

Agenda Report

DATE: DECEMBER 5, 2005

TO: CITY COUNCIL/PASADENA COMMUNITY DEVELOPMENT COMMISSION

FROM: CYNTHIA J. KURTZ, CITY MANAGER/CHIEF EXECUTIVE OFFICER

SUBJECT: ADOPTION OF A RESOLUTION FOR THE USE OF LAKE/WASHINGTON REDEVELOPMENT PROJECT AREA FUNDS FOR THE DESIGN, MANUFACTURE, AND INSTALLATION OF STREET BANNERS ALONG NORTH LAKE AVENUE

RECOMMENDATION

It is recommended that the City Council:

1. Authorize the Pasadena Community Development Commission to utilize tax increment funds in the amount of \$23,000 generated from the Lake/Washington Redevelopment Project Area (Project Area) for street banners within and adjacent to the Project Area.
2. Adopt a Resolution adopting the findings for the use of Lake/Washington Redevelopment Project Area funds within the Project Area and the North Lake Specific Plan Area (Specific Plan Area).

It is further recommended that the City Council acting as the Community Development Commission of the City of Pasadena ("Commission") take the following actions:

1. Authorize the use of Lake/Washington redevelopment project area funds for the design, manufacture, and installation of street banners along North Lake Avenue.

COMMUNITY DEVELOPMENT COMMITTEE RECOMMENDATION

On November 10, 2005, the Community Development Committee approved staff recommendations and advised that the design process should involve a student-based organization, such as the Art Center College of Design.

Staff agrees with the Community Development Committee's recommendation and will inquire if an accredited school can incorporate the design of the street banner into their curriculum or activities starting January 2006. If this can not be arranged, a professional design firm will be contracted through a Request for Proposal (RFP) process for the Project.

BACKGROUND

City Staff has been working with the North Lake Specific Plan Working Group, to improve North Lake Avenue. The Group is a local business advisory group comprised of residents, business owners and property owners within and in the vicinity of the Specific Plan Area. In support of these efforts, the group approved the final concept for street banners to be installed in the Specific Plan Area along North Lake Avenue at their monthly meeting on September 18, 2005. Consistent with the Lake/Washington Redevelopment Plan, the street banners will help identify and advertise North Lake Avenue as a recognized shopping district, improve the economic viability, and increase patronage and business interest in the area.

Tax increment generated from the Lake/Washington Redevelopment Project Area is proposed to be utilized for the design, fabrication and installation of street banners (the Project) within and adjacent to the Project Area.

The Project proposes the installation of 36 street banners to be located on existing street utility poles starting from Maple Street on the south to Elizabeth Street on the north. Staff has obtained an estimate for the design, fabrication and installation of the street banners in a total amount of \$23,000, however, the involvement of a student based organization could result in cost savings. The design process will include review of several concept renderings before final selection. The entire design, manufacturing and installation process is expected to take five months, with completion in late April, 2006.

REQUIRED FINDINGS

The Agency's authority to fund the proposed Project is provided in Section 5.9.1 of the Lake/Washington Redevelopment Plan. This section states, "To the extent now or hereafter permitted by law, the Commission is authorized to pay for, develop or construct any building, facility, structure or other improvement either within or outside the Project Area for itself or for any public body or public entity."

The Project will help establish North Lake Avenue as a shopping district, enhance the area's architecture and streetlights, and advertise the area. As a result, the Project will increase economic feasibility, create a unifying streetscape, and provide an art element and a public improvement.

The North Lake Specific Plan, adopted by the City on June 30, 1997, includes the Project Area and illustrates the use of banners on streetlights under the subheading of "Street Amenities" (page D-34). Street banners are suggested as one of the "Implementation Actions" to assist in marketing existing businesses (page J-3).

The Project will benefit the Project Area and the Specific Plan Area and assist in the elimination of blighting conditions and the revitalization of these areas. Staff is therefore recommending that the City Council adopt the attached resolution making the findings in support of the use of Lake/Washington Redevelopment Project Area funds for the Project.

