

Old Pasadena Management District Property-Based Business Improvement District Renewal

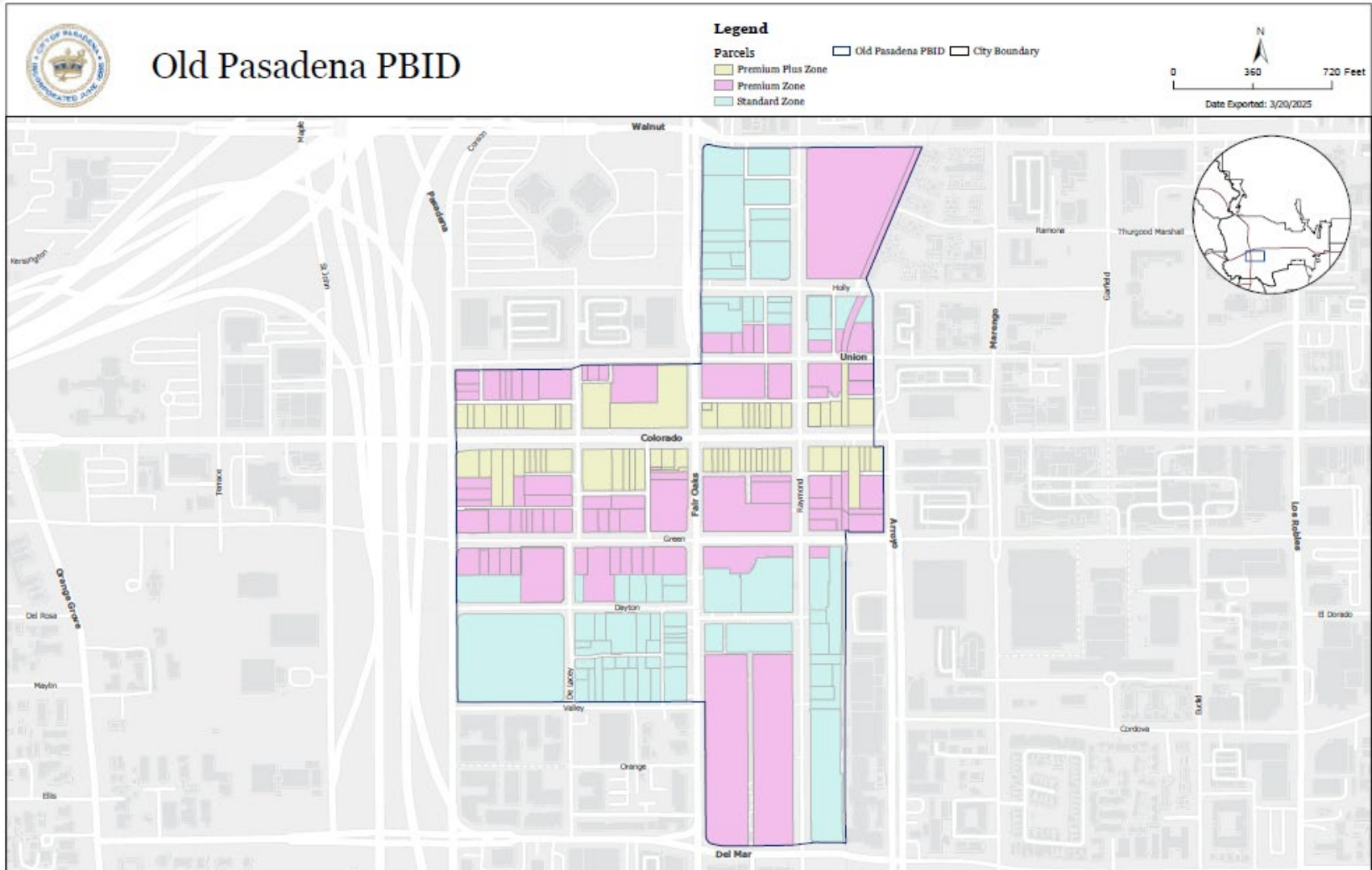
City Council Meeting
July 14, 2025





Old Pasadena District Boundaries

Economic Development





Old Pasadena PBID Background

Economic Development

- Formed in 2000, Renewed in 2005, 2010, 2015
- Requesting 4th Renewal (January 1, 2026- December 31, 2035)





PBID Renewal Process

Economic Development

PBID Renewal is a multi-step process

- **Management Plan Drafted** - Prior to the petition phase, a management plan was drafted outlining the goals, objectives, budget and assessment formula.
- **Petition Collection Phase** – Petitions were signed by property owners whose combined assessments exceed 50% of the proposed assessment.
- **Adoption of resolution of intention** – City Council adopted the Resolution of Intention (#10130) May 19, 2025. The City Clerk mailed ballots for the renewal to the property owners within the District and set the July 14, 2025 public hearing date to tabulate the ballots.
- **Ballot Phase** – Renewal ballots were sent out to each property owner in the proposed renewed district. Returned ballots in support must outweigh those in opposition based on the amount of assessment to be levied collectively on the returned ballots.



