

CITY OF SOUTH PASADENA CITYWIDE QUARTERLY UPDATES

HAPPY 135TH BIRTHDAY SOUTH PASADENA!

PUBLIC MEETING HIGHLIGHTS

FROM YOUR CITY COUNCIL

- On October 5, 2022, City Council approved of a contract for the inspection of the Caltrans vacant properties.
- On November 16, 2022, City Council approved the Finance Policies and Procedures.
- On February 15, 2022, the City Council adopted the City's Emergency Operations Plan and conducted a public hearing on the Vegetation Management Program.

FROM YOUR COMMISSIONS

- On October 6, 2022, the Design & Review Board approved a new commercial building at 5 Pasadena Ave.
- The Library Board of Trustees met throughout the last quarter to discuss the South Pasadena Public Library Strategic Plan for 2023-2027.
- On February 15, 2023, the Planning Commission had a joint meeting with the City Council to discuss the Housing Element.

IN THIS NEWSLETTER

- PROJECT UPDATES
- COMMUNITY RESOURCES
- CITY PROGRAMS
- CITY'S ECONOMIC PROFILE



WALKING INTO THE FUTURE

Thank you for picking up a copy of our Citywide Quarterly Newsletter! This newsletter will feature quarterly updates from the City and all departments. We have many exciting plans and improvements coming in 2023, so join us as we walk into the future of a continuously thriving South Pasadena!

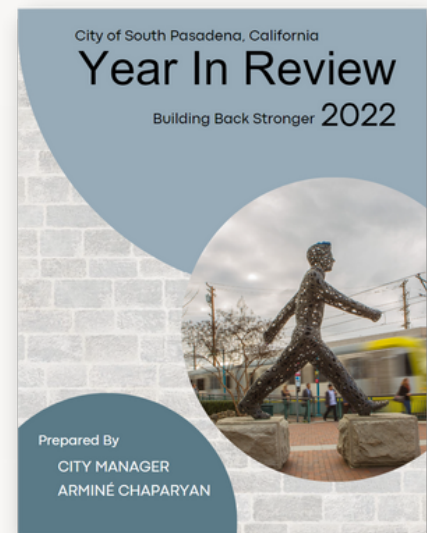
2022 RECAP: YEAR OF "LET'S SHINE TOGETHER"

The City of South Pasadena hosted a special 2022 State of the City presentation during the December 21, 2022, City Council Meeting. A video was presented that highlighted exciting projects, accomplishments, City staff, businesses, and more.

The City also recognized various staff members in December during the annual Employee Holiday Luncheon at the War Memorial Building. The City Manager began a new recognition program for employees entitled "Employee Excellence Awards." Employees were nominated by their own peers, and the executive team selected this year's winners.

City staff and businesses were highlighted throughout the year with the launch of various social media campaigns including "Department Highlights" and a partnership with the South Pasadena Chamber of Commerce called "Merchant Minute." These videos could be found on the City's YouTube Channel: City of South Pasadena.

If you would like to hear more about 2022, look no further than the City Manager's 2022 Year in Review document. This document includes major updates from each City department, and a glimpse into what is to come for 2023.



PRESS RELEASE CORNER

- In October 2022, the South Pasadena Police Department was awarded a \$55,000 grant to deter unsafe behaviors and increase safety on roads. The department will increase patrol throughout the community and provide other traffic safety programs.
- In November 2022, the Community Development Department welcomed new Deputy Director of Community Development, Alison Becker.
- The South Pasadena Library have begun their "English Language Conversation Group" events to take place Wednesdays at 10:00 a.m.
- The South Pasadena Library in December 2022, announced a new homework help resource: HelpNow. This resource provides real-time homework help, college prep, and more.
- During the holiday season, the South Pasadena Police Department had additional officers on patrol looking for drivers suspected of being under the influence of alcohol or drugs.
- The Community Services Department launched their "Snuggle a Senior" program in December 2022, to provide seniors in need with warm blankets.
- On February 7, 2023, the South Pasadena Police Department was dispatched to a residence in the 800 block of Forest Avenue on a report of a burglary in progress, and officers took the suspect into custody.
- On February 16, 2023, the South Pasadena Police Department officers responded to 1400 Block of Bank Street for a report of suspicious male. The suspect was arrested for annoyance of a minor.

