

**APPENDIX E**

**OFFICE OF THE CITY MANAGER  
PASADENA COMMUNITY DEVELOPMENT  
COMMISSION**

City of Pasadena – Pasadena Community Development Committee  
Annual Report of Accomplishments and Work Plan: 7/1/05 – 6/30/06  
**Annual Report of Accomplishments: 6/30/06**  
**Draft Date: 8/31/06**

**COMMUNITY DEVELOPMENT COMMITTEE MISSION STATEMENT**

The purpose of the Community Development Committee is to review and make recommendations on all matters to come before the Pasadena Community Development Commission prior to Commission action.

Over the course of several meetings of the Community Development Committee, members discussed the importance of developing a Mission Statement to guide their discussions and decisions as they were recommended to City Council/Community Development Commission. Following lengthy discussion, the Committee developed the following statement to serve as a framework for its deliberations and recommendations:

*"The Community Development Committee seeks to preserve and to expand the diversity of housing and economic development in the community for a broad mix of persons of different ethnicities and income levels.*

*The Committee will address the issues of homelessness in greater Pasadena.*

*The Committee will strive for accountability to all citizens with equity and fairness while providing a channel for meaningful public input and will work for a transparent process in all transactions involving public investment.*

*The Committee will serve as a "bridge" between the City Council/Community Development Commission, staff, and the community in all efforts targeting the development of affordable housing."*

**REPORT ON PROGRAM OBJECTIVES:**

**Lake/Washington Redevelopment Project Area**

- I. **By June 30, 2006**, implement eight commercial storefront improvement upgrades on the east side of Lake Avenue between Washington Boulevard and Claremont Street. Staff will mail program

brochures to qualified applicants and will visit targeted businesses to encourage program participation.

Status: *Department staff conducts regular and on-going outreach efforts in the attempt to increase business and property owner participation in this program. Mailing of program brochures and presentations at North Lake Ave. Specific Plan Working Group meetings and the Block 5 Parking Lot working group are conducted regularly. Program improvements are currently under discussion by staff to increase program participation.*

- II. Hire a consultant to analyze the urban design and development opportunities for the commercial block between Rio Grande and Washington on the east side of Lake Avenue.

Status: *Not Complete*

- III. Continue working with the Lake Avenue Business Improvement District to implement projects and programs.

Status: *Department staff meets regularly with the BID to prioritize and implement projects and programs.*

- IV. **By June 30, 2006**, design, fabricate and install banners and signage along the street frontages of Lake Avenue and Washington Boulevard.

Status: *The banners have been designed in concept and have been reviewed with the North Lake Working Group. Fabrication and installation is anticipated before the end of the calendar year.*

- V. **By June 30, 2006**, complete rehabilitation plans and commence construction activity for renovation of the Washington Theater's retail component.

Status: *Negotiations are on-going between the property owner and Commission staff concerning the implementation program for the Washington Theater.*

### **Lincoln Avenue Redevelopment Project Area**

- I. Throughout the year, provide meals, training and mailing of agendas to support monthly PAC meetings.

Status: *Planning & Development Department staff provide on-going assistance to the PAC to support the monthly meetings.*

- II. **By June 30, 2006**, implement 3-6 commercial storefront upgrades on the east side of Lincoln Avenue between Del Monte Street and Pepper Street.

Status: Department staff conducts regular and on-going outreach efforts in the attempt to increase business and property owner participation in this program. Mailing of program brochures and presentations at the Lincoln Avenue Project Area Committee meetings are conducted regularly. Program improvements are currently under discussion by staff to increase program participation.

- III. **By June 30, 2006**, hire a consultant to analyze the urban design and development opportunities of the modified Lincoln/Washington site "A".

Status: Consultant not hired, however, working with representatives of a local university (California State Polytechnic University, Pomona) conceptual ideas for use mix and planning have been developed and have been presented to the Project Area Committee representatives.

- IV. Throughout the year, continue working on the Lincoln/Montana parking improvements.

Status: On hold pending completion of property negotiations.

### **Villa Parke Redevelopment Project Area**

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- I. Study development opportunities for commercial block face between Marengo and Summit on south site of Orange Grove Boulevard.

Status: The planning for selected individual projects is underway.

- II. **By June 30, 2006**, implement twelve commercial storefront improvement upgrades.

-Peoria to Villa on east side of Fair Oaks Avenue  
-Neighborhood Commercial Center at southeast corner of Orange Grove Boulevard and Garfield Avenue.