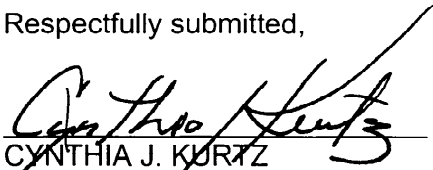
ENVIRONMENTAL IMPACT

Per the CEQA Sec. 21080(b)(1) CEQA Guidelines Section 15268, the design, manufacturing and installation of banners is an activity that is Ministerial. Ministerial projects are exempt from CEQA. The proposed action will not result in any environmental impacts.

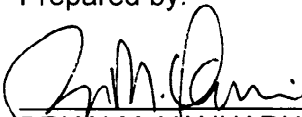
FISCAL IMPACT

Funds in the amount of \$23,000 are available in the signage and banners program in the Pasadena Community Development Commission Fiscal Year 2005-2006 Adopted Operating Budget. The actual contract for the design, fabrication and installation will be awarded at a subsequent time subject to the City's Procurement Procedures.

Respectfully submitted,


CYNTHIA J. KURTZ
City Manager/Chief Executive Officer

Prepared by:


BRIAN M. YANUARIA
Assistant Planner

Approved by:


RICHARD J. BRUCKNER
Director of Planning &
Development

ATTACHMENTS

- 1. Resolution for making findings for the use of Lake/Washington
Redevelopment Project funds for North Lake Avenue street banners**
- 2. Final Concept for Street Banner**
- 3. Street Banner Location Map**

RESOLUTION BILL NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
CALIFORNIA, MAKING FINDINGS FOR THE FUNDING OF THE
DESIGN, MANUFACTURING AND INSTALLATION OF
CERTAIN PUBLIC IMPROVEMENTS INSIDE AND OUTSIDE OF THE
LAKE/WASHINGTON REDEVELOPMENT PROJECT**

WHEREAS, the Pasadena Community Development Commission (“Commission”) is designated as the official agency to carry out in the City of Pasadena (“City”) the functions and requirements of the Community Redevelopment Law of the State of California (California Health & Safety Code Sections 33000 *et seq.*) and to implement the Redevelopment Plan for the Lake/Washington Redevelopment Project (“Project” or “Project Area”), including funding of the design, manufacturing and installation of certain public improvements; and

WHEREAS, in accordance with Section 33445 and notwithstanding Section 33440, an agency may with the consent of the legislative body, pay all or part of the value of the land for and the cost of installation and construction of any building, facility, structure, or other improvement which is publicly-owned either within or without the Project Area, if the legislative body determines the following:

1. That the buildings, facilities, structures, or other improvements are of benefit to the Project Area or the immediate neighborhood in which the Project is located, regardless of whether the improvement is within another project area, or in the case of a project area in which substantially all of the land is publicly-owned that the improvement is of benefit to an adjacent project area of the Agency; and
2. That no other reasonable means of financing the buildings, facilities, structures, or other improvements are available to the community; and
3. That the payment of funds for the acquisition of land or the cost of buildings, facilities, structures, or other improvements will assist in the elimination of one or more blighting conditions inside the Project Area or provide housing for low or moderate income person, and is consistent with the implementation plan pursuant to Section 33490; and

WHEREAS, Section 4.0 (C) of the Lake/Washington Redevelopment Plan (“Redevelopment Plan” or “Plan”) identifies objectives for the Project Area including improving the economic viability through the elimination of environmental deficiencies including accessibility and circulation and usefulness to permit the return of Project Area land to uses related to functional and economically feasible arrangement with participation by owners and business tenants in the revitalization of their properties; and

WHEREAS, Section 5.9.1 “Real Property Disposition and Development” letter d. “Development of Publicly-Owned Improvements” of the Redevelopment Plan provides the Agency authority to fund the proposed public improvements, “To the extent now or hereafter permitted by law, the Commission is authorized to pay for, develop or construct any building, facility, structure or other improvement either within or without the Project Area for itself or for any public body or public entity”; and