END OF COVID-19 EMERGENCY DECLARATION

On March 18, 2020, the South Pasadena City Council adopted Resolution No. 7646 declaring a local emergency, restricting private and public gatherings, and establishing protections for residential and commercial tenants, among other things. On March 4, 2020, Governor Newsom issued a statewide proclamation of emergency related to the COVID-19 outbreak. The statewide emergency declaration waived the 60-day duration for local declarations in the Government Code whereby a city must renew a continuing local emergency declaration. Many cities, such as South Pasadena, continued to revisit the declaration renewal issue and add new programs, in part because of the need under AB 361 to return every 30 days for renewal of Brown Act remote meeting findings.

On June 17, 2020, the City Council adopted Resolution No. 7657 which continued the local emergency and created the al fresco dining retail program. On September 15, 2021, the City adopted Resolution No. 7732 which clarified that the al fresco dining retail program would continue until the termination of the local emergency. The Program waived the City's outdoor dining permit fee and granted the City Manager the ability to relocate ADA parking spaces to other public right of way space or public facilities. The al fresco dining retail program will be valid for 90 days after the termination of the Declaration of Local Emergency. The City also relaxed its commercial signage requirements to allow for additional temporary signs as part of its emergency declarations. Upon termination of the local emergency declaration, the temporary signage allowed under this provision of the local declaration will need to be removed within 30 days.

The City did not adopt a residential tenant protection program of its own, but rather recognized the state law (AB 832) was applicable to all tenants, and extended the protections being provided by the County of Los Angeles to the residents of South Pasadena. Those County programs are now expiring based on the actions of Los Angeles County. The City has put out the Informational graphics below across social media to inform the community about the sunseting of the COVID-19 Emergency Declaration.

PUBLIC MEETINGS

The City of South Pasadena is mirroring the State of California in proclaiming an end to the Local Emergency for COVID-19.

Effective March 1, 2023, Brown Act bodies including City Council and all Commissions/Boards will be required to meet in person at the regularly scheduled noticed meeting location.

Remote participation is still possible for individual members on a limited basis, but there must be an in-person quorum.

Remote participation will continue to be available to members of the public, in order to continue making public meetings accessible.

For more information, contact the City Clerk's Office



(626) 403-7230



cityclerk@southpasadenaca.gov

BUSINESSES

The temporary Al Fresco program aimed to help local businesses reopen safely, and utilize outdoor space to follow health and safety orders at the time.

The temporary program is sunseting, and relaxations on business signage and temporary outdoor dining will conclude.

The City has an existing sidewalk dining program. Our team is ready to assist businesses that would like to learn more and explore this option to increase outdoor business areas.

In the Downtown area, the City is working on bringing a Slow Streets pedestrian, mobility, and business improvement program to fruition. More to come!

For more information on Business Resources, contact the City's Economic Development Team



(626) 403-7210



business@southpasadenaca.gov

RESIDENTIAL TENANTS

The City of South Pasadena deferred to Los Angeles County's Residential Tenant Protections during the COVID-19 emergency.

L.A. County's COVID-19 Tenant Protections Resolution has provided certain protections to residential tenants and mobile home space renters affected by the COVID-19 pandemic since March 4, 2020. The Resolution is set to expire on March 31, 2023.

To learn more about what this means for South Pasadena residential tenants, visit L.A. County's COVID-19 Tenant Protections Resolution, for more information visit the Los Angeles County Department of Consumer and Business Affairs (DCBA) website: www.dcba.lacounty.gov/noevictions/

For more information on resources, contact the City's Housing Division



L.A. County (800) 593-8222



South Pasadena (626) 372-8755



rent@dcba.lacounty.gov



housing@southpasadenaca.gov

COMMUNITY DEVELOPMENT HIGHLIGHTS

COMMUNITY DEVELOPMENT DEPARTMENT TO SUBMIT NEXT HOUSING ELEMENT DRAFT BY MARCH 2023

On January 27 of this year, the City received a comment letter on the 4th Draft Housing Element from the California Department of Housing and Community Development (HCD). Staff presented this item to the City Council on February 1, and held a Special Joint City Council / Planning Commission meeting on February 15, to receive further direction. Additionally, a community meeting was held on February 9 to receive comments from the general public. The 5th Draft Housing Element is expected to be released for public review on March 3, 2023.

