Unified School District, the American Red Cross, private industry, and the faith-based community. The Plan provides a basis for incorporating these various organizations in the City’s emergency response. The Plan also identifies contingency action, and periodically City staff engage in simulation training to ensure understanding of the Plan.

The City of Alhambra’s Emergency Operation Center (EOC), based out of the Alhambra Police Department, is activated in the event of an emergency. The EOC coordinates information, decision-making, strategizing, resource mobilization, and communication.

The Police and Fire Departments have also been active in the Federal Homeland Security Grant process. The Police Department has received grant funds to procure a new mobile Law Enforcement Mutual Aid Command Center for major disasters in Alhambra and the surrounding region. The Fire Department has recently procured a new, mobile, Homeland Security-financed Emergency Preparedness Engine.

Additionally, Alhambra has established a Community Emergency Response Team (CERT). CERT is a group of citizens specially trained to provide immediate assistance in the event of an emergency until agencies are able to respond. The training program includes sessions on disaster preparedness, fire safety, disaster medical operations, search and rescue, and more.



Alhambra Fire Department truck and CERT van at Almanson Park to educate the public on emergency preparedness.

Global Climate Change

Measures to Mitigate Impacts of Climate Change

Because of such scrutiny and the uncertainty of the forthcoming regulations, many California cities are examining their internal operations and development processes as a precautionary measure. Municipal governments are also joining efforts such as the US Mayors' Climate Protection Agreement and the Sierra Club's Cool Cities program to demonstrate their commitment to making changes at home. Some are looking to implement land use planning strategies to reduce the impact of and adapt to global warming. Focusing on smart growth principles, adopting green building policies, and promoting public transit and alternative modes of transportation, these cities recognize the value of implementing adaptation measures. The American Recovery and Reinvestment Act of 2009 created grants and tax credits to aid cities in investing in renewable energy and increased energy efficiency to create green jobs.

Examples of strategies that can be used to mitigate the impacts of climate change are:

- Compact, multiuse development
- Alternative energy
- Energy conservation
- Urban forestry
- Waste reduction and recycling
- Water conservation
- Green building

Compact, Multiuse Development

In downtown Alhambra are five mixed-use projects specifically designed to promote a pedestrian friendly downtown by providing residents with dining, shopping, entertainment, employment and other amenities within a short walking distance. These projects have compact designs with higher densities in order to sustain neighborhood uses. These projects are accessible via 8 different bus routes linked to Metro Link and the Metro Line.



City Ventures Mixed-Use Project II, set for completion in 2013, will create an inviting space for pedestrians and convenient access to a variety of uses.

Energy Conservation

A by-product of producing energy from fossil fuels is greenhouse gases which directly contribute to climate change. Actions to reduce energy consumption and promote cleaner or renewable energy sources help mitigate climate change.

The City has implemented the Chevron Project which improves the energy efficiency mechanical systems at City Hall and the Police Station. Energy efficient fluorescent lighting has been installed at fire stations, and traffic signals have been changed to low emitting diodes (LED bulbs). The City switched speed warning signs from electric to solar power. Energy efficient equipment has been installed at the Groundwater Treatment Plant and training center grounds. The City also holds an annual Eco-Fair in which the City distributes conservation kits and products for conserving both energy and water.

Alternative Energy

The City updated its fleet to include 45 compressed natural gas (CNG) vehicles and 1 electric hybrid vehicle. The City also installed a CNG fueling station at the City Yard in 1995 in order to promote use of CNG fueled vehicles. It shares this station with the City of San Gabriel, City of Monterey Park, The Gas Company, and the Alhambra Unified School District. The Fleet Division uses re-refined oil and recycled antifreeze in order to reduce the need for new petroleum-based products. Recycled antifreeze extends service miles up to 60 percent.

Urban Forestry

The benefits of urban forest are twofold. Enhancing urban forests mitigates climate change because trees sequester carbon that would otherwise be released into the atmosphere. They also help combat the effects of climate change. Climate change significantly increases the temperatures in cities more than other areas because concrete and asphalt absorb more heat. This is known as the "heat island effect." Urban tree canopy coverage reduces heat.

The City of Alhambra has planted a combined total of 50 new trees at Alhambra Park and Granada Park and an additional 150 new trees at the Alhambra Municipal Golf Course. All of the trees are drought tolerant species.

Waste Reduction and Recycling

Waste management and recycling materials can reduce greenhouse gas emissions in several ways. First, waste reduction and recycling reduce energy consumption associated with producing and manufacturing new materials. Second, it reduces deforestation which preserves carbon-sequestering trees. Third, diverting waste from landfills reduces the amount of methane, a greenhouse gas, from being released into the atmosphere.

Alhambra contracts with Allied Waste Service to provide single and multi-family homes with curbside recycling for glass, plastic, metal, aluminum, yard waste and electronic waste.

The City uses rubberized asphalt and rubberized sidewalk material made from recycled tires to re-pave and install streets and sidewalks. Rubberized sidewalks are porous and allow water to percolate through which helps reduce runoff. Rubberized streets last longer than streets also made from conventional asphalt and provide a quieter ride.

Water

Water conservation has important implications for climate change for two reasons. First, because delivering and treating water is energy intensive, water conservation reduces energy use. Water delivery in Southern California is particularly energy intensive due to the fact that approximately 50% of the water supply is delivered from the Colorado River. Second, because climate change impacts include droughts and floods, water availability will become less predictable. Water conservation helps cities adapt to the impacts of climate change.

Alhambra has taken action to promote water conservation and efficiency in the city. The City developed a Water Efficient Landscaping Ordinance that complies with state law. The City has planted drought-tolerant landscaping at Shorb Garden, Almanson Park, Gateway Plaza, at the golf course and Fire Station 74. The City has implemented an ongoing program to give residential customers free ultra low flow toilets that use 30% less water than conventional toilets. Six thousand ultra low flow toilets have been distributed to date.



Reclaimed water irrigates the grass in Almanson Park.

