

Pasadena General Plan Speaker Series Our Plans and the Marketplace

Wednesday, November 4, 2009, 6:30 P.M. to 8:00 P.M.
Community Education Center, 3035 E. Foothill Boulevard

P R O G R A M

I. Welcome and Introduction

Steve Preston, Moderator
Interim City Manager, City of San Gabriel

Dr. Nancy Dayton Sidju
Los Angeles County Economic Development Corporation

Debbie Lawrence, AICP
City of Los Angeles

II. Conversation Among the Panelists

III. Questions, Answers, and Comments

GENERAL PLAN UPDATE

PASADENA The logo for Pasadena features the word "PASADENA" in a bold, serif font. A horizontal line with a small starburst at its right end passes behind the letters.

Guiding Our Community's Future

Our plans matter. They make some things possible and others not. The marketplace matters. It is the sum of all the decisions we make about where to put our money, where not to put it, and on what terms. The marketplace is global. Our plans are local. The last of five General Plan Speaker Series panels will examine the changing economy and what that economy might mean for Pasadena as we update the General Plan.

DR. NANCY DAYTON SIDJU

Dr. Sidhu serves with the Los Angeles County Economic Development Corporation (LAEDC) as Vice President and Chief Economist. With the LAEDC, she analyzes and prepares forecasts of national, regional, and industry trends. She began her career in economics as a university professor but turned to work in a variety of key industries, first for ten years analyzing the market for steel and then, living in Los Angeles, for automobiles. With Bank of America, she was Vice President and Senior Economist, responsible for analyzing both selected industries and the Southern California region as a whole. She, with others, will describe the marketplace and what it might mean for the city's future.

DEBBIE LAWRENCE, AICP

Ms. Lawrence, a Community Planner with the City of Los Angeles, is currently working on a new Community Plan for the Harbor community of San Pedro, one of 35 such plans in the City of Los Angeles. These plans reflect the communities' desires for their neighborhoods and designate land for the range of uses needed, including housing, jobs, transportation and amenities. Prior to working for the City of Los Angeles, she spent several years as a project manager for Stanley R. Hoffman and Associates, where she prepared Fiscal Impact Studies for various cities throughout Southern California to address the impacts of development on municipal operating budgets, such as the General Fund. She is a volunteer tutor at the Lake Avenue Foundation STARS program, an evening program for middle and high school kids in Northwest Pasadena.