

FAIR OAKS AVENUE PROJECT AREA COMMITTEE

October 30, 2001

Bill Bogaard, Mayor  
City Council  
City Hall Room 237  
100 North Garfield Avenue  
Pasadena, CA 91109

RE: **ADVISORY BODY FY 2000-2001 ANNUAL REPORT AND FY 2001-2002 WORK PLAN**

Dear Mayor Bogaard and City Council members:

Pursuant to Article VI, Section 1 of the Fair Oaks Avenue Project Area Committee By-laws, an Annual Report for FY 2000-2001 and a Work Plan for FY 2001-2002 has been prepared and approved by the PAC Board of Directors. This Annual Report and Work Plan was presented at the Annual Meeting of General Membership for the PAC, which was held on Saturday, June 30, 2001. This Annual Report and Work Plan is herewith submitted to the City Council.

At the beginning of the fiscal year the PAC was challenged to re-activate its role of providing advice to the City Council on development activities within the Fair Oaks Avenue Redevelopment Project Area. In addition, it was noted that the terms of all sitting Board Members had expired.

The PAC responded by re-dedicating itself. With the assistance of the Northwest Programs Office, the PAC Board has provided reviews and comments to a number of City departments on proposed development and community improvement activities. In addition, after an aggressive public outreach effort, a number of sitting board members were re-elected and a number of new board members were elected at the Annual Meeting of General Membership.

During fiscal year 2001-2002 the PAC will continue to provide reviews and comments to City departments, and will take a number of administrative steps designed to update its role and organization. These administrative steps include an update of PAC By-laws, which were originally adopted in 1989 and last updated in 1991.

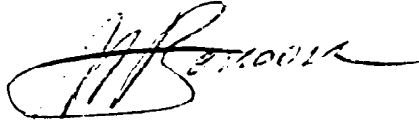
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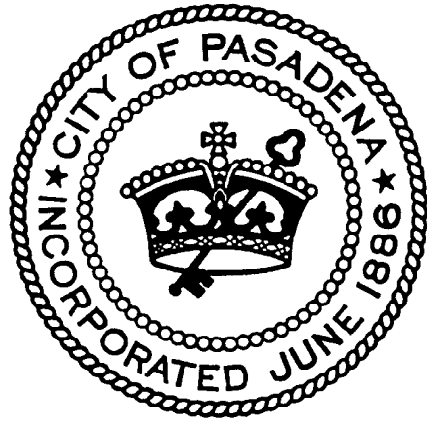
We look forward to another successful and productive year. Thank you for your continued support and interest in issues affecting the Fair Oaks Avenue Redevelopment Project.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'N. Benson', written in a cursive style.

**Dr. Nicholas Benson, Chairperson**  
Fair Oaks Avenue Project Area Committee  
Board of Directors

Attachment



**FAIR OAKS AVENUE REDEVELOPMENT  
PROJECT AREA COMMITTEE**

**ANNUAL REPORT FOR FY 2001  
APPROVED BY BOARD OF DIRECTORS ON 06/19/2001**

# FAIR OAKS AVENUE REDEVELOPMENT PROJECT AREA COMMITTEE

## ANNUAL REPORT: FY 2000-2001

### 1.0 INTRODUCTION

The Fair Oaks Avenue Redevelopment Project Area Committee (PAC) was established in 1985. The PAC advises the City Council on all matters relating to the implementation of the Fair Oaks Avenue Redevelopment Plan. PAC activities are governed by By-laws, which were most recently amended on July 23, 1991. As provided in these By-laws General Membership is unlimited in number and consists of members in the following categories:

1. Residential owner/occupants
2. Residential tenants
3. Business persons
4. Existing organizations

### 2.0 OBJECTIVES

The objectives of the PAC are set forth in the Redevelopment Plan for the Pasadena Fair Oaks Avenue Redevelopment Project. In carrying out the objectives, the By-laws require that the PAC maintain a fair representation from every segment of the Fair Oaks Avenue Project Area community to serve such areas as follows:

1. Assist in community organizing in the formulation and implementation of the Redevelopment Plan.
2. Prepare reports and recommendations to City agencies on the Redevelopment Plan.
3. Serve as a model for community involved redevelopment by assuring continuity and strong leadership by the PAC in the design and implementation of the Redevelopment Project.
4. Serve as the formal means through which the residents of the Redevelopment Project Area are involved in the planning, development and execution of the Redevelopment Project to the fullest extent, and have clear and direct access to decision making in all stages of the planning process by reviewing and evaluating project activities and making advisory recommendations as necessary and appropriate.
5. Consult and advise with City agencies concerning policy matters, which affect owner, residents and businesses in the Project Area, and which deal with the planning, provisions for replacement of residential, commercial or industrial facilities for those displaced by project activities.
6. Consult and advise City agencies on other policy matters, which affect owners, residents and businesses in the Project Area.

7. Coordinate and act as liaison between business associations, concerned neighborhood associations and City agencies.
8. Provide information on project design and implementation activities to the PAC, as well as to distribute information to residents, businesses and owners in the area.
9. Assist and encourage all requests of the Fair Oaks Avenue community to participate in the PAC activities to revitalize the Fair Oaks Avenue Corridor.
10. Provide and coordinate community comments and recommendations on program design and implementation activities to City agencies.
11. With the Community Development Commission's assistance, apply for any grants available to non-profit organizations to assist in carrying out the revitalization activities in the area. Assist in informing the public and businesses of grants, loans, rehabilitation programs and other financial assistance programs.
12. Provide strong support in supervising the activities and achievement of the Fair Oaks Avenue PAC staff.