Green Buildings

Green building, also known as green construction or sustainable building, involves creating structures and using processes that are environmentally responsible and resource-efficient throughout a building’s lifecycle: from siting to design, construction, operation, maintenance, renovation, and deconstruction. Green buildings are generally designed to reduce the overall impact of the built environment on the natural environment by efficiently using energy, water, and other resources; protecting occupant health and improving productivity; and reducing waste, pollution and environmental degradation.

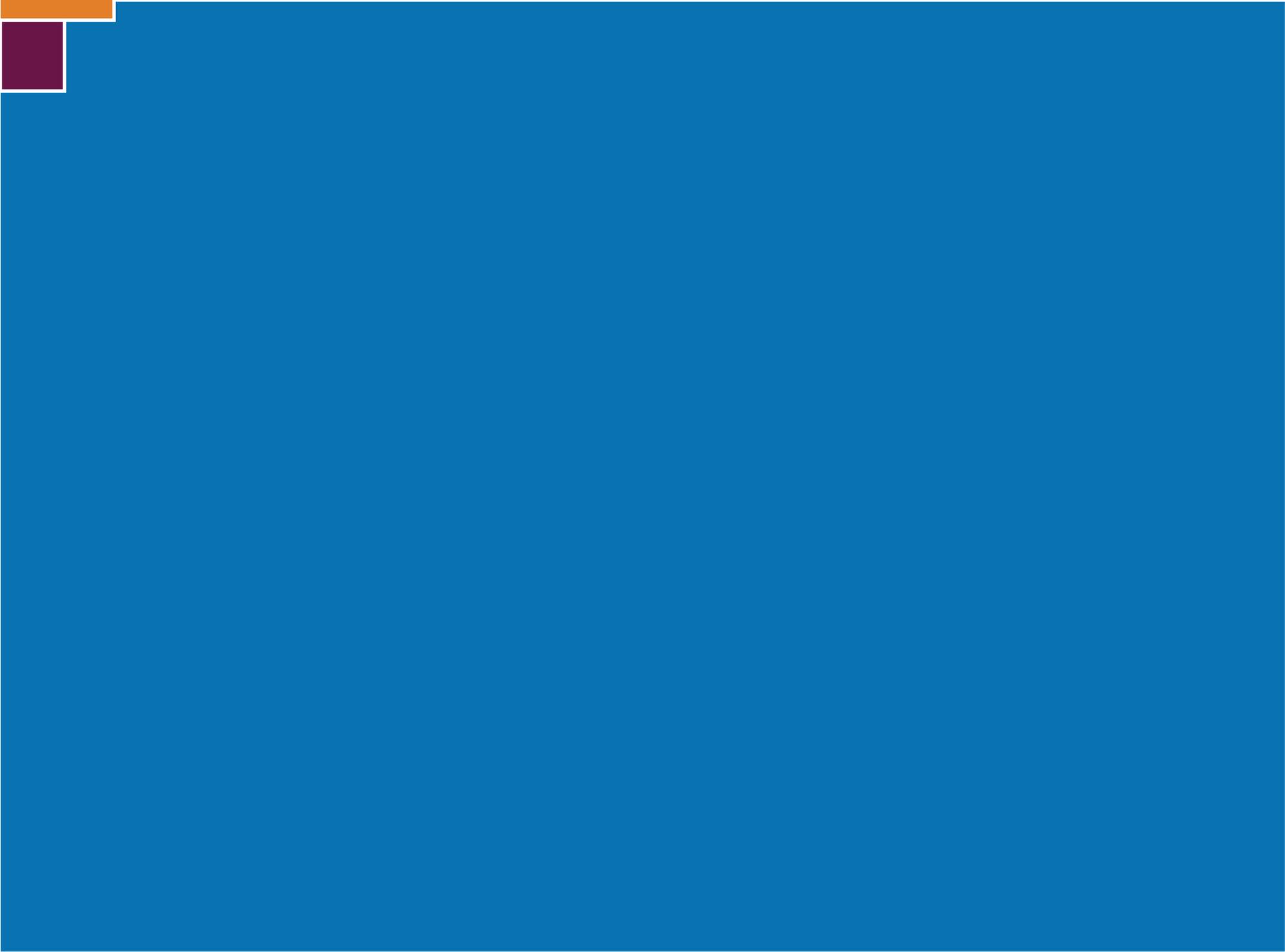
The U.S. Green Building Council (USGBC) is a nonprofit trade organization that promotes sustainability in how buildings are designed, built and operated. The USGBC manages the Leadership in Energy and Environmental Design (LEED) green building certification system, the leading program for rating the design, construction and operation of green buildings.

Within Alhambra, new development projects incorporate green building standards. City Ventures new mixed-use project in downtown Alhambra features pioneering sustainable technologies and is the first LEED-certified residential project in Alhambra and the largest of its type in the country. The new headquarters for the Los Angeles County Community Development Commission will feature green building standards and energy efficient protocols.

Several existing structures in Alhambra have been retrofitted with green building features. The Joslyn Community Center has been retrofitted with energy efficient doors, windows, light fixtures, HVAC system as well as a “cool roof” which regulates temperature. Granada Park Gymnasium was recently updated with energy efficient windows, doors, lighting, appliances and HVAC systems.



Rendition of the City Ventures LEED Gold certified Main Collection will consume less energy while providing residents with walkable access to amenities.



OVERVIEW

No community stands still for very long. The preceding chapters have painted a picture of what Alhambra is today and how it got here. This chapter now moves the conversation to the future, describing the trends and trajectories carrying the City forward, both local trends and the larger regional and national forces influencing Alhambra. Some trends are positive, representing strengths and opportunities that the community can harness to realize its aspirations. Other trends, however, may be moving in less helpful directions. Over time, the community might want to address those challenges over which it has some influence. This chapter intends to support public discussion by describing these trends, positive and negative, and their implications.

SHIFTING DEMOGRAPHICS: BABY BOOM AND AFTER

No other trend is as well understood and as certain as the demographic trend of the aging and retirement of the baby boom generation. The impacts of the subsequent generations, however, are less certain even though one can clearly see change on the way.

What is the Baby Boom?

After World War II, the number of births in the US increased substantially above its long-term norm, peaked around 1957, and showed a sharp decline from 1964 to 1965. Starting in 1976, the number of births then began to climb once again as the baby boomers began starting families, although the actual fertility rate has, since 1973, remained at historical lows of under 70 live births per 1000 women age 15 to 44. Figure 4-1 shows the long-term fertility rate and number of births nationally.

