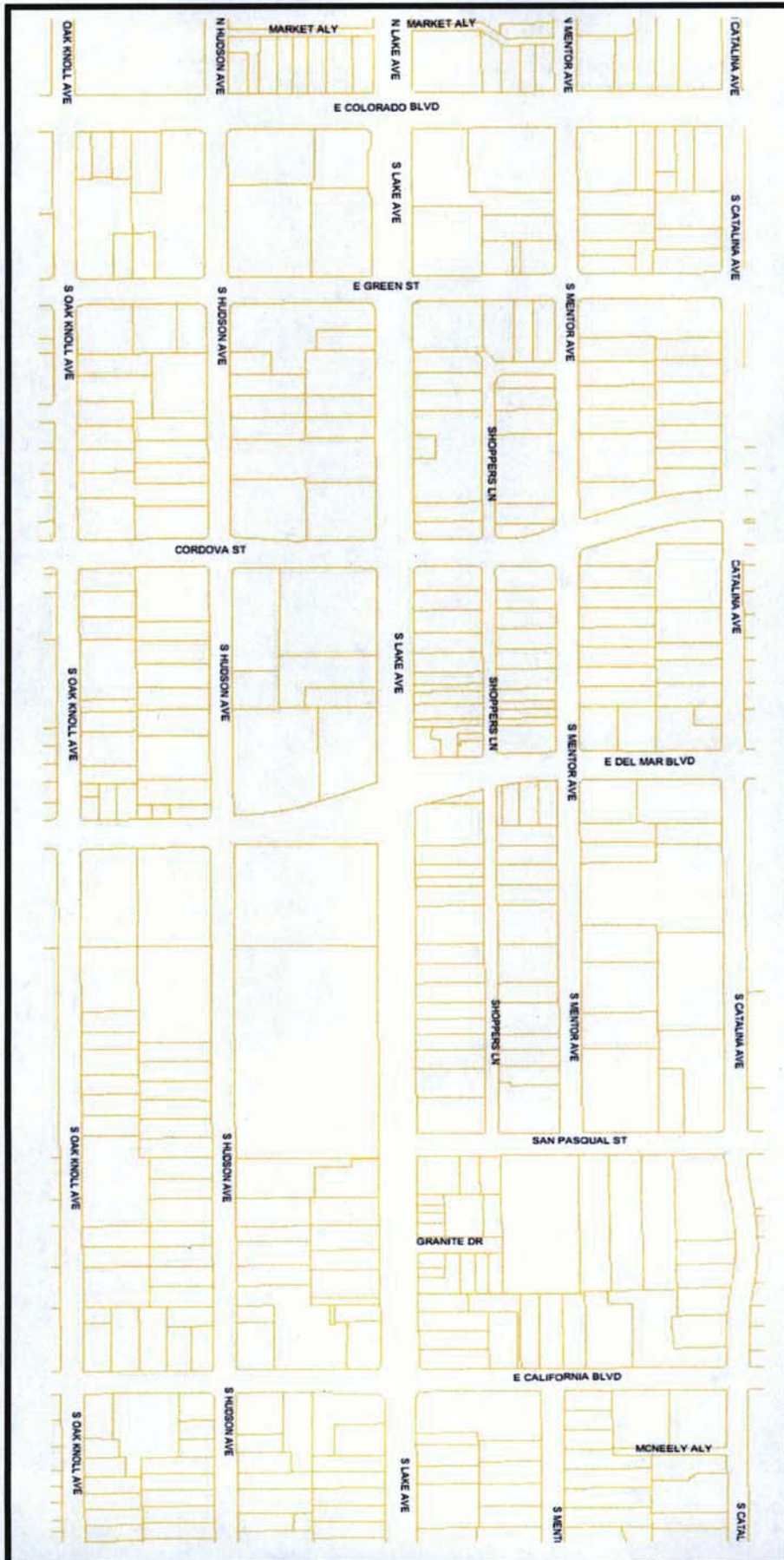


ATTACHMENT 1 – MAP OF THE DISTRICT

SOUTH LAKE BUSINESS IMPROVEMENT DISTRICT



ATTACHMENT 2 – MANAGEMENT DISTRICT PLAN SUMMARY

SOUTH LAKE AVENUE PBID - MANAGEMENT DISTRICT PLAN SUMMARY

The South Lake Avenue PBID is a Property and Business Improvement District (SLA PBID) being renewed for a 5 year period by a consortium of property and business owners within the PBID. The SLA PBID was originally formed in 2007 for a 5 year period and was renewed in 2012 for a 5 year term and is now being renewed again for a 5 year term. The purpose of this renewed PBID is to continue to provide and manage supplemental services and improvements for this important business center, including a “clean and safe” program, a professional marketing and business promotion program, a program to enhance the physical environment and amenities and professional management of these programs and services throughout the South Lake Avenue Business District. The PBID is a unique benefit assessment district that will enable the SLA PBID property owners, businesses and residents working as a unit, to continue to fund needed property and business related improvement programs, services and programs above what can be provided by the City of Pasadena.