### 3.0 SUMMARY OF MEETINGS

During FY 2001 the Board of Directors held 11 meetings. Meetings were scheduled and held as follows:

- August 9, 2000
- September 13, 2000
- October 11, 2000
- November 8, 2000 – meeting cancelled
- November 15, 2000
- December 13, 2000 – meeting cancelled
- December 27, 2000
- January 10, 2001
- February 8, 2001
- March 13, 2001
- April 11, 2000
- May 9, 2001
- June 12, 2001

### 4.0 ACTIVITIES AND ACOMPLISHMENTS

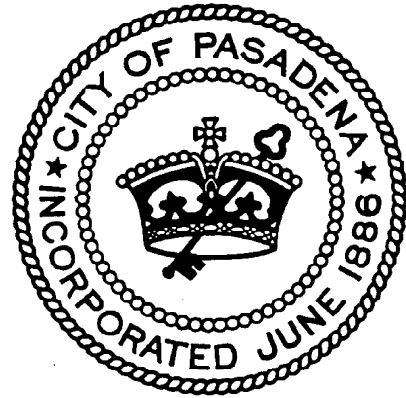
**Fair Oaks Renaissance Plaza** – A Disposition and Development Agreement (DDA) was approved on September 16, 1994 between the City and Pasadena Commercial Development Company (the Developer). Construction of the shopping center began in August 1997 and was substantially completed in June 1998 with the Von's Supermarket Grand Opening ceremonies. Subsequently, the remaining in-line shops were leased. During FY 2001 the Developer constructed a satellite retail building. The primary tenant was intended to be Hollywood Video. The secondary tenant was intended to be

Starbuck's Coffee. Although Hollywood Video withdrew from the project, Starbuck's Coffee completed their improvements and held a grand opening on May 12, 2001. The Developer is currently soliciting a primary tenant to replace Starbuck's Coffee.

**Raymond Grove Plaza** – In August 1998 a project was completed at the corner of Raymond Avenue and Orange Grove Boulevard. The project consists of 12 residential units and 5,000 square feet of retail space. During FY 2001 this project was monitored to insure consistency with the residential rental restrictions.

**Heritage Square** – On March 12, 2001 the Community Development Commission approved funding for a 106-unit senior housing rental project at the corner of Fair Oaks Avenue and Painter Street. The developer for this project is currently attempting to secure the remaining parcels of land.

**Foothill Vocational Opportunities** – On December 9, 2000, Foothill Vocational Opportunities, which provides employment and training for disabled individuals, started construction of the expansion of their manufacturing facilities, located at 789 North Fair Oaks Avenue. Completion is expected before the end of calendar year 2001.



**FAIR OAKS AVENUE REDEVELOPMENT  
PROJECT AREA COMMITTEE**

**WORK PLAN FOR FY 2002  
APPROVED BY BOARD OF DIRECTORS ON 06/19/2001**

Fair Oaks Avenue Redevelopment Project Area Committee Proposed Work Plan for FY 2001/2002

- The PAC will work towards the recruitment of new members.
- In the event that there remain vacancies on the Board of Directors, the PAC will hold a special election meeting. It is recommended that this special election for Board Members will occur in the Fall of 2001.
- The PAC will encourage new Board members to attend any general orientation meetings held under the sponsorship of the Office of the City Manager.
- The PAC will establish a sub-committee for the purpose of reviewing and recommending revisions to its By-laws, with the goal of adopting revisions to PAC bylaws at the next Annual General Meeting.
- In participation with the Planning and Development Department and the Community Development Committee, the PAC will encourage both current and new Board members to attend any orientation meeting on redevelopment. At a minimum such an orientation meeting should cover the following issues:
  - Legal Standards
  - History of the PAC
  - Housing Development
  - Economic Development
- The PAC will continue to hold Monthly meetings to review development proposals, and to serve as a voice of the Project Area for the purpose of advising the City.
- In participation with the Planning and Development Department, the PAC will sponsor a Strategic Planning retreat to focus on development activity within the Project Area. At a minimum such a retreat should cover the following issues:
  - Development Opportunities
  - Needs Assessment
- In participation with the Planning and Development Department, the PAC has been and will continue to seek a development plan, encompassing the SW and NE corners of Lincoln Avenue and Orange Grove Boulevard.
- In participation with the Planning and Development Department, the PAC will seek a development plan for the west side of Fair Oaks Avenue between Peoria Avenue and Maple Street.
- In participation with the Planning and Development Department, the PAC will seek a development strategy for the vacant parcels on the west side of Fair Oaks Avenue between Yale Street and Orange Grove Boulevard, and for the west side of Fair Oaks Avenue between Mountain Street and Yale Street.



- The PAC will encourage the Planning and Development Department to become more pro-active in soliciting development through the issuance of RFP's, etc.
- The PAC will seek greater input and participation in the discussions relating to the proposed merger of redevelopment project areas within Northwest Pasadena.
- The PAC will continue to meet with the Northwest Commission, the Lincoln Avenue PAC, as mutual interests dictate, and any and all other groups, whose interest is the revitalization of the Project Area.
- The PAC will seek to establish a regular meeting time with the Police Department and other social agencies, that provide services within the Project Area.