WHEREAS, Section 6.8, "Design for Development", of the Redevelopment Plan states "Within the limits, restrictions and controls established in the Plan, the Commission shall prepare and develop a precise overall Design for Development for the Project Area"; and

WHEREAS, City adopted the North Lake Final Specific Plan ("Specific Plan") on June 30, 1997, which includes the Project Area; and

WHEREAS, the Specific Plan provides guidelines for signage and identifies the use of banners to create a coordinated graphic system between the larger, vehicle oriented sign, the pedestrian-oriented sign and the storefront; and

WHEREAS, the Commission has been consulting with the North Lake Working Group, which is a local business advisory group that includes property owners and tenants from the Project Area on the implementation of the Redevelopment Plan and the North Lake Specific Plan which encompasses the Project Area; and

WHEREAS, it is the recommendation of the North Lake Working Group and Commission staff to fund the design, manufacturing and installation of banners identifying the North Lake Avenue district; and

WHEREAS, the banners would have a direct benefit to the Project Area and larger Specific Plan Area by further identifying Lake Avenue as a cohesive recognized district thereby increasing patronage and business interest in the Project Area and larger Specific Plan area; and

WHEREAS, the Commission requests consent by the City Council to utilize tax increment to install banners inside and outside of the Project Area within the North Lake Specific Plan area; and

WHEREAS, the installation of the banners will assist in alleviating blighting conditions of depreciated or stagnant property values or impaired investments and abnormally low lease rates by improving the economic viability of the businesses and property values through encouraging local shopping and thereby attracting business to the Project Area; and

WHEREAS, in the current 2005 fiscal year the State has diverted \$1.3 million in vehicle license fee revenue and approximately \$900,000 in redevelopment from the City. The Governor's current budget proposal would result in the City losing similar or potentially even greater amounts over the next two fiscal years. Additionally, the increased cost of doing business, mainly as a result of higher salary and benefit costs for the City's workforce, has further put pressure on limited financial resources; and

WHEREAS, the City does not have general fund revenues to fund the design, manufacturing and installation of the banners estimated at \$23,000; and

WHEREAS, as of June 30, 2005, the Project Area, after paying existing obligations including 20 percent housing set aside and Commission administration, will have a positive fund balance for non-housing redevelopment purposes of \$191,261; and

WHEREAS, the Commission could fund up to 100 percent of the design, manufacturing and installation of the banners; and

WHEREAS, the proposed installation of the banners will achieve the following goals identified in the Lake/Washington Redevelopment Plan:

1. "The elimination of environmental deficiencies including..... accessibility and circulation and usefulness to permit the return of the Project Area to land uses related to functional and economically feasible arrangement with participation by owners and business tenants in the revitalization of their properties." The banners will partially achieve this goal through the continued establishment of North Lake Avenue as a shopping district thereby increasing the economic feasibility of the area through increased retail sales and improved land values. Furthermore, local businesses and property owners as represented on the North Lake Working Group are involved in the banner design and message and through this and other efforts are participating with the Commission in the revitalization of their properties; and
2. "The achievement of an environment reflecting concern for architectural and urban design principles." The banners will not only include a message but will be an architectural enhancement by providing detail and interest to the streetlights and creating a unifying streetscape; and
3. "Installation, construction or reconstruction of streets, utilities and other public improvements." The banners serve several purposes as advertisement, art element and public improvement; and

WHEREAS, the following goals and objectives identified in the current five-year Implementation Plan will be achieved by the proposed Project:

1. "Preserve and expand existing retail/commercial centers throughout the project areas serving local and neighborhood needs." North Lake Avenue is a neighborhood serving commercial area. By attracting more patrons and businesses to the area vacant and underutilized properties will be developed providing additional retail, office and professional services to the surrounding neighborhoods; and
2. "Throughout the project areas promote and assist business retention/expansion activities." By reinforcing North Lake Avenue as a shopping district, the Commission will be attracting patrons and ultimately businesses to the area. This will increase the viability of businesses and in the long term create jobs; and

WHEREAS, a staff report and this resolution was made available for public inspection and copying on December 5, 2005; and

WHEREAS, after careful consideration of the staff report and all of the information, evidence, and testimony presented to the City Council of the City Of Pasadena finds as follows:

FINDING 1. The aforementioned proposed improvements are of primary benefit to the Project Area.