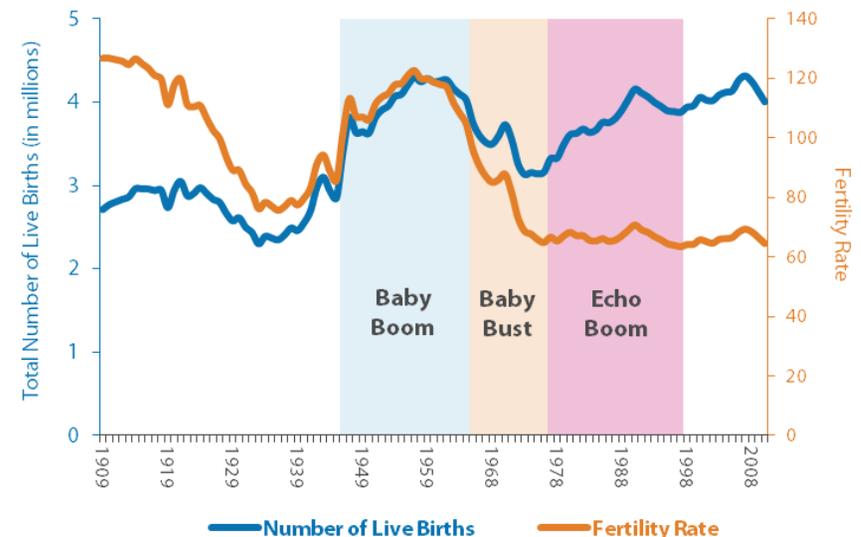
Although many commentators and academics debate whether or not the baby boomers represent one or more social generations, the 20-year period did create a population bubble. The subsequent ten-year period, when the birth rate dipped below the long-term average (down to the depression-era

rate), produced significantly fewer people. This period is often referred to as the baby bust, or, more commonly, as generation X. Finally, the generation born from 1977 to 2000, with more total births than during the previous baby bust period, is often referred to as the echo boom, or generation Y.

Although the basic fertility rate has not changed much since 1973, the increasing number of women in the child-bearing years has resulted in the increase in total number of births in the echo boom. The US currently produces slightly more babies than the replacement rate, thus the nation's population continues to grow, and would so even without immigration.

This demographic pattern of baby boom, baby bust, and echo boom poses several challenges for the nation, state, and region, as well as Alhambra. Some of these important challenges are the aging of the baby boom generation, the coming labor shortage, and the challenge of employing echo boomers.

Figure 4-1. Births, Fertility Rates, and Demographic Categories, US, 1909 through 2010



Source: The Planning Center|DC&E, 2011, using data from the U.S. Centers for Disease Control, National Center for Health Statistics

Aging Baby Boomers and Retirement

In 2011, the first baby boomers became age-eligible for retirement. Just as this demographic group has shaped every stage of life it has passed through, it will now put its own spin on retirement.

Retirement

Current surveys suggest that boomers, on average, intend to work about 3 years longer than previous generations. Will boomers work much longer? Will they get up and move when they retire as some in previous generations did? Will they retire, only to open their own businesses? Will they swell the ranks of civic volunteers? No one really knows the answers to these questions. Even where survey research has been conducted, it is, at best, only a reflection of what the survey respondents felt they would probably do. But when the time comes to retire, baby boomers may change their minds and fool all of the surveyors.

The drop in household wealth, from both the decline in stock values and housing values during the recession, may encourage many baby boomers to stay employed longer to rebuild that part of their retirement nest egg. It might also, however, induce more boomers than those in past retiring generations, to retire from their careers and start a new business. Whether these new businesses are independent retail stores or home-based consulting services, this potential could reshape both the built environment and the local economies in many communities across the country.

For baby boomers to cash in on the value in the housing they own, they will need buyers, members of the baby bust or the echo boom generation. There are substantially fewer people in the baby bust than in the baby boom generation. And, survey research suggests that fewer members of the echo boom are as interested in larger single-family detached houses on large suburban lots as were members of the baby boom. This suggests that there may not be enough buyers to purchase the houses of all the baby boomers who might desire to sell and downsize or relocate. This is perhaps the most interesting conundrum of changing demographics.

Wealth Transfer

One key difference in the retirement of the baby boom generation will be their wealth. Their real earnings are higher than that of previous generations, even though savings rates are lower. More importantly, though, their parents' generation was the first in the US to, en masse, become homeowners and create widespread family wealth. As this generation passes on, many are leaving this wealth to their children and grandchildren. The baby boomers are becoming the recipients of the largest inter-generational transfer of wealth in history. No one really knows how this wealth will affect baby boomers' choices for and after retirement, but it does provide opportunities past generations did not have.

Medical Care

What is known is that this country is woefully unprepared to deal with the cost of medical care as baby boomers age. Although social security is often reported to be in jeopardy, it is much better funded than Medicare. More importantly, as this generation enters the ages that require the most medical care, the US will face an increasingly acute lack of skilled nurses, doctors, hospital beds, and most other things related to medical care industry. Regardless of how national medical care policy and funding eventually shape up, the aging of the baby boom generation assures rising demand for medical services.