Status: Department staff conducts regular and on-going outreach efforts in the attempt to increase business and property owner participation in this program. Mailing of program brochures and presentations at the Project Area Committee meetings are conducted regularly. Program improvements are currently under discussion by staff to increase program participation.

- III. **By June 30, 2006**, identify and analyze development opportunities within the Villa Parke portion of the Fair Oaks/Orange Grove Specific Plan Area.

Status: *Work to be programmed for coming fiscal year.*

#### **Orange Grove Redevelopment Project Area**

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- I. **By June 30, 2006**, complete the amendment process necessary to merge the five redevelopment project areas in Northwest Pasadena.

Status: *Staff is prepared to begin this process and await policy direction from the City Council.*

#### **Halstead/Sycamore Redevelopment Project Area**

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- I. **By June 30, 2006**, complete the amendment process and planning for auto dealer expansion.

Status: *No longer applicable or necessary as a work program initiative.*

- II. **By June 30, 2006**, complete the annual sales tax rebate associated with the Symes automobile dealership.

Status: *Complete.*

#### **Central Area-Downtown**

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- I. **By December 2006**, conduct intercept surveys to gauge consumer-purchasing habits in the South Lake Retail District.

Status: *Complete*

- II. **By December 2006**, conduct intercept surveys to gauge consumer-purchasing habits in the Playhouse District.

Status: *Complete*

- III. **By June 30, 2006**, implement 2-5 commercial storefront improvement upgrades. Staff will mail program brochures to qualified applicants and will visit targeted businesses to encourage program participation.

Status: *Staff completed a comprehensive outreach effort to property and business owners in a targeted Central District area in Spring 2005. As a result of that effort, one storefront improvement project is currently underway, with potential projects in the process of discussion.*

- IV. **By June 30, 2006**, extend budgeted financial support to the Playhouse District Property Owner-Based Business Improvement District (PBID).

Status: *Complete*

#### Business Development

- I. **By June 30, 2006**, implement a corporate retention program for top revenue and job producing companies, and assemble commercial/industrial site data.

Status: *Complete*

- II. **By June 30, 2006**, renew membership in the San Gabriel Valley Economic Partnership.

Status: *Complete*

- III. **By June 30, 2006**, implement annual marketing and advertising budget for ad placement, printing costs and event sponsorship.

Status: *Complete*

- IV. **By June 30, 2006**, implement industry-specific sponsorships to advance Pasadena's profile in biotech and other sciences.

Status: *Complete*

#### **Central Area-Old Pasadena**

- I. **By December, 2006**, conduct consumer surveys to gauge consumer-purchasing habits in retail districts.

Status: *Complete*

- II. **By June 30, 2006**, extend budgeted financial support to the Old Pasadena Property Owner-Based Business Improvement District (PBID).

Status: Complete.

- III. **By June 30, 2006**, extend budgeted financial support to help acquire an easement from the MTA for the surface rights to the Gold Line right-of-way in Old Pasadena.

Status: Budget is in place to complete the documentation of the easement agreement and the streetscape improvements in the right-of-way. City Council consideration of the agreement is anticipated by the end of the calendar year.

### **Affordable Housing Program**

- I. **By June 30, 2006**, provide financial assistance for rehabilitation of 6 deteriorated and blighted residential rental units.

**New Revelation Permanent Supportive Housing** -- 877 N. Orange Grove Blvd. Owner: New Revelation Baptist Church. PCDC assistance: \$300,000 loan for rehabilitation per approved OPLA. This project originally consisted of the rehabilitation of a 4-unit low income rental housing project. Beginning in the 2<sup>nd</sup> quarter of FY 2005-2006 staff commenced discussions with the Owner to explore the re-design and expansion of the project to provide permanent rental housing with supportive services for 12 chronically homeless persons. Approximately \$1,145,000 in HUD/McKinney program funds would be available for this new project. Negotiations to amend OPLA in progress as of 6/30/06.

**Parke Street Apartments** -- 270 E. Parke St. 12-unit rental complex for very low and low income households, including 8 chronically homeless persons. Developer: Affordable Housing Services. PCDC assistance: \$1,467,981 for purchase debt refinancing, construction, rehabilitation, and supportive services per OPLA. Legal agreement and related documents finalized for approvals as of 6/30/06.

- II. **By June 30, 2006**, monitor compliance of rental housing covenants.

Status: 771 covenanted rental dwelling units (26 separate housing developments) Urban Futures (PCDC rental compliance monitoring consultants) monitored.