Proposed 2026 PBID Budget

Economic Development

ACTIVITY	Allocation	%
Clean, Safe & Beautiful	\$2,315,000	74.3%
Business Support & Marketing	\$480,000	15.4%
Advocacy & Administration	\$320,000	10.3%
TOTAL	\$3,115,00	100%



Proposed Assessment Rates

Economic Development

Assessment Rate	Lot Assessment	Ground SF Assessment	Non-Ground Assessment
Premium+ Zone	\$0.44897	\$0.58960	\$0.39503
Premium Zone	\$0.35918	\$0.47168	\$0.31602
Standard Zone	\$0.26938	\$0.35376	\$0.23702

Sample Parcel Assessment in Premium + Zone

To calculate the assessment for a parcel in the Premium + Zone with 10,000 lot square feet + 7,500 ground floor square feet + 15,000 non-ground floor square feet, its total parcel assessment is calculated as follows:

$$(10,000 \times \$0.44897) + (7,500 \times \$0.58960) + (15,000 \times \$0.39503) = \\ \$14,837.15 \text{ total parcel assessment}$$



City Annual Contribution

Economic Development

Payment Of Assessments For City Owned Properties*	Payment Of Quantified General Benefits	Contribution To Support Enhanced District Services
\$349,849	\$77,875	\$669,050
17 parcels including Central Park, Memorial Park, Fire Station 31, garages.	Benefits beyond special benefits provided to parcels in PBID. 2.5% of total budget.	Enhanced services beyond baseline services including porter/cleaning service, tree well maintenance and more.

Note: These contributions will be paid from the Old Pasadena Parking Meter Fund (Fund 213) and Off-Street Parking Facilities Fund (Fund 407) and have been included in the City's annual operating budget. There is no impact to the General Fund.

*Subject to a maximum of 5% per year or the Consumer Price Index (CPI) for All Urban Consumers for the Los Angeles-Long Beach-Anaheim metropolitan area, subject to approval by PBID Board of Directors.



Recommendations

Economic Development

- Conduct a Public Hearing on the proposed renewal of the Old Pasadena Management District Property-Based Business Improvement District (PBID);
- Find that adopting a resolution renewing the Old Pasadena Management District Property-Based Business Improvement District is exempt from the California Environmental Quality Act (CEQA) per Section 15061(b)(3) (common sense exemption); and

Upon closing of the Public Comment portion of the Public Hearing, that the City Council:

- Order the tabulation of all ballots received and not withdrawn, and request a report on the tabulation results as soon as possible. Upon receipt of the report on the tabulation of ballots, if the results of said tabulation show that a majority protest does not exist, it is recommended that the City Council:



Recommendations (contd.)

Economic Development

- Authorize the City Manager to enter into a Baseline Services Agreement and Agreement for Services with PBID for a period of 10 years in the annual amount of \$669,050;
- Appoint the Old Pasadena Management District (acting by and through its Board of Directors) as the owners' association for the purpose of making recommendations to the City Council on expenditures derived from the assessment, property classifications, as applicable, and on the method and basis of levying assessments; and
- Adopt a final resolution "Renewing the Old Pasadena Management District Property-Based Business Improvement District"



End of Presentation

Economic Development



PASADENA



Backup Slides

Economic Development

PASADENA



Old Pasadena Management District Background

Economic Development



- California non-profit corporation, dedicated to protecting, preserving, and promoting Old Pasadena.
- Managed by a professional staff of 4 and led by an 18-member Board of Directors, made up of a cross-section of Old Pasadena stakeholders, including property owners, business owners, residents, and city management.
- Contracts with the City of Pasadena to implement and manage the programs and priorities of the Property-based Business Improvement District (PBID).
- Utilizes revenue from a special property tax assessment on Old Pasadena properties as well as city contributions, to fund programs that serve the collective interests of the owners, tenants, and residents of Old Pasadena.
- Old Pasadena is:
 - 300 Shops and Restaurants
 - 3,000 Residential Units
 - 22 Blocks
 - National Register of Historic Places
 - 2 City Parks
 - 2 Metro Stations



Clean, Safe & Beautiful

- Clean Teams that sweep streets and alleys, scrub and pressure wash sidewalks, remove litter and graffiti, increase the frequency of trash removal, and maintain landscaping.
- Community Ambassadors that provide information on activities and attractions, work with local police and business and property owners to prevent crime, offer outreach to reduce homelessness and address quality of life issues.
- Beautification improvements that make Old Pasadena more visually attractive, walkable, and bikeable, which may include wayfinding signage, trash cans, holiday décor, enhanced streetscape, planters, urban design plans, bicycle racks, and other facilities, etc.



