

APRIL 26, 2010

TO: Pasadena Community Development Commission
THROUGH: Economic Development and Technology Committee (April 7, 2010)
FROM: Planning and Development Department
SUBJECT: PCDC FIVE YEAR IMPLEMENTATION PLAN

RECOMMENDATION:

It is recommended that the Pasadena Community Development Commission ("Commission") following a public hearing:

- (1) Find that the project is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 33490 (a) (1) (B).
- (2) 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").
- (3) Authorize the Chief Executive Officer to execute and the Secretary to attest any documents as may be necessary to effectuate the Resolution.

ADVISORY BODY RECOMMENDATION:

The Five Year 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 March 25, 2010, the Community Development Committee recommended that the Commission approve and adopt the Five-Year Implementation Plan for 2009-2014.

BACKGROUND:

Assembly Bill 1290 ("AB 1290"), took effect January 1, 1994. The Bill included many of the most significant changes in California Community Redevelopment Law (the "CCRL") in many years. The changes affected both existing project

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areas and new redevelopment plan adoptions. As an integral part of these AB 1290 reforms, implementation plans are intended 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.

Purpose of an Implementation Plan

The Implementation Plan represents Commission priorities for future redevelopment activities within the Project Areas, as appropriate and permissible by the CCRL and other applicable statutes, for the 2009-2014 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.

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, will 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 2009-2014 planning period.

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 how 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 five years have exceeded the CCRL's Inclusionary Housing requirements, leaving the Commission with a current surplus of 627 very low income units and 52 low and moderate income units above what is required by law.

Further, the Implementation Plan describes the goals and objectives of the Commission 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 provided 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 and at target locations along Colorado Boulevard, along with the implementation of the MTA right-of-way landscape improvements. In Northwest Pasadena, the Commission proposes development corridor strategies for the Lincoln Avenue, Orange Grove Boulevard, and Fair Oaks Avenue corridors and the Lake/Washington district. Also in the Northwest, the Commission proposes to examine the possibility of merging the redevelopment project areas into one redevelopment project area 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 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, continuing proposed projects and programs include the federal and state funded programs assisted by the Commission, housing production, housing rehabilitation and homebuyer assistance. The Heritage Square, Parke Street Apartments and Nehemiah Court are among the infill residential projects identified in the Plan. A more detailed description of the Commission's comprehensive housing program is included in Section IV of the Implementation Plan.

COUNCIL POLICY CONSIDERATION:

The consideration of the Five Year Plan by the Council will be in compliance with the City's General Plan. Specifically, Objective number ten states that Pasadena shall promote a diverse economic base that serves local residents by providing job, city revenues, and enhancing the City's dynamic social and cultural life.

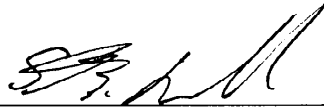
ENVIRONMENTAL ANALYSIS:

The project is exempt per the California Health and Safety Code Section 33490 (a) (1) (B). This Section provides that adoption of an Implementation Plan shall not constitute a project within the meaning of the California Environmental Quality Act (CEQA) as adoption of an Implementation Plan shall not constitute an approval of any specific program, project, or expenditure from the agency or community. On a case by case basis, any future project will be reviewed under CEQA.

FISCAL IMPACT:

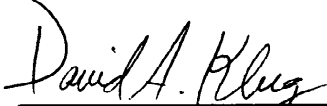
Adoption of the 5 Year Implementation Plan will have no impact on the Commission.

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

Prepared by:



David A. Klug
Redevelopment Manager

Approved by:



MICHAEL J. BECK
Chief Executive Officer

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, and 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 of 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 April 26, 2010 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 2009-2014 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.

PASSED, APPROVED, AND ADOPTED on this the 26th day of April, 2010 by the following vote:

AYES:

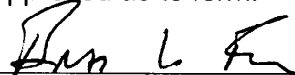
NOES:

ABSENT:

ABSTAIN:

Mark Jomsky, City Clerk

Approved as to form:



Brad L. Fuller, Assistant City Attorney