- III. **By June 30, 2006**, provide 180 beds to homeless people during the emergency and bad weather season.

Status: 657 emergency shelter beds were provided through the following activities: 1) Bad Weather Shelter-provided 145 emergency shelter beds. Served 755 unduplicated persons. Delivered 7,000 units of shelter (one night of shelter provided per person); and 2) Emergency Shelter Grant-provided 512 motel beds. Delivered 1,913 units of shelter (one night of shelter provided per person).

- IV. **By June 30, 2006**, provide administration of Homeownership Opportunities Program (HOP) loan portfolio, financial assistance to approximately 25 low/moderate income homebuyers, and housing/financial consulting services.

Status: 10 low and moderate income homebuyers received or were determined to be eligible to receive, PCDC homebuyer loan assistance totaling approximately \$800,000 as of 6/30/06; seven of these homebuyers were displaced families from the Fair Oaks Court project who used their PCDC relocation benefits to assist their home purchase. Twelve (12) HOP loans were repaid in FY 2005-2006 yielding proceeds totaling approximately \$964,840.

- V. **By June 30, 2006**, in partnership with Rebuilding Together Pasadena, rehabilitate eight or more units within the targeted revitalization area.

Status: 12 rehabilitation projects for homes owned and occupied by low income elderly and/or disabled persons were completed in the target area.

- VI. **By June 30, 2006**, provide financial assistance for the rehabilitation or new construction of affordable units (Housing Opportunity Fund).

Status:

**Fair Oaks Court** -- 584-612 N. Fair Oaks Ave./6-46 Peoria St.; 504-506 Cypress Ave.; 171 Carlton St. 43 units of ownership housing, including 37 low-moderate income affordable units and 2 workforce units. Developer: HHP DFO, LLC. Affordable Housing And Loan Agreement approved by PCDC on 12/19/05 providing for PCDC assistance totaling \$5,246,000. As of 6/30/06: Fair Oaks/Peoria site - relocation activities in progress; Cypress site - construction of 2 units nearly completed; Carlton site - in design stage.



**Cypress Townhomes** -- 537 N. Cypress Ave. Four-unit ownership housing project consisting of two moderate income affordable units and two market rate units. Developer: Affordable Housing Consolidated. PCDC assistance: \$300,000 loan. Construction is approximately 50% complete as of 6/30/06.

**Orange Grove Gardens Apartments** -- 252-284 E. Orange Grove Blvd. 38-unit very low- and low-income rental family housing project. Developer: Los Angeles Community Design Center. PCDC assistance: \$1,311,200 loan plus rental subsidy for nine (9) Section 8 Project-Based units. Construction 99% completed as of 6/30/06.

**The Classics at Washington Square** -- 1350 N. El Molino Ave. 8-unit moderate-income and market rate ownership housing project. Developer: Trademark Development LLC. PCDC assistance: \$1,350,000 loan (Inclusionary Housing Trust Fund) for site acquisition and construction per OPLA approved on 8/8/05.

**1150 N. Allen Ave.** On 9/19/05 City acquired property utilizing \$1,267,620 in PCDC HELP funds (State program). Request For Proposals issued on 1/17/06. Trademark Development LLC was selected as the preferred developer. PCDC approval of Exclusive Negotiation Agreement is pending.

**Green Hotel** -- 50 E. Green St. 138-unit rental complex for very low income senior citizens. Owner: Goldrich and Kest, LLC. PCDC assistance: \$1,750,000 for the purchase and extension of affordability covenants and completion of exterior and common area renovation items per City Council approval on 3/27/06.

**Garfield Agape Court Apartments** -- 445 N. Garfield Ave. 44-unit rental complex for families, including 11 very low income units. Owner/Developer: Beacon Housing. PCDC assistance: \$30,200 loan for electrical system upgrade per Second Amendment To OPA approved by PCDC on 6/19/06. Legal agreement and related documents being prepared as of 6/30/06.

## **Rental Assistance Program**

- I. **By June 30, 2006**, provide tenant-based rental subsidies for 1,315 very low-income households.

Status: 1,256 very low income households are receiving tenant-based rental subsidies. Additionally, over 132 very low income families

have Housing Choice Vouchers and are searching for available housing units in the City of Pasadena.

### **Supportive Housing Services Program**

- I. **By June 30, 2006**, provide enrollment, supportive services and financial stipends for 25 low-income households participating in the Family Self-Sufficiency Program.