Name: The name of the PBID is the South Lake Avenue Property & Business Improvement District (SLA PBID).

Location: The SLA PBID is located in the center of Pasadena and is bounded roughly by Colorado Boulevard, Mentor Avenue, California Boulevard and Hudson Avenue.

Zones: There is one benefit zone within the renewed PBID.

Services: Maintenance, public safety ambassadors, image enhancement, promotions, physical amenities and related management and operation services in order to maintain a clean, safe, competitive and high-quality business and residential environment.

Finance: Benefit assessment of real property (444 parcels). No bonds shall be issued to fund SLA PBID programs.

Budget: PBID assessment revenue for Year 1 (2017-18) is projected to be \$662,636. It is noted that the Assessment Engineer has determined that general benefits equate to 4.3% of the total adjusted PBID program costs of \$692,119 or \$29,483. General benefit costs shall be derived from non-assessment revenue sources such as grants, program income, credits, interest, memberships and other sources.

Year 1 – 2017-18 PROPOSED BUDGET SUMMARY (ASSESSMENT REVENUES)

ACTIVITY	Allocation	%
Maintenance Services (includes amenities)	\$161,000	24%
Ambassador Program	\$177,700	27%
Marketing/Promotions	\$173,600	26%
Administration/Operations	<u>\$150,336</u>	<u>23%</u>
TOTAL	\$662,636	100%

Benefits: “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the PBID or to the public at large.

Formula: There is one benefit zones in the SLA PBID. (A map showing the PBID boundaries is shown on a separate page). Year 1 property assessment rates per parcel are \$0.07154 per square foot of building, plus \$0.08481 per square foot of land, plus \$13.14281 per linear foot of Lake Avenue street frontage, plus \$6.57087 per linear foot for all other frontages. Parcels with residential uses of 1 to 5 units (including residential condominiums) shall be assessed at the Year 1 rate of \$0.107 per square foot of building area. Parcels with residential uses of 6 or more units shall be assessed at 50% of the regular rates. Mixed use development building area assessments shall be pro-rated based on the ratios of each respective use.

Cap: Assessment increases are capped at a maximum of 5% per year, subject to approval by the PBID Property Owner Association (SLBA) Board of Directors.

Renewal: PBID renewal is a two-step process. First, petitions signed by PBID property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the PBID renewal. Returned ballots in support of the PBID renewal must outweigh those in opposition based on the amount of assessment to be levied.

Duration: The renewed PBID will have a term of five (5) years. After five years, the petition and balloting process must be repeated in order to renew the PBID and levy assessments again at that time.

ATTACHMENT 3 – BASELINE SERVICES

BASELINE LEVEL OF SERVICES PROVIDED BY CITY OF PASADENA

<u>ACTIVITY</u>	<u>LEVEL OF SERVICE</u>
Police Services	
1. Patrol	11 officers, seven days a week, twenty-four hours per day, in the Midtown area, which includes South Lake.
2. Special Problems Unit	Service of citywide unit as required.
Maintenance Services	
1. Lighting	Lights changed on as needed basis. Necessary upkeep and maintenance of lighting. Preventative maintenance every nine months.
2. Graffiti Removal	Two trucks, operated seven days a week on a citywide basis. Response to calls from Hotline number and police officers. Service provided at no charge to building owner.
3. Vacant Lots Maintenance	Response to reports of owners not maintaining their property
4. Parking Off-Street Lots	Maintenance of two City-owned parking lots through private contractor. Trash, Landscape and Sweeping is completed weekly. Signage, Lighting and Equipment Maintenance is completed as needed.
5. Parking On Street	Maintenance of parking spaces and meters, including repairing and painting meters.
6. Street Sweeping /Maintenance	Machine sweeps once every two weeks on Friday, twenty-six times per year. Street maintenance, including repairing pot holes, laying asphalt patches and maintaining storm drains.
7. Trash dumping	Street Litter Containers along Colorado Blvd at Lake Avenue and along Lake Avenue from Colorado Blvd to California Blvd – Six days per week, Monday through Saturday.
8. Landscaping	Maintenance of street trees and tree wells and grates as well as landscaping and maintenance of the Del Mar Islands
9. Landscaping - Tree Trimming	Pruning of trees on four-year pruning schedule. Pruning of other species are at varying schedules from four to fifteen years. Trees to be maintained and groomed.
10. Landscaping - Tree Planting	Planting and removal of trees as necessary.

Other Services	
1. Business recruitment and retention	Coordinated efforts with the DISTRICT, retailers and property owners to develop, attract and retain retail tenants, investors, office tenants and customers for Playhouse. The goal of this shall be to (1) work to gain new tenants and customers throughout the SLD on and off Lake Avenue; (2) develop programs to educate and retain independent business, per annual budget allocation.