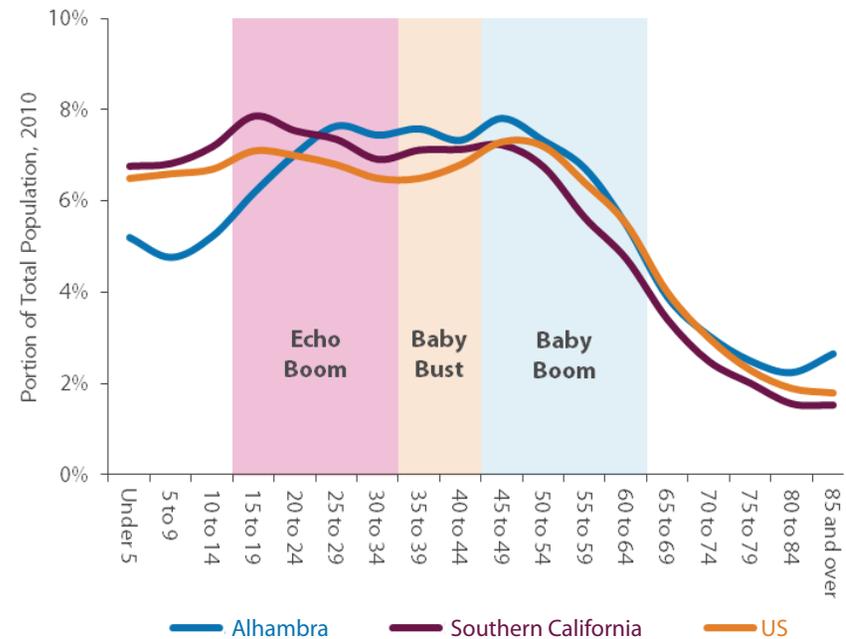
So, What Does This Mean For Alhambra?

Figure 4-2 shows the age distribution in Alhambra in 2010 compared to that of Southern California and the United States. The data shows that while Alhambra has a slightly higher portion of its population in the baby boom generation than do Southern California and the nation, it has only a slight decline following the baby boom. Indeed, the data suggest that Alhambra is well positioned to age through the transition from baby boom, through baby bust, and into the echo boom generation.

The distribution of the population by age group also suggests that Alhambra has succeeded where most cities fail: it attracts and retains adult population in all age groups, from those moving into their first home, to those raising families, and extending to those in retirement. However, Alhambra has a lower portion of its population in the child and young adult age groups. The higher portion of non-family households, however, partly explains this.

The City’s demographics suggest that the community does not face the same degree of aging baby boom challenges that the nation faces. The data also suggest that the City is well positioned to compete economically as the retirement of the baby boom generation creates a structural labor shortage (as discussed in the following section).

Figure 4-2. Age Distribution by Age and Demographic Category, Alhambra, Southern California, and the U.S., 2010



Source: The Planning Center|DC&E, using data from the U.S. Census.

The Coming Labor Shortage

Nationally in 2010, the 15-year segment of the population following the baby boom has 3.4 million fewer people (a 5.3 percent decrease) than the youngest 15-year segment of the baby boom generation. Narrowing that window to 10-year segments, the decline in population will be even larger, 8.3 percent. Figure 4-2 illustrates the drop in population for Alhambra, Southern California, and the nation. Alhambra has only a slight drop off from the baby boom to the baby bust generation, -2.3 percent for the 15-year segments, and it actually has a 1.5 percent increase in population comparing the 10-year segments. The Southern California region has 17 percent more people in the 20-year age group following the baby boom generation.

As boomers move into retirement, the US labor force does not have enough workers to fill their jobs. The US economy faces a monumental challenge over the next 20 years, a structural labor shortage. The US will either have to: bring in more skilled and educated immigrants, increase economic productivity by 5.1 percent (just to maintain the status quo), ship more US jobs overseas, and/or expand and improve the effectiveness of education and job training. The economy will feel the effects of this labor shortage most intensely in about 10 to 15 years as the largest single age group moves into retirement.

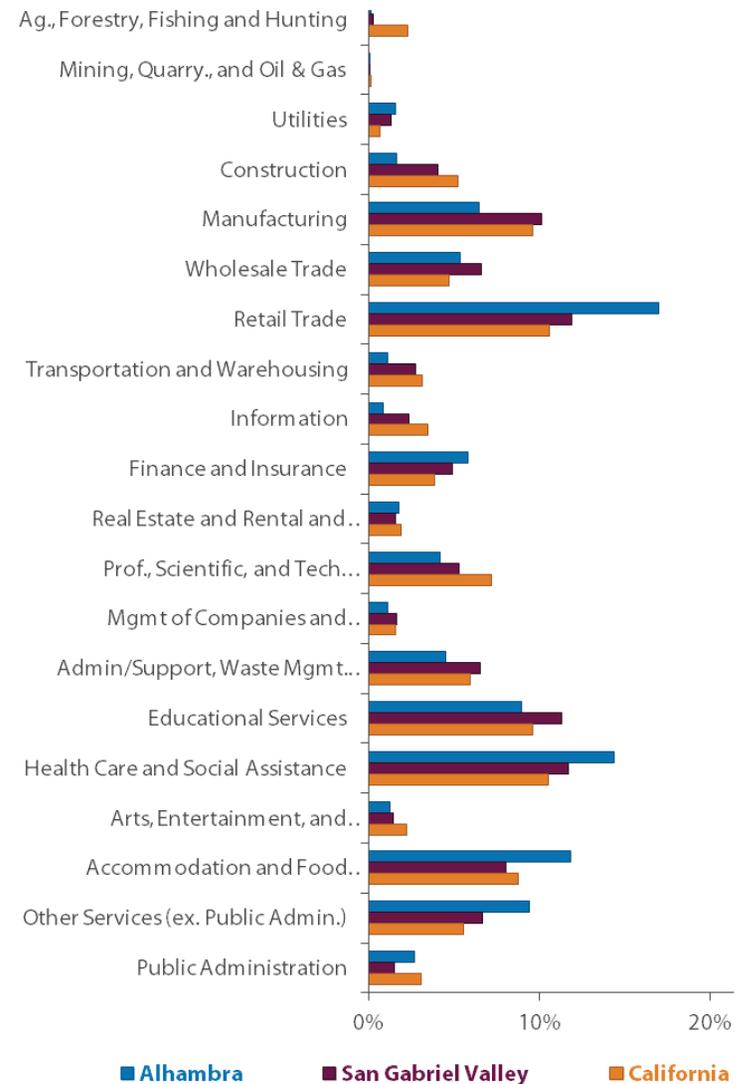
Talk of a looming labor shortage may seem counterintuitive during a period of sustained high unemployment, but over the long-term the decrease in the size of the labor force will have major consequences for the economy. For example, growth in the labor force accounted for about 60 percent of all economic growth since 1948. A shrinking labor force would limit, if not reverse, economic growth.