NEW HOUSING DIVISION

The City of South Pasadena is pleased to announce the launch of its Housing Division this past Fall. Located within the Community Development Department, this new Division is generally focused on facilitating affordable housing production, supporting tenants' access to stable and habitable housing, and responding to the needs of people who are unhoused in South Pasadena. Among the Housing Division's responsibilities are the implementation of the City's Housing Element programs and the acquisition and disposition of the SR 710 Caltrans surplus properties pursuant to state law as amended by Senate Bill 381. An ongoing priority of the Housing Division will be to increase public knowledge about who needs affordable housing, how it gets built, and its benefits to the broader community. The Housing Division is planning to host a Joint Study Session on Affordable Housing Development this Spring. Stay tuned!



THAT WAS FILMED IN SOUTH PASADENA?!

South Pasadena is a well-known film location in California. The Community Development Department includes a Film Office and dedicated staff person that serves as a Film Liaison to issue and monitor film permits. The Film Liaison coordinates with production companies and residents/business owners, as well as with internal departments such as Police, Fire, and Public Works to mitigate impact during a film shoot. The Film Office also maintains a location library and list of film-friendly locations. In the past quarter, the City had the unique experience of hosting several recurring television shows which means they picked a location for a character to "live in" and returned several times to film over the course of their seasons. The City hosted the following television shows on a regular basis in the last quarter:

- **Fatal Attraction** - A reboot of the 1987 film "Fatal Attraction," this time conceived as a TV show starring Lizzy Caplan, Joshua Jackson, and Amanda Peet.
- **Grey's Anatomy** - This show has occurred in the same house since 2015! This past fall, they also filmed a crossover episode with Station 19.
- **Minx-Minx** - Two seasons of the show were filmed in multiple locations in South Pasadena up to its cancellation.
- **Dellacorte** - Based on the novel "Mr. and Mrs. American Pie," this show was filmed in a home in South Pasadena for its first season this past fall. The cast included Carol Burnett, Ricky Martin, Kristin Wiig, and Allison Janney.
- **Six Thirty** - This Apple Studios period drama series starring Brie Larson, based on the book "Lessons in Chemistry" picked two houses in South Pasadena to recur.
- **Snowfall** - Parts of seasons 5 and 6 of the show were filmed at a South Pasadena home.

PUBLIC WORKS HIGHLIGHTS

ELECTRIFICATION EFFORTS CONTINUE - NO GAS SOUTH PAS!

On September 21, 2022, the City Council approved a plan to replace the existing gas-powered Police Department vehicle fleet with leased electric vehicles, and move forward with several related infrastructure projects to electrify City Hall. Since the approval, the South Pasadena Police Department has inspired other agencies to also look into electrification as possible projects. One of these agencies includes the Beverly Hills Police Department that visited South Pasadena in January 2023 to learn more from project lead, Sergeant Tony Abdalla and Chief of Police, Brian Solinsky.



Other electrification efforts include the ban on gas powered leafblowers. The City has taken time to conduct extensive outreach to the community including mailers that were sent to every utility user including residents and businesses. In addition, the City recently hosted another electric leafblower demonstration at Garfield Park on February 9, 2023. The event had over 100 people in attendance!



WATER CONSERVATION

By popular demand, the City is brought back our #WaterWednesday campaign on social media beginning February 2023. Various tips for water conservation include turning off your irrigation system before or after a rainstorm. Most irrigation systems cannot detect when it is raining, so do not water for at least 48 hours. In addition, there is a new Water Efficient Dishwasher Rebate for residents to replace their non-energy dishwasher with a brand new Energy Star certified dishwasher. Visit www.southpasadenaca.gov/waterconservation to learn more!



NAVIGATING RECENT STORMS AS A TEAM

The recent storms in January and February surprised all of California and many of the South Pasadena community. The Public Works team worked diligently to repair various water main breaks, and the Fire Department worked closely with the City's Communications team to conduct outreach on safety tips and updates for the community across the City's social media channels. This storm was an important reminder for us all to be prepared, create emergency kits, and work together to navigate such instances. For more information on staying prepared, click [here](#) or scan the QR code!