OPMD Activities Cont'd

Economic Development

Business Support & Marketing

- Business Support services to advocate for businesses navigating the permitting processes.
- Marketing to promote a positive image for Old Pasadena as a premier regional destination, and services aimed at attracting a diverse consumer base, quality retail and office tenants, and private investment.

Advocacy/Administration

- Advocate for downtown policy issues that will improve the downtown business environment.
- Provide daily management to carry out the day-to-day PBID operations.

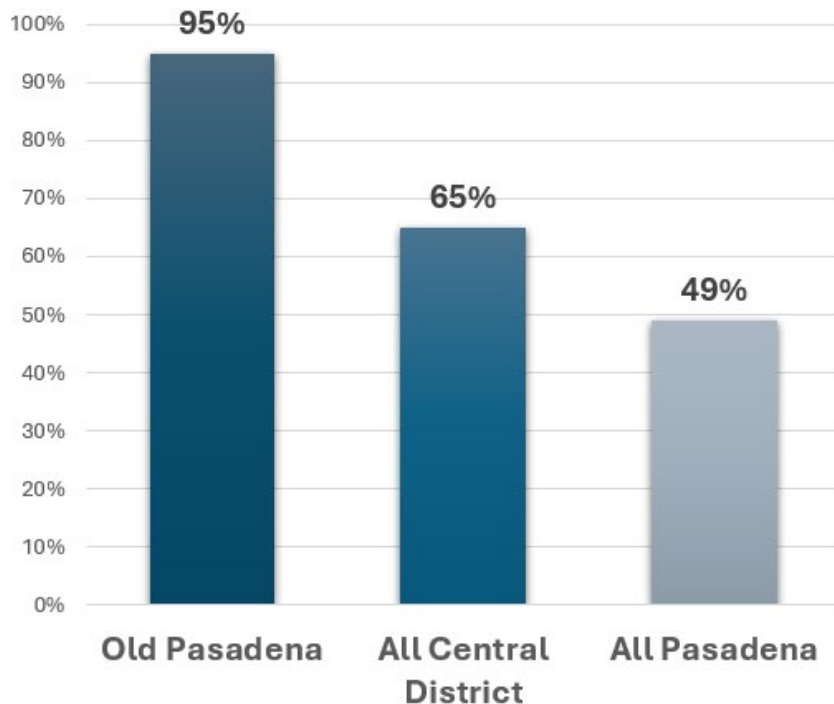


Old Pasadena Sales Growth

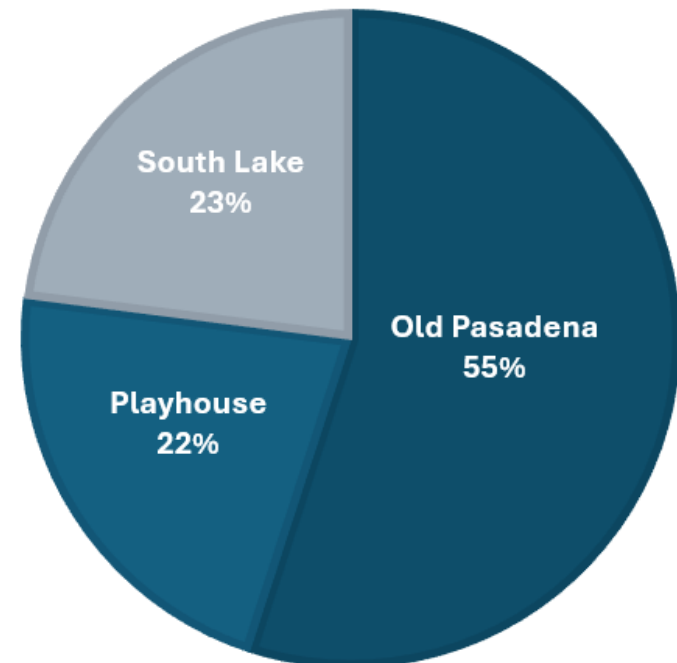
Economic Development

Sales increased 95% from \$374.1M in 2014 to \$728.6M in 2023 compared to the city-wide increase of 49%. Old Pasadena represented more than half (55%) of all Central District sales and 17% of total city sales in 2023.