FINDING 2. No other reasonable means of financing the improvements are available to the community.

FINDING 3. That the payment of funds for the cost of improvements will assist in the elimination of blighting conditions in the Project Area and is consistent with the Commission's adopted Implementation Plan.

NOW, THEREFORE, the City Council of the City Of Pasadena **DOES HERBY RESOLVE** as follows:

1. That the City Council has considered and adopts the aforementioned findings.
2. That the Commission Executive Director is authorized to use tax increment revenues to fund the design, manufacturing and installation of banners within the North Lake Specific Plan area.
3. That the City Clerk shall certify to the adoption of this Resolution and shall forward this Resolution to the Pasadena Community Development Commission for consideration.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Pasadena at a regular meeting held on the ___ of _____ 2005.

MAYOR

CERTIFICATION OF RESOLUTION BILL NO. 2005 - _____

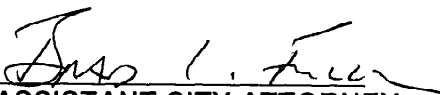
I, _____, City Clerk for the City of Pasadena, California, **DO HEREBY CERTIFY** that the whole number of the members of the City Council is _____ (___); that the above and foregoing Resolution was duly and regularly passed and adopted at a regular meeting of the City of Pasadena on the ___ day of _____ 2005, by the following vote:

AYES:
NOES:
ABSENT:

ATTEST:

APPROVED AT TO FORM:

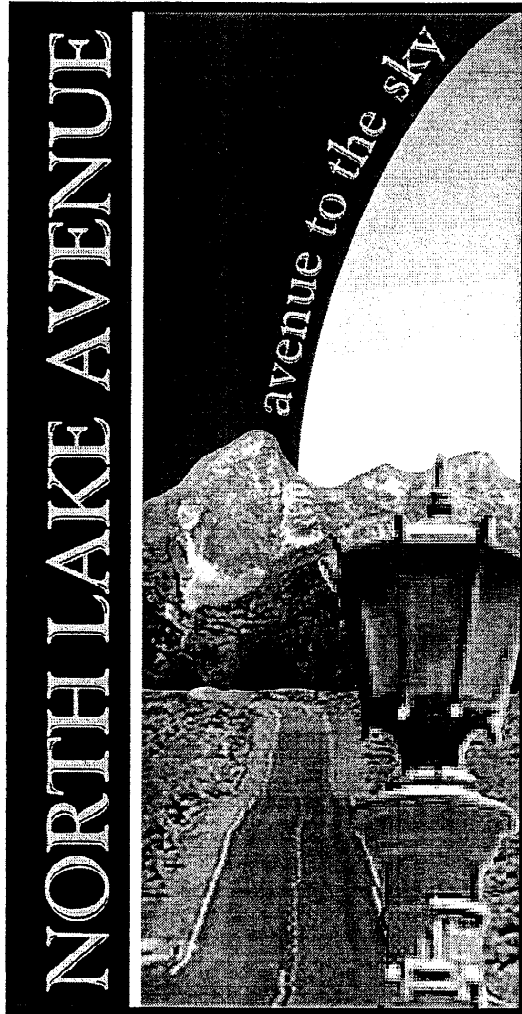
CITY CLERK



ASSISTANT CITY ATTORNEY

ATTACHMENT 2

NORTH LAKE AVENUE BANNER
Final Concept



ATTACHMENT 3

