

Agenda Report

June 21, 2010

TO: City Council and Pasadena Community Development Commission

THROUGH: Finance Committee (June 7, 2010)

FROM: Michael J. Beck, Chief Executive Officer

SUBJECT: ADOPT A RESOLUTION APPROVING THE PASADENA COMMUNITY DEVELOPMENT COMMISSION'S FY2011 ANNUAL OPERATING BUDGET AND FY2011 WORK PLAN AND ADOPT A RESOLUTION DETERMINING THAT PAYMENT BY THE PASADENA COMMUNITY DEVELOPMENT COMMISSION FOR PUBLIC IMPROVEMENTS WITHIN OLD PASADENA IS OF BENEFIT TO THE OLD PASADENA PROJECT AREA

RECOMMENDATION:

It is recommended, that the City Council and the Pasadena Community Development Commission ("Commission") take the following actions:

1. Adopt a Resolution pursuant to Section 33606 of the Health and Safety Code approving the FY 2011 Annual Operating Budget (as recommended in the City's 2011 Annual Operating Budget) and the FY 2011 Work Plan. The Commission's 2011 Annual Operating Budget includes a transfer to the Housing Department in the amount of \$2,976,971 of low and moderate income funds established for each redevelopment project area pursuant to Section 33334.3 of the California Health and Safety Code; and,
2. Adopt a Resolution pursuant to Section 33445 of the Health and Safety Code approving payment by the Commission to fund the cost of the public improvements within the Old Pasadena Project Area as such payment is of benefit to the Old Pasadena Project Area.

COMMUNITY DEVELOPMENT COMMITTEE RECOMMENDATION:

On May 27, 2010, the Community Development Committee ("CDC") recommended that the Community Development Commission and City Council approve the FY 2011 Annual Operating Budget and Work Program.

BACKGROUND:

The Commission's FY 2011 proposed budget is \$34,917,206 which is \$2,478,936 less than the FY 2010 adopted budget. The major changes to this year's budget include a reduction of almost \$1 million in project costs due to partial completion of the Villa Park Community Center. In addition, over the past year property values have declined as a result of the national economic downturn, resulting in a reduction of \$1.5 million in tax increment receipts.

The majority of the budget programs/projects represent a continuation of prior multiyear efforts to reduce/eliminate blight and enhance economic opportunities and infrastructure. Some of the major expenditures in last year's \$37,396,142 budget included the \$2 million rehabilitation of the Villa Parke Community Center along with the installation of a synthetic field, \$700,000 for Lincoln Avenue development opportunities and \$200,000 funding for the Downtown Wayfinding Signage Program. The estimated completion of the Villa Parke rehabilitation is by the end of June and the installation of the synthetic field is under construction with an August completion date. Staff continues to pursue Lincoln Avenue development opportunities. The Downtown Wayfinding Signage Program has identified the installation sites and is presently reviewing designs with plans to install the signs by the end of this year.

The following represent new program enhancement requests for the upcoming budget year, all of which are consistent with the respective Redevelopment Plans:

Project Description	Amount	Redevelopment Project Area
Increase of funding for Villa Parke Storefront Improvement Program	\$30,000	Villa Parke
Funding for Villa Parke Signage	\$15,000	Villa Parke
Funding for Villa Parke Business Support	\$5,000	Villa Parke
Funding of Lincoln Avenue Development Opportunities	\$700,000	Lincoln Avenue
Funding of Lincoln Avenue Planning	\$150,000	Lincoln Avenue
Increase of funding for Lake Washington Storefront Improvement Program	\$60,000	Lake Washington
Increase for the Lake Avenue Business District	\$50,000	Lake Washington
Funding of Downtown Wayfinding Signage Program	\$100,000	Downtown
Funding of Downtown Development Opportunities	\$75,000	Downtown
Total	\$1,185,000	

The breakdown of the full budget is as follows:

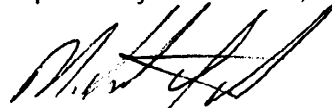
FY11 PCDC Budget	Amount	%
Pension Obligation Bonds (SB481 Payment)	\$ 21,217,226	61%
Interest/Bond Payments	\$ 1,006,595	3%
Inter-fund Transfers	\$ 1,544,500	4%
Housing Set-Aside	\$ 2,976,971	9%
Projects & Programs	\$ 6,051,914	17%
Projects & Program Support	\$ 2,120,000	6%
Total	\$ 34,917,206	100%

The proposed FY 2011 PCDC Work Plan is attached.

FISCAL IMPACT:

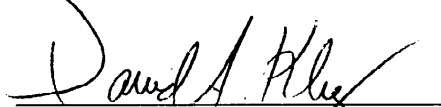
Approval of the Commission's annual budget establishes the FY 2011 total Commission budget at \$34,917,206 for projects and program administration. Sufficient funding is available in each of the respective Redevelopment Project Areas to finance the proposed projects and program administration.