As boomer retirement progresses, one can expect American jobs to chase American workers. Those communities that have the quality of life to attract the highest educated and highest skilled workers will also attract the jobs that need those highly skilled and highly educated workers. As in the late 1990s, proximity to available labor will be the most important factor for business location decisions, surpassing land costs, perceived business climate, or where company executives reside.

Employing the Echo Boomers

Because Southern California has a higher percentage of its population in the age groups following the baby boom generation it is well positioned to capture new jobs that will be chasing available workers. Nevertheless, the region faces a challenge to assure the labor force has the skills and education needed to fill those jobs. Those jobs will be searching for workers with skills and education (most regions will have a ready supply of under-educated and low-skill workers, potentially a greater supply than demand). Yet, of Southern California’s residents age 25 to 44, 21.0 percent do not have a high school diploma, compared to 12.7 percent nationally. And even though California prides itself on its competitiveness in attracting and employing those with college degree, a somewhat smaller percentage of Southern California’s residents 25 to 44 have a college degree as compared to the nation as a whole (29 versus 31 percent). In addition, the baby bust and echo boom generations have not generally pursued science and engineering education to the degree the nationally economy will need. Workforce development is and will continue to be one of the primary challenges for the region to address in order to capitalize on the national labor shortage.

Figure 4-3. Employment by Economic Sector as a Portion of Total Employment, Alhambra, San Gabriel Valley, and California, Average for 2007 through 2009



Source: The Planning Center|DC&E, 2011, using data from the U.S. Census Local Employment Dynamics Program.

EMPLOYMENT AND ECONOMICS

People most closely associate their community with the place in which they live, and to a somewhat lesser degree, the place where they do a lot of their shopping, entertainment, and recreation. But because the majority of employed people work in a different place than where they live, they often do not think of their community as a place to work and earn a living.

Nevertheless, economic activity is a key defining characteristic of communities and the quality of life they offer. Economic activity also provides more in municipal revenues than it costs in municipal services, thus generating resources to provide services and enhance quality of life. This section describes the local economy in Alhambra and projects how the economy might grow over the next 20 years.

Economic Structure

To describe the structure of a local economy, economists often compare and contrast employment across 20 sectors of the economy locally with each sector's share of the regional economy. This analysis identifies the types of economic activity in which the local economy specializes and the types in which the local economy is underserved. Figure 4-3 shows the share of total employment by economic sector for Alhambra, the San Gabriel Valley, and California for 2007-2009, the three most recent years for which data are available.

Relative to the more complete economies of the San Gabriel Valley and California, four sectors employ substantially more workers: retail trade; health care and social assistance; accommodation and food services; and other services, excluding public administration. Together, these sectors account for 53 percent of local jobs but only 37 percent of jobs regionally and statewide.

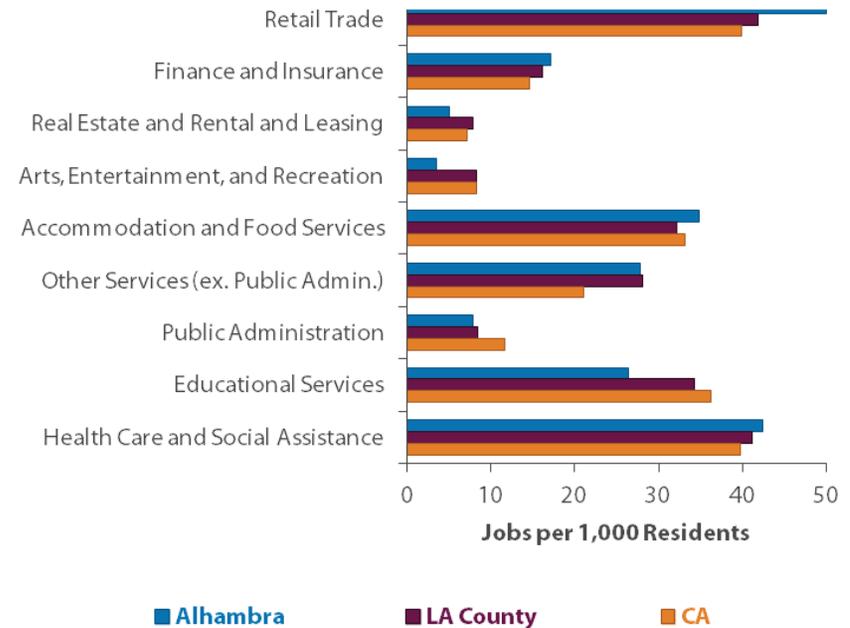
At the same time, six sectors employ substantially fewer workers locally than what one would expect based on the regional and state economies. These sectors are: construction; manufacturing; transportation and warehousing; information; management of companies and enterprises; and administration and support, and waste management and remediation. The underrepresented sectors account for only 15.7 percent of the jobs in Alhambra but make up about 28 percent of the jobs in the region and state.

Local-Serving Sectors

Local-serving sectors are the compliment to the base sectors. These businesses primarily serve local residents, recirculating existing dollars rather than bringing new dollars into the local economy. This group of sectors includes: retail trade; finance and insurance; real estate, rentals, and leasing; arts, entertainment, and recreation; accommodation food services; other services; and public administration. Local serving sectors account for 49.7 percent of jobs in Alhambra, yet these sectors only provide about 35.8 percent of the jobs in the region and the state.

The increased importance of the local-serving sectors, however, does not necessarily imply an excess concentration in these sectors. Rather, the discrepancy mostly reflects that the local economy provides less economic activity in the base sectors. Considering the number of jobs per resident can provide a better illustration of the degree to which the local-serving sectors provide an expected level of economic activity. Figure 4-4 shows the number of jobs per 1,000 residents in Alhambra, Los Angeles County (detailed population data for the San Gabriel Valley is not available), and California, averaged for 2007 through 2009. The data show that retail trade has a higher than expected level of employment. That even population-weighted employment is higher in this sector indicates that Alhambra serves as a retail destination. Two local-serving sectors—finance and insurance; and accommodation and food services—employ slightly more than the expected number of workers. The other services (excluding public administration) sector employs about the expected number of people based on population. The remaining local-serving sectors, however, employ substantially fewer people than expected to serve the number of residents in Alhambra.

