

**DATE: AUGUST 1, 2005**

**TO: PASADENA COMMUNITY DEVELOPMENT COMMISSION**

**FROM: CYNTHIA J. KURTZ, CHIEF EXECUTIVE OFFICER**

**SUBJECT: ADOPT A RESOLUTION ADOPTING THE FIVE YEAR IMPLEMENTATION PLAN FOR THE FAIR OAKS AVENUE, DOWNTOWN, VILLA PARKE, ORANGE GROVE, LAKE/WASHINGTON, OLD PASADENA, LINCOLN AVENUE, AND THE HALSTEAD/SYCAMORE REDEVELOPMENT PROJECT AREAS**

**RECOMMENDATION:**

It is recommended that the Pasadena Community Development Commission (the "Commission"), following a public hearing, adopt a resolution approving and adopting the Five-Year Implementation Plan ("Implementation Plan") for the Fair Oaks Avenue, Downtown, Villa Parke, Orange Grove, Lake/Washington, Old Pasadena, Lincoln Avenue, and the Halstead/Sycamore Redevelopment Project Areas (the "Project Areas").

Advisory Body Recommendation

The Implementation Plan has been reviewed and recommended for approval by the Fair Oaks Avenue and Lincoln Avenue Project Area Committees, and the Northwest Commission. Further, at its regularly scheduled meeting of June 23, 2005, the Community Development Committee recommended that the Commission approve and adopt the Five-Year Implementation Plan for 2004-2009.

**BACKGROUND:**

The Community Redevelopment Law Reform Act of 1993 requires local agencies to prepare implementation plans every five years to ensure that each redevelopment agency plans and implements its redevelopment programs in a manner that is directly related to eliminating the blighting influences that originally justified the adoption of the particular redevelopment plan. The Implementation Plan is intended to be a guide, rather than a rigid, unchangeable course of action. The Implementation Plan presents Commission priorities for future redevelopment activities within the Project Areas, as appropriate and permissible by the California Community Redevelopment Law ("CCRL") and other applicable statutes, for the 2004-2009 planning period. Commission goals, objectives, policies, projects and programs included in the Implementation Plan have been tailored to meet the needs of the Project Areas, and, with respect to affordable housing programs, the needs of the larger community.

08/01/2005  
6.B. (8:00 P.M.)  
and 8.B. (C.D.C.)

The Implementation Plan provides a clear statement of the Commission's current intent regarding activities in the Project Areas, and it establishes a nexus between Agency goals, objectives, policies, programs, projects and the basic purposes of redevelopment which are to eliminate blight, promote economic development, and increase, improve and preserve affordable housing. Adoption of the Implementation Plan, however, should not restrict Commission activities only to the stated goals, objectives, policies, projects, programs, and related expenditures described in the Implementation Plan. Rather, the Implementation Plan is a tool that is both flexible and dynamic and one that should be used by the Commission to help it respond more efficiently and effectively to all redevelopment and development opportunities that might arise during the 2004-2009 planning period.

### Public Hearing Notices

As required by the CCRL, notice of the Implementation Plan public hearing has been provided by publication for three consecutive weeks, one publication per week in the Commission's newspaper of record, and posting at four locations within each of the Project Areas for a period of three weeks. Posting and publication was completed not less than ten days prior to the public hearing.

### **THE IMPLEMENTATION PLAN:**

The Implementation Plan has been prepared by staff based upon information and data sources currently available. The Implementation Plan describes in detail that the Commission has met all requirements of the CCRL as they relate to Commission activities and expenditures. Also, the Implementation Plan demonstrates that the Commission's activities over the past ten years have exceeded the CCRL's Inclusionary Housing requirements, leaving the Commission with a current surplus of 731 very low income units and 85 low and moderate income units above what is required by law.

Also, the Implementation Plan reports on project and program activities within each of the redevelopment project areas which further the goals and objectives of each of the redevelopment plans. Among the projects completed during the most recent Five-Year Implementation Plan term are Paseo Colorado, Western Asset Plaza, the Bryant Office Building on North Fair Oaks Avenue, the Lincoln/Montana commercial development, and the Rosewood Court residential project. The Commission remains active in economic development and business retention and expansion efforts as well. During the previous five-year reporting period (1999-2004), a total of \$1,269,529 in loan funds were utilized to fund 59 business loans. A total of 157 jobs were retained and 35 jobs were created. The Commission and the Pasadena Chamber of Commerce co-sponsor a workshop series entitled *The Art of Small Business Survival* providing training and educational seminars. Pasadena-based Digital Arts and Engineering and Luke's Barber/Beauty Care are just two of many small businesses participating in these Commission programs. Lastly, the Commission funds a Façade Improvement Program to implement exterior building improvements. Recently completed projects include 766 E. Colorado and 65 N. Madison.

The Implementation Plan describes the goals and objectives the Commission has set forth for the next five years and how the related projected income and expenditures will meet those goals and objectives and further eliminate blight within the Project Areas. The Implementation Plan describes in detail that the Commission intends to continue to meet all requirements of the

CCRL as they relate to Commission activities and expenditures. The financial projections contained in this Plan are the projections prepared by the Department of Finance.