Respectfully submitted,



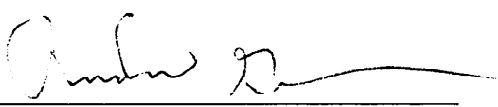
MICHAEL J. BECK
Chief Executive Officer

Prepared by:



David A. Klug
Redevelopment Manager

Concurred by:



ANDREW GREEN
Director of Finance

Approved by:



for STEVE MERMELL
Assistant City Manager

**PASADENA COMMUNITY
DEVELOPMENT COMMISSION
FY 2011 WORK PROGRAM**

February 17, 2010

PROGRAM:		ORANGE GROVE REDEVELOPMENT			
PROJECT NAME:		FAIR OAKS	PROJECT AREAS MERGER	NORTHWEST COMMUNITY PLAN	NORTHWEST MARKETING PLAN
BUDGET REQUEST:	FAIR OAKS BUSINESS PARK	PAC SUPPORT	\$35,000	\$10,000	\$15,000
DESCRIPTION:	Pass-thru for lease of space to Fire Station #36.	Support to Project Area Committee for meetings, mailings, etc.	Consultant services to complete consolidation of all Northwest Redevelopment Project areas; merged PAC	Advertising costs to implement the Northwest Community Plan.	Implement Marketing Plan for Northwest
REVENUE SOURCE:	File	PCDC	PCDC	PCDC	PCDC
ASSIGNED TO:	Northwest	Northwest	Northwest	Northwest	Northwest
ACCOUNT:	8171-802-452210	8164-802-452210	8164-803-452225	8164-803-452226	8164-803-452227

LAKE/WASHINGTON REDEVELOPMENT

PROGRAM NAME:			
PROJECT NAME:	STOREFRONT IMPROVEMENT	LAKE AVENUE BUSINESS DISTRICT	MARKETING
BUDGET REQUEST:	\$60,000	\$50,000	\$10,000
DESCRIPTION:	Complete storefront improvements	Provide support to business district and begin the planning process of a PBID with a consultant .	Consulting services for implementation of the Northwest Marketing Plan.
REVENUE SOURCE:	PCDC Northwest	PCDC Northwest	PCDC Northwest
ASSIGNED TO:			
ACCOUNT:	8172-806-452218	8164-806-452251	8164-806-452216
			WASHINGTON THEATER
			\$375,000
			(MEMO ONLY) FY 2004 Carryover - \$300,000; FY 2008 - \$60,000; FY 2009 - \$15,000 from Business District

LINCOLN AVENUE REDEVELOPMENT						
PROGRAM NAME:						
PROJECT NAME:	PROJECT AREAS MERGER	DEVELOPMENT OPPORTUNITIES	LINCOLN AVENUE SPECIFIC PLAN	LINCOLN PAC SUPPORT	NW COMMUNITY PLAN	BUSINESS SUPPORT
BUDGET REQUEST:	\$35,000	\$700,000	\$150,000	\$4,500	\$10,000	\$15,000
DESCRIPTION:	Consultant services to complete consolidation of Northwest Redevelopment Project Areas merger; merged PAC	Assist with development of public parking lot.	Environmental, traffic study, creation and distribution of the plan	Support for PAC meetings and agenda delivery.	Implementation, advertising and distribution of community plan	Replacement of banners and support to the Lincoln Avenue Village District events.
REVENUE SOURCE:	PCDC	PCDC	PCDC	PCDC	PCDC	PCDC
ASSIGNED TO:	Northwest	Northwest	Northwest	Northwest	Northwest	Northwest
ACCOUNT:	8164-807-452219	8164-807-452258	8164-807-452260	8164-807-452255	8164-807-452257	8164-807-452256
						8164-807-452259

VILLA PARKE REDEVELOPMENT							
PROGRAM NAME:	PROJECT NAME:	PROJECT AREAS MERGER	MARKETING	VP SIGNAGE	STOREFRONT IMPROVEMENT	BUSINESS SUPPORT	DEVELOPMENT OPPORTUNITIES
BUDGET REQUEST:	\$35,000		\$15,000	\$15,000	\$50,000	\$5,000	\$1,000,000
DESCRIPTION:	Consultant services to complete consolidation of all Northwest Redevelopment Project areas; merged PAC	Implementation of marketing plan for Northwest.	Design consultant to create Fair Oaks/Orange Grove Specific Plan concept design signage identification.	Implement commercial storefront; upgrades per Council-approved focus areas (Orange Grove Blvd. from Garfield to Los Robles).	Support broad vision for a business association.	Explore development opportunities within the Villa Parke project area.	
REVENUE SOURCE:	PCDC	PCDC	PCDC	PCDC	PCDC	PCDC	PCDC
ASSIGNED TO:	Northwest	Northwest	Northwest	Northwest	Northwest	Northwest	Northwest
ACCOUNT:	8164-804-452222	8164-804-452224	8164-804-452249	8172-804-452223	8164-804-452245		