Figure 4-4. Local-Serving Employment by Economic Sector per 1,000 residents, Alhambra, Los Angeles County, and California, Average for 2007 through 2009



Source: The Planning Center|DC&E, 2011, using employment data from the U.S. Census Bureau's Local Employment Dynamics Program and household data from the CA Department of Finance.

Goods-Producing Sectors

Economic development efforts typically focus on base sectors, which are the sectors that usually produce goods and services that are exported out of the region and thus bring new dollars into the local economy. One group of base industries are the goods-producing sectors: agriculture, forestry, fishing, and hunting; mining, quarrying, and oil and gas extraction; construction; and manufacturing. The goods-producing sectors only account for 8.2 percent of jobs in Alhambra, while making up 14.6 percent of jobs in the San Gabriel Valley and California. Thus, the local economy lacks the depth of economic activity in goods-producing sectors that would be expected in a more complete economy.

Base Services Sectors

The other set of sectors that typically bring new dollars into a region and a local economy are the base service sectors. This group includes: utilities; wholesale trade; transportation and warehousing; information; professional, scientific, and technical services; management of companies; and administration & support, waste management, and remediation. The base services sectors only account for 18.7 percent of jobs in Alhambra. In contrast, this group constitutes 31.3 percent of jobs in the San Gabriel Valley and 26.7 percent statewide. Thus, the local economy also does not have sufficient economic activity in the base services sectors.

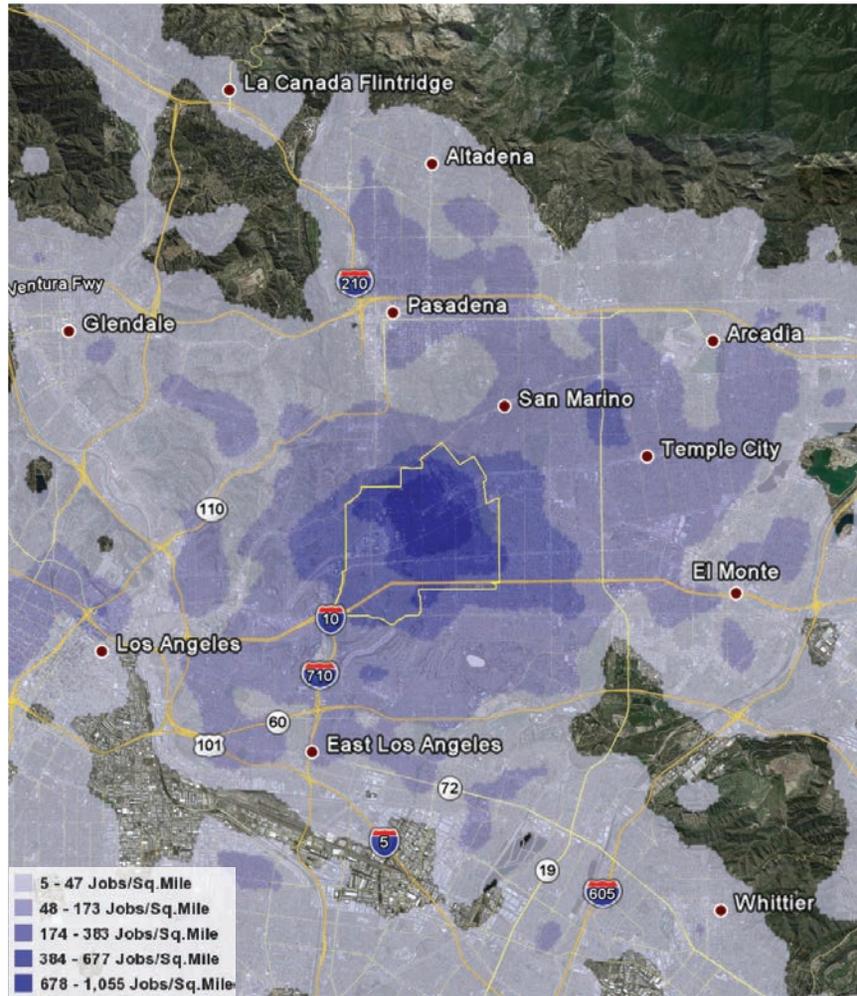
Education and Health Care

The educational services and the health care and social assistance sectors are also local-serving sectors. Economic analyses, however, often consider these sectors separately because state and federal regulations and funding have a greater influence over the level of employment than do the market forces that drive the other local-serving sectors. As shown in Figure 4-4, educational services employs only about 75 percent what would be expected based solely on population. However, the smaller portion of the population in the school-attendance age group explains most of this difference. Health care and social assistance employs about five percent more than the expected level.