*Status: 25 low-income households are participating in the Family Self-Sufficiency Program.*

- II. **By June 30, 2006**, provide rental assistance to 30 very low-income households using the HOPWA program.

*Status: 8 very low-income households received HOPWA Program rental assistance. 7 of the households assisted during the fiscal year have been subsequently transferred to the Section 8 HCV Program as required by our MOU with the Los Angeles Housing Department. An additional 3 households have been referred and eligibility is being determined.*

- III. **By June 30, 2006**, provide rental subsidies and supportive services for 60 low-income persons with disabilities (chronic mental illness, HIV/AIDS, and chronic substance abuse) using the Shelter Plus program.

*Status: 45 very low-income households with disabilities are being assisted. An additional 15 households have Shelter Plus Care Certificates and are searching for housing.*

- IV. **By June 30, 2006**, provide supportive housing services to 996+ low-income families, and rental subsidies for 66 households using the Supportive Services Program.

*Status: 1,015 homeless, very low income households received supportive services and 108 received housing services through the Supportive Housing Program.*

- V. **By June 30, 2006**, provide rental assistance to 50 very low-income households with the HOME TBRA program.

Status: 28 very low income households received rental assistance through June 30, 2006.

### **Community Development Block Grant Program**

- I. **By June 30, 2006**, provide financial assistance for housing rehabilitation, code enforcement, economic development, and capital improvements within the Service Benefit Area; fair housing counseling, housing mediation, tenant protections and community planning activities using CDBG funds.

Status: \$1,661,008 in CDBG funds was expended for the above-listed services/activities (housing rehabilitation-\$817,039; code enforcement-\$219,293; economic development-\$507,676; fair housing-\$58,000; tenant protections-\$45,000; planning activities-\$14,000).

- II. **By June 30, 2006**, provide financial assistance to local non-profit organizations for the provision of public and human services to low-income households using CDBG funds.

Status: \$407,028 was expended for the provision of public/human services to low/moderate income residents of the CDBG Benefit Service Area, with approximately 15,000 residents served.

- III. **By June 30, 2006**, make annual debt service payment for the Fair Oaks Renaissance Plaza project – Section 108 Loan Guarantee Program.

Status: Annual Debt Service payment in the amount of \$313,449 was made to the U.S. Department of Housing and Urban Development for the Fair Oaks Renaissance Plaza Shopping Center Section 108 Loan. Project is operational.

City of Pasadena – Pasadena Community Development Committee  
Work Plan: 7/1/06 – 6/30/07  
Draft Date: 8/31/06

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**COMMUNITY DEVELOPMENT COMMITTEE MISSION STATEMENT**

The purpose of the Community Development Committee is to review and make recommendations on all matters to come before the Pasadena Community Development Commission prior to Commission action.

*“The Community Development Committee seeks to preserve and to expand the diversity of housing and economic development in the community for a broad mix of persons of different ethnicities and income levels.*

*The Committee will address the issues of homelessness in greater Pasadena.*

*The Committee will strive for accountability to all citizens with equity and fairness while providing a channel for meaningful public input and work for a transparent process in all transactions involving public investment.*

*The Committee will serve as a “bridge” between the City Council/Community Development Commission, staff, and the community in all efforts targeting the development of affordable housing.”*

**OBJECTIVES:**

The Community Development Committee seeks to be the voice for affordable housing in the greater Pasadena community. **Among the key issues the Committee seeks to address are the issues of homelessness and the implementation of a fair and transparent method for the allocation of housing funding resources.**

With regard to the challenges of addressing homelessness in the community, the Committee seeks to revisit the Ten Year Plan to End Homelessness on a regular and on-going basis, with a specific focus to position the City of obtain funding to implement programs as it becomes available.

The Committee views the implementation of an affordable housing program as a critical component of a comprehensive economic development effort in the community. To that end, it is the intention of the Committee to advocate for and advise the City Council on a comprehensive, fair, and transparent policy to

improve the allocation of the City's resources regarding affordable housing. This policy should include but is not necessarily limited to the following:

- The setting of priorities or weighting standards to achieve clearly defined goals that will maximize the City's resources. Examples of this would be clear guidance on how to allocate resources between the creation of rental as opposed to ownership units, whether to buy property or only assist outside agencies, developers, etc.
- The creation of a policy to encourage the allocation of funds through a competitive process.
- The adoption of clear and equitable standards to follow in instances where City assistance is not being granted on a fair and equitable basis.
- The adoption of written guidelines for the allocation of City resources to ensure a level playing field among applicants for City assistance and to encourage the City to reap the benefits of the knowledge, experience and creativity of a large pool of potential applicants.
- Flexibility to respond to requests from owners/developers seeking financial assistance, subject to review and justification for Commission participation.