DOWNTOWN REDEVELOPMENT PROJECT - CENTRAL AREA									
PROGRAM NAME:	SOUTH LAKE RECRUITMENT & SURVEYS		DEVELOPMENT OPPORTUNITIES	STOREFRONT IMPROVEMENT PROGRAM	CENTRAL DISTRICT MARKETING	3-D MODEL	WAY FINDING SIGNAGE	RETAIL RECRUITMENT & SURVEYS	PLAYHOUSE DISTRICT ORGANIZATION SUPPORT
BUDGET REQUEST:	\$15,000	\$75,000	\$25,000	\$90,000	\$5,000	\$100,000	\$15,000	\$115,000	
DESCRIPTION:	Attract new retail tenants who will enhance the economic health and vitality of the South Lake district.	Explore development opportunities (i.e., YWCA feasibility study, development of hotel at Convention Center).	Implement 1 to 3 commercial storefront upgrades within the Downtown Central area.	City contribution to joint retail marketing effort related to increased regional competition.	Potential upgrades and/or additional hardware/software	Work in collaboration with Transportation, Public Works and Business Stakeholders to develop a comprehensive way-finding (parking, shopping, services, districts) signage program. Project will be phased and will include pedestrian and vehicular efforts.	Attract new retail tenants who will enhance the economic health and vitality of the Playhouse District.	Support of the Playhouse District Property Owner-Based Improvement District (PBID) through 2011 (2007 to 2011)	
REVENUE SOURCE:	PCDC/Rental Income	PCDC/Rental Income	PCDC/Rental Income	PCDC	PCDC	PCDC	PCDC	PCDC/Rental Income	
ASSIGNED TO:	Economic Development	Redevelopment	Economic Development	Economic Development	Economic Development	Economic Development	Economic Development	Economic Development	Economic Development
ACCOUNT:	8164-801-452141	8164-801-452118	8172-801-452144	8164-801-452125	8164-801-452117	8164-801-452138	8164-801-452116	8164-801-452120	

BUSINESS DEVELOPMENT				
PROGRAM NAME:	BUSINESS OUTREACH	ECONOMIC COLLABORATION	CITY-WIDE MARKETING & ADVERTISING	TECHNOLOGY INITIATIVES
BUDGET REQUEST DESCRIPTION	\$40,000 Corporate retention program for top revenue and job producing companies which includes: 1) Conduct 4 Valued Pasadena Partners Breakfasts; 2) Host 5 to 7 UCLA/Rose Bowl games; 3) conduct 9 Art of Small Business Workshops; 4) Conduct 4 Office Lobby visits; and 5) Perform 2-3 Street Visitation programs	\$15,000 Membership in the San Gabriel Valley Economic Partnership (\$10,000) and LA-EDC \$500	\$90,000 Advertising placement (\$45,000); printing costs (\$15,000); event sponsorships (\$30,000)	\$85,000 Industry-specific sponsorships to advance Pasadena's profile in biotech and other sciences (includes sponsorship support for Pasadena Bio-Science Collaboration and Entre-Tech, Caltech/MIT Workshops).
REVENUE SOURCE:	PCDC Rental Income	PCDC Rental Income	PCDC Rental Income	PCDC Rental Income
ASSIGNED TO:	Economic Development	Economic Development	Economic Development	Economic Development
	8164-801-451310	8164-801-451320	8164-801-451330	8164-801-451340

OLD PASADENA REDEVELOPMENT			
PROGRAM/PROJECT NAME:	RETAIL RECRUITMENT & SURVEYS	MANAGEMENT DISTRICT SUPPORT	DEVELOPMENT OPPORTUNITIES
PROJECT NAME:			
BUDGET REQUEST DESCRIPTION	\$20,000 Attract new retail tenants who will enhance the economic health and vitality of the Old Pasadena District; Consumer intercept study.	\$89,204 Support of Old Pasadena Property Owner-based Improvement District (PBID)	\$1,222,000 In conjunction with the Old Pasadena Management District, facilitate improvements and upgrades to maintain the sense of place and continue to remain competitive. Upgraded amenities may include: tree grates/street trees; pedestrian way finding signage; repainting/repairing dilapidated streetlights; repair sewers/culverts.
REVENUE SOURCE:	PCDC	PCDC	PCDC
ASSIGNED TO:	Economic Development	Economic Development	Redevelopment
ACCOUNT:	8164-805-452126	8164-805-452127	8164-805-452147