Out-Commuting

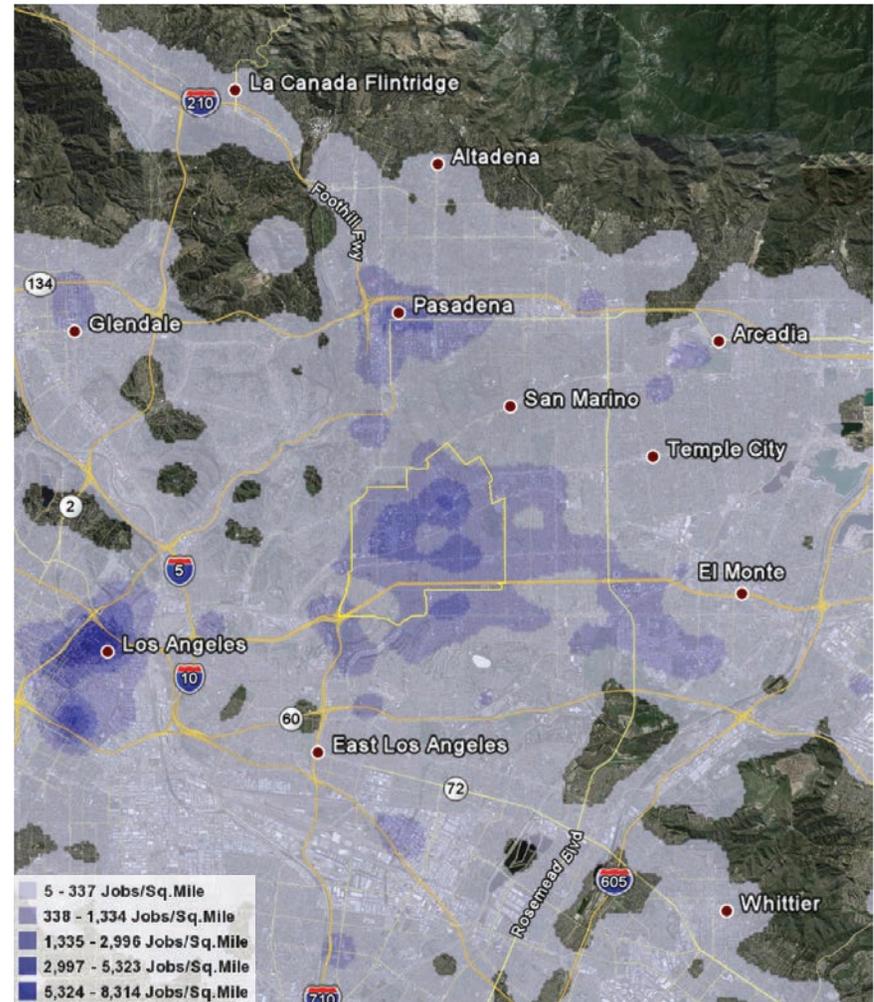
On average from 2007 through 2009, only about 10 percent of Alhambra residents worked in the City, and residents living outside of the City filled about 85 percent of the jobs in Alhambra. The data shows that more residents in the City are employed in each sector than there are local jobs in each sector, with the exception of the utilities and the retail trade sectors. Figure 4-5 shows the locations where those working in Alhambra live. Darker shading represents a higher concentration of workers living. This map reveals that the highest concentration of Alhambra workers also live in Alhambra. Figure 4-6 shows where Alhambra residents work. Darker shading represents higher job concentrations. This map indicates that high proportions of Alhambra resident work in downtown Alhambra, downtown Los Angeles, and Pasadena.

Figure 4-5. Where Alhambra Workers Live, 2009



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2011.

Figure 4-6. Where Alhambra Residents Work, 2009



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2011.

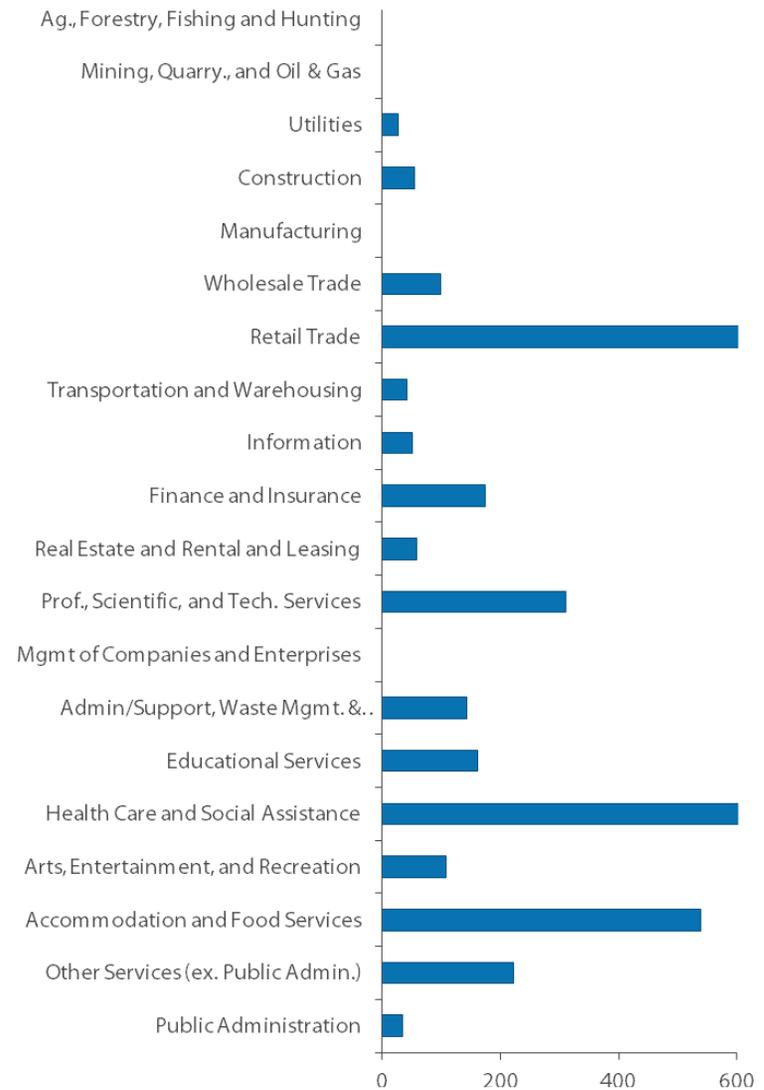
Employment Projection

If present trends continue and the local economy maintains its current share of regional jobs, Alhambra’s local economy has the potential to grow by about 0.4 percent per year. Figure 4-7 shows the projected job growth by economic sector from 2011 through 2035.

The majority of growth would occur in the local-serving sectors of the economy. These sectors could increase employment by about 1,870 jobs, growing at a rate of 0.6 percent per year. The base-goods sectors of the economy would decline by 710 jobs, but the base-service sectors could provide about 590 new jobs, with an annual growth rate of 0.5 percent. Finally, education and health would add 860 jobs, for a 0.6 percent per year growth rate.

If present trends continue, employment in sectors with above average wages would account for only 20 percent of the total job growth in Alhambra. One of the issues that the City should consider is whether or not the community wants to invest in attracting and retaining higher-wage jobs.

Figure 4-7. Total Job Growth Projection by Economic Sector, Alhambra, 2011 to 2035



Source: The Planning Center|DC&E, 2011.

Alhambra's Economic Future

Alhambra is, in some ways, a quintessential suburban community. The vast majority of working residents commute to jobs out of the City. And, the local economy predominantly provides services to residents in the City and surrounding areas. If present trends continue, these characteristics would continue and strengthen: an even higher percentage of local jobs would be in the local-serving sectors of the economy, and even more employed residents would work outside of the Alhambra.