Sales Growth (2014-2023)



PERCENTAGE OF CENTRAL DISTRICT SALES (2023)



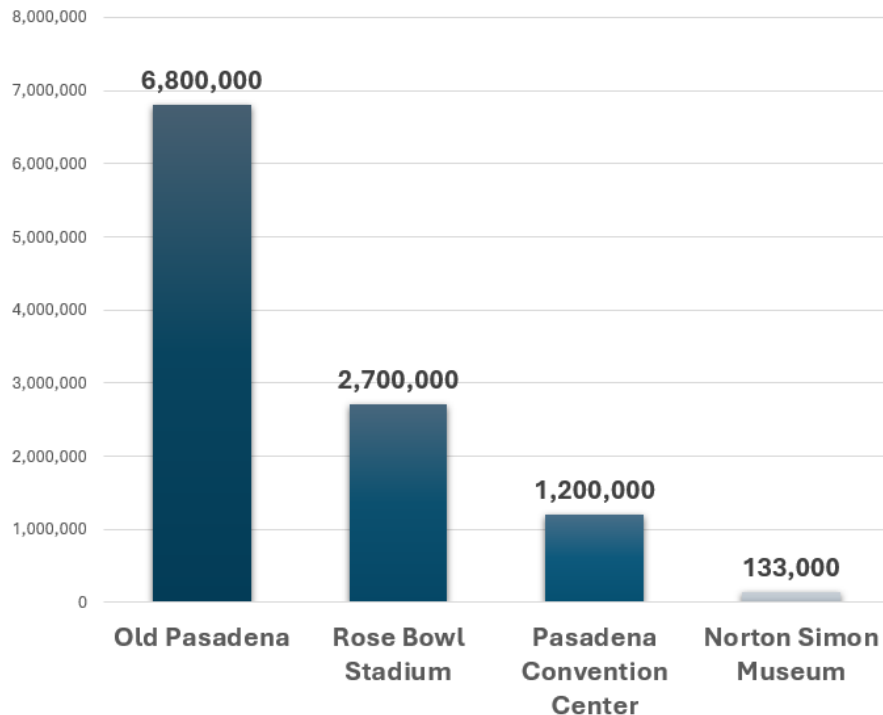
PASADENA



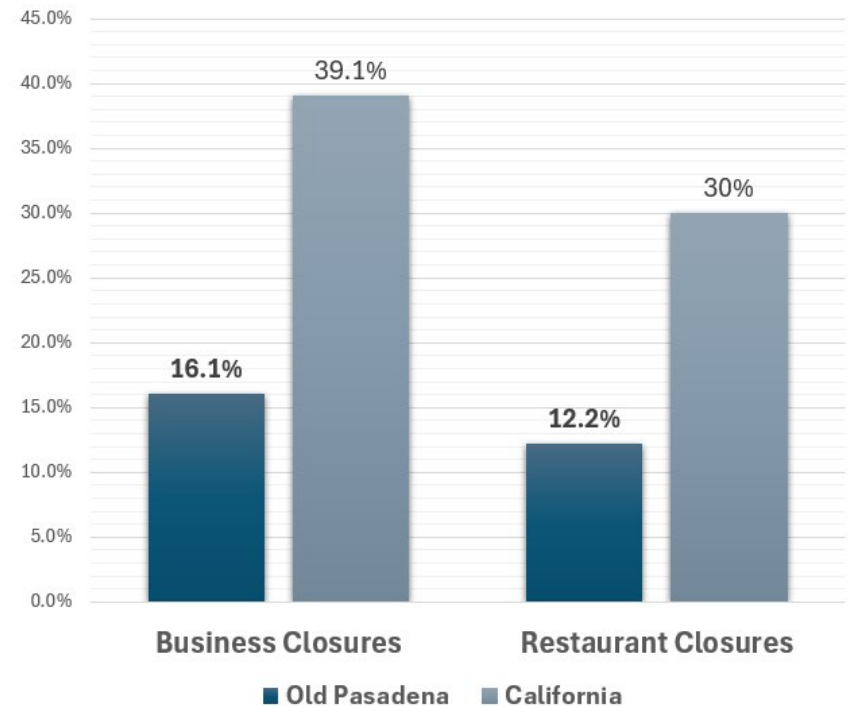
Success in Visitation & Business Retention

Economic Development

Total Visits (2023)



Pandemic Business Closure Rate (2020-2021)





Cleaning, Maintenance, Beautification

Economic Development

Type of Service	Enhanced Services	Baseline Services
Street Sweeping	7 days/week	1x every 2 weeks
Public Trash (168)	Serviced up to 14x/week	Serviced up to 3x/week
Pressure Washing (sidewalks, alleys, walkways)	Nightly	None
Graffiti Removal	Within 24 hour of notification	Within 72 hours of notification
Landscaping Maintenance	7 days/week	As schedule allows
Porter/Cleaning Service	Daily	None
Replace Dead or Damaged Trees	Average of 15 mature 24" box trees planted annually	Small, 10-gallon specimens planted as schedule allows



Proposed Increased Services

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- Additional hours to Clean and Safe programs
- Updated cleaning equipment
- Increased Marketing budget
- New staff position: Business Relations Manager
 - > To assist businesses in navigating city permitting processes