The following program areas are applicable to all existing redevelopment project areas and key development focus areas of the community:

### **Housing Programs**

#### Affordable Housing Program

- Provide financial assistance for residential unit rehabilitation (HOME & EAGR funds);
- Monitor compliance of rental and ownership housing covenants;
- Provide beds to homeless individuals during the emergency and bad weather season;
- Originate and/or fund Homeownership Program Opportunities ("HOP") loans; provide first-time homebuyer/financial education counseling; and continue servicing of the HOP loan portfolio;
- In partnership with Rebuilding Together Pasadena, rehabilitate units within the targeted revitalization area;
- Provide financial assistance (Housing Opportunity Fund) for the preservation, rehabilitation, or new construction of approximately 240 affordable units (projects include 1150 N. Allen, New Revelation, Goldrich & Kest, and Heritage Square).

#### Rental Assistance Program

- Provide rental subsidies for 1, 315 very low income households.

### Supportive Housing Services Program

- Provide rental subsidies and supportive services for low-income persons with disabilities using the Shelter Plus Care Program;
- Provide rental assistance to low-income households using the HOME TBRA program;
- Provide supportive services to 1,000 very low-income families and rental subsidies for 177 households;
- Provide rental assistance to 20 very low-income households using the HOPWA program;
- Provide enrollment, supportive services and financial stipends for 25 low-income households participating the Family Self-Sufficiency Program.

### Community Development Block Grant Program

- Provide financial assistance for housing rehabilitation activities, code enforcement, economic development, and capital improvements within the CDBG Service Benefit Area; and fair housing counseling, housing mediation, tenant protection, and community planning activities using CDBG funds;
- Provide financial assistance to local non-profit organizations for the provision of public and human services to low-income households using CDBG funds;
- Make annual debt service payment for the Fair Oaks Renaissance Plaza project –Section 108 Loan Guarantee Program.

### **Economic Development**

- Implement commercial storefront improvement upgrades in the Lake/Washington, Villa-Parke, and Downtown Redevelopment Project Areas.
- Design, fabricate and install banners and signage along the street frontages of Lake Avenue and Washington Boulevard.
- Complete rehabilitation plans and commence construction activity for renovation of the Washington Theater's retail component.
- Hire a consultant to analyze the urban design and development feasibility opportunities of the modified Lincoln/Washington "A" site.
- Continue to study the feasibility for parking improvements in the Lincoln/Montana sub-area.
- Study development opportunities in the Villa-Parke Redevelopment Project Area.
- Complete the analysis of development and infrastructure upgrade opportunities in the Old Pasadena Redevelopment Project Area.
- Extend budgeted financial support to help acquire an easement/license agreement from the MTA for the surface rights to the Gold Line right-of-way in Old Pasadena. Complete the physical

improvements to the right-of-way to extend the pedestrian amenities in the district.

### **Business Development**

- Continue on-going work with the Lake Avenue Business Improvement District to implement projects and programs.
- Throughout the year, provide meals, training, and mailing of agendas to support monthly Fair Oaks Avenue and Lincoln Avenue Project Area Committee ("PAC") meetings.
- Complete the amendment process necessary to merge the five redevelopment project areas in Northwest Pasadena. Department staff is prepared to complete this process and await policy direction from the City Council.
- Continue the on-going planning process to facilitate discussions with individual dealerships to promote auto dealer success and/or expansion.
- Complete the annual sales tax rebate associated with the Symes automobile dealership.
- Conduct recruitment and intercept surveys to gauge consumer purchasing habits in the South Lake, Playhouse and Old Pasadena districts.
- Extend budgeted financial support to the Playhouse District and Old Pasadena Property Owner-Based Business Improvement Districts.
- Implement a corporate retention program for top revenue and job producing companies, and assemble commercial/industrial site data. These efforts shall include Valued Pasadena Partners Breakfasts, Hosting of UCLA/Rose Bowl Games, Conducting Art of Small Business Workshops, Office Lobby Visits and Street Visitation Program.
- Renew membership in the San Gabriel Valley Economic Partnership.
- Implement Annual marketing and advertising budget for ad placement, printing costs and event sponsorship.
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