Through the visioning process, the community will address whether Alhambra should continue along the path or the degree to which the community desires to diversify the local economy and provide more jobs for residents. Diversifying the local economy could expand net municipal revenues. Providing more jobs for residents could reduce out-commuting and ameliorate the social and environmental effects of commuting.

If the regional economy would continue to provide good jobs within an acceptable commuting distance (with "good jobs" and "acceptable commuting distance" defined on an individual basis) and if the current trends in municipal revenues and expenditures would be sufficient to maintain an acceptable quality of life in the City, then there would be less value in expanding and diversifying the local economy. When envisioning the next twenty five years, Alhambra should consider these tradeoffs and seek a balance that reflects the community's values.

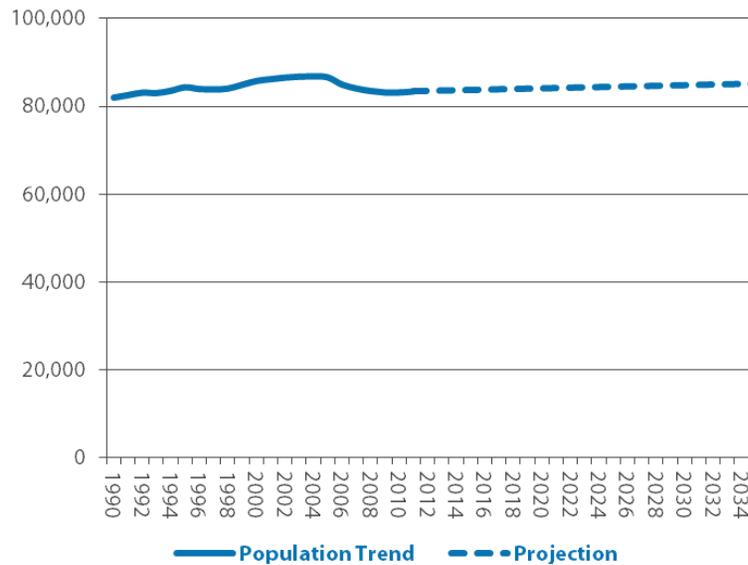
DEMOGRAPHICS: POPULATION AND HOUSEHOLD PROJECTIONS

Previous sections of the Community Profile have described demographic characteristics of the people who live in Alhambra today. Going forward, though, it is growth in population and households that will drive the demand for municipal services, drive the demand for new development and redevelopment, and drive the demand for retail sales. This section projects the number of people and households that could call Alhambra home by 2035 if present trends continue.

Population Projection

The California Department of Finance estimates that Alhambra’s population slowly but steadily increased from 1990 to 2004, then declined to 2010, and has since started to grow again. Overall, across this 20-year period, the City’s population increased by 1,360 people, at an annual growth rate of about 0.08 percent. If this trend were to continue, the City would add another 1,650 residents to reach a 2035 population of 85,100. Figure 4-8 shows the population trend and the projected population.

Figure 4-8. Estimated and Projected Population, Alhambra CA, 1990 to 2035

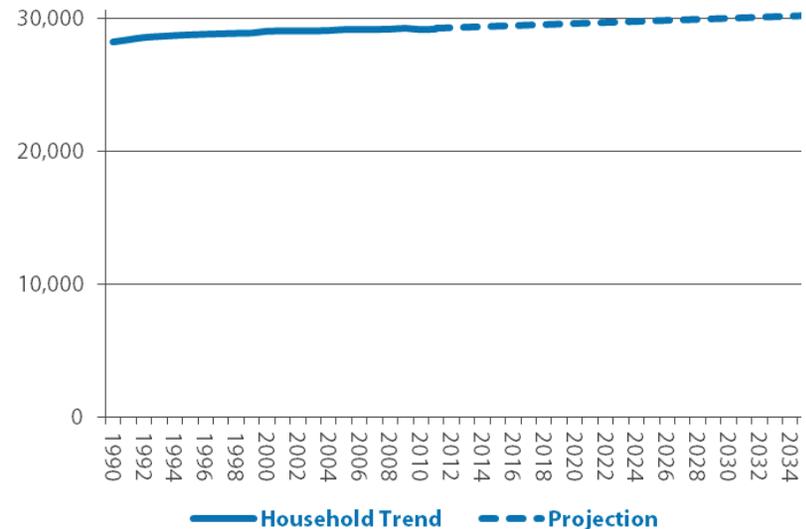


Source: The Planning Center|DC&E 2011, using population estimate data from the California Department of Finance.

Household Growth Forecast

The household is the basic unit in economic analyses, especially regarding consumer spending, retail market demand, and residential development. The California Department of Finance estimates that the number of households in Alhambra increased from 1990 through 2009, with decreases in the last couple of years as an after-effect of the recession. Overall, the City added 1,030 households from 1990 to 2011, expanding at an annual rate of about 0.17 percent. If this trend were to continue, Alhambra would add another 1,020 households to reach a 2035 level of 30,285 households. One might well ask, where in Alhambra would one add another 1,000 housing units, and how? This is a question that the City will have to explore as part of its future discussions and identification of implementation strategies.

Figure 4-9: Estimated and Projected Number of Households, Alhambra CA, 1990 to 2035



Source: The Planning Center|DC&E 2011, using estimated number of households data from the California Department of Finance.

Residential Development Projection

At the simplest level, the long-term demand for housing equates to the long-term forecast for growth in households. Alhambra would thus need to accommodate the development of about 1,020 housing units from 2012 to 2035. As a built-out City, Alhambra does not have the luxury of spreading new housing out across fields of undeveloped land. From 2000 to 2010, the City accommodated the addition of nearly 300 new households almost exclusively through the construction of multifamily townhouses, condos, and apartments with five or more units per building.

A key question for the City is what types, sizes, and densities of housing will be acceptable to the community, will answer the market demand for new housing, and will be financially feasible to develop on infill or redevelopment opportunity sites? If the past ten years are a guide, then the City will need to accommodate the development of about seven single-family detached houses, 70 townhouses, 190 apartments or condos with two to four units per building, and 760 apartment or condos with five or more units per building.