A general summary of Commission work program activities is identified in Table 4 of the Implementation Plan. Potential projects in the Downtown core area include, but are not limited to, the YWCA rehabilitation project, examination of development opportunities at Parsons headquarters, Raymond/Green/Arroyo Pkwy. at target locations along Colorado Boulevard, and implementation of the MTA right-of-way hardscape improvements. In Northwest Pasadena, the Commission proposes to develop corridor strategies for the Lincoln Avenue, Orange Grove Boulevard, and Fair Oaks Avenue corridors and the Lake/Washington district. Also in Northwest, the Commission proposes to again examine the potential for merging a number of existing project areas which, if completed, would enhance the flexibility for funding sources for projects and may also increase the amount of funds available for the Housing Trust Fund.

In all cases the Commission will continue with its focus on economic development, business retention, and expansion with emphasis on small business assistance, business development, specific project assistance, business retention, recruitment, and outreach, marketing and advertising, and assistance for special districts.

With respect to housing, ongoing projects and programs include the federal and state funded programs assisted by the Commission, housing production, housing rehabilitation and homebuyer assistance. The Fair Oaks Court, Washington Theater, and the Heritage Square infill residential projects are among the key priority housing projects currently under negotiation. A more detailed description of the Commission's comprehensive housing program is included in Section IV of the Implementation Plan.

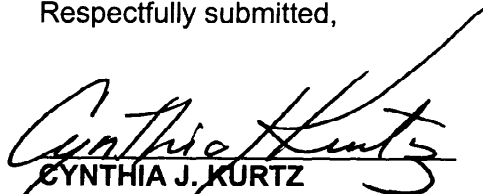
**ENVIRONMENTAL DETERMINATION:**

Review, approval and adoption of the Five-Year Implementation Plan by the Commission has been determined to be Statutorily Exempt from the California Environmental Quality Act (CEQA) Section 15262, Feasibility and Planning Studies.

**FISCAL IMPACT:**

There is no specific fiscal impact associated with the preparation and presentation of this Implementation Plan. Future project and program-specific expenditures will be guided by the framework of this Plan; without the Plan in place the Commission cannot make community investments to address the pressing issues of individual redevelopment project areas.

Respectfully submitted,



CYNTHIA J. KURTZ  
Chief Executive Officer

Prepared by:



---

**JOHN P. ANDREWS**  
Senior Project Manager

Approved by:



---

**RICHARD J. BRUCKNER**  
Director of Planning & Development

Attachments:

1. Resolution adopting an Implementation Plan for the Fair Oaks Avenue, Downtown, Villa-Parke, Orange Grove, Lake/Washington, Old Pasadena, Lincoln Avenue, and the Halstead-Sycamore Redevelopment Project Areas.
2. Pasadena Community Development Commission Draft "Five Year Implementation Plan 2004-2009", including CCRL Section 33413 (b)(4) Housing Compliance Plan, dated June 27, 2005.

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE PASADENA COMMUNITY DEVELOPMENT COMMISSION ADOPTING AN IMPLEMENTATION PLAN FOR THE FAIR OAKS AVENUE, DOWNTOWN, VILLA-PARKE, ORANGE GROVE, LAKE/WASHINGTON, OLD PASADENA, LINCOLN AVENUE, AND THE HALSTEAD/SYCAMORE REDEVELOPMENT PROJECT AREAS**

WHEREAS, California Health and Safety Code (the "Code") Subsection 33490(a)(1) requires that every five years each redevelopment agency that has adopted a redevelopment plan prior to December 31, 1993, must adopt, after a public hearing, an implementation plan that shall contain the specific goals and objectives of the agency for each project area, the specific programs, including potential projects and estimated expenditures proposed to be made during the next five years, and an explanation of how the goals and objectives, programs and expenditures will eliminate blight within the project area and implement the requirements of Code Sections 33334.2, 33334.4, 33334.6, and 33413 to the Code; and

WHEREAS, Code Section 33490 (a) (1) (B) provides that adoption of an Implementation Plan shall not constitute a project within the meaning of Section 21000 of the Public Resource Code, and therefore no CEQA compliance is required prior to approval and adoption of the implementation plan; and

WHEREAS, on August 1, 2005 the Pasadena Community Development Commission (the "Commission") conducted and concluded the above-referenced duly noticed public hearing; and

WHEREAS, all legal prerequisites to the adoption of this Resolution have occurred.

NOW THEREFORE, THE PASADENA COMMUNITY DEVELOPMENT COMMISSION RESOLVES:

Section 1: Pursuant to Code Section 33490, the Commission hereby adopts its 2004-2009 Implementation Plan for the Downtown Redevelopment Project, Old Pasadena Redevelopment Project, Fair Oaks Avenue Redevelopment Project, Lincoln Avenue Redevelopment Project, Lake/Washington Redevelopment Project, Villa-Parke Redevelopment Project, Orange-Grove Redevelopment Project, and Halstead/Sycamore Redevelopment Project which Implementation Plan is included here by reference.

ADOPTED on the \_\_\_\_\_ day of \_\_\_\_\_, 2005 by the following vote:

AYES:

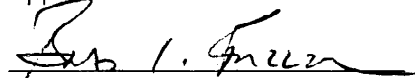
NOES:

ABSENT:

ABSTAIN:

\_\_\_\_\_  
JANE L. RODRIGUEZ, City Clerk

Approved as to form:



Brad L. Fuller  
Assistant City Attorney