SCAN ME

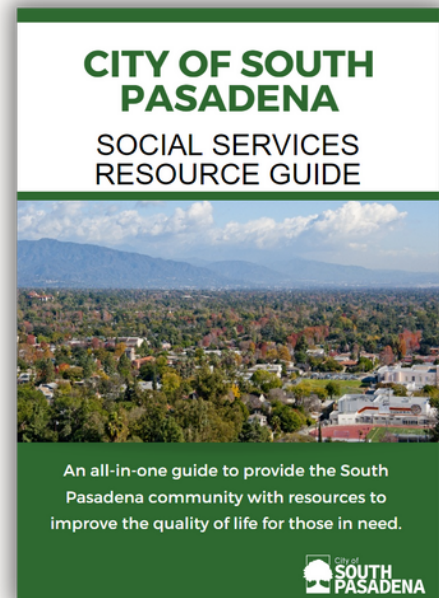


COMMUNITY RESOURCES

SOUTH PASADENA TAKES LEAD ON SOCIAL SERVICES RESOURCES FOR OUR COMMUNITY

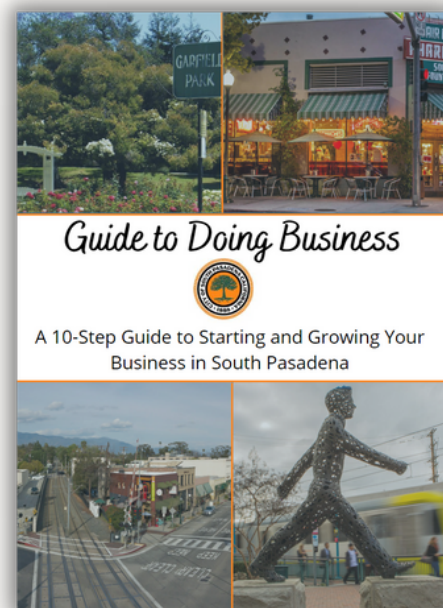
The South Pasadena Social Services team launched various initiatives in 2022 and continues into 2023 to provide accessible resources to vulnerable populations. Assistant to the City Manager, Tamara Binns, spearheaded many of these efforts by hosting the first annual Social Services and Social Justice Forum in November 2022. This event brought together partner agencies. Building these relationships have also allowed the City to create a comprehensive Social Services Resource Guide that launched in February 2023! The guide includes resources for mental health, veterans, domestic abuse assistance, educational resources, senior resources, and so much more.

The Social Services team also recently conducted a presentation, in partnership with the Veterans Peer Access Network, at the South Pasadena Chamber of Commerce February ShopTalk event. We look forward to exploring more opportunities to provide social services resources to the community!



ONGOING RESOURCES FOR LOCAL BUSINESSES

The City of South Pasadena's Economic Development team is dedicated to providing a direct link to local businesses and City Hall. The team is offering a variety of resources for businesses to easily stay in touch, discuss accomplishments, challenges, and walking with you through the process of thriving in South Pasadena. Our latest resources include the City's Guide to Doing Business, Virtual Business Office Hours, and our Business Concierge Program. The Economic Development team is also proud to share that we work closely with partner agencies such as the South Pasadena Local Chamber of Commerce, Governor's Office of Business, Small Business Administration, and the Pasadena City College Small Business Development Center to bring resources to our City.



Business Concierge Program

30 minute to 1 hour business visitations to discuss challenges, successes, business ideas, and site selection assistance.

Virtual Office Hours

Virtual option for businesses to meet with our team on Zoom to discuss business goals, challenges, and resources.

Social Media 101

The City's Communications team is visiting businesses to provide tips on using social media as a tool to grow their business.



Connect with your Economic Development Team! Sign up for our newsletter, receive information and resources, visit our website, follow our social media accounts, and download the City's new mobile app: SouthPas Mobile to access information, service requests, and updates at your fingertips!

www.southpasadenaca.gov/businesses/economic-development

CITY'S ECONOMIC PROFILE

Overview of Sales Tax Trends in California: For Californians, the summer of 2022 had the highest gas prices on record; subsequently fuel and service station receipts jumped 21%. Commuters and summer travel remained steady, yet overall consumption still trails pre-pandemic levels by approximately 13%. Restaurants experienced a strong uptick as increased menu prices, consistent desire to dine out and strong tourism contributed to this favorable news. Theme parks, leisure-entertainment venues and hotels pushed positive momentum back to 2019 levels. Solid residential and commercial housing prices persisted despite recent interest rate hikes.

Quarterly Sales Tax Update: 3Q 2022 (July - September)

SOUTH PASADENA

TOTAL: \$ 734,195

13.3%
3Q2022



7.3%
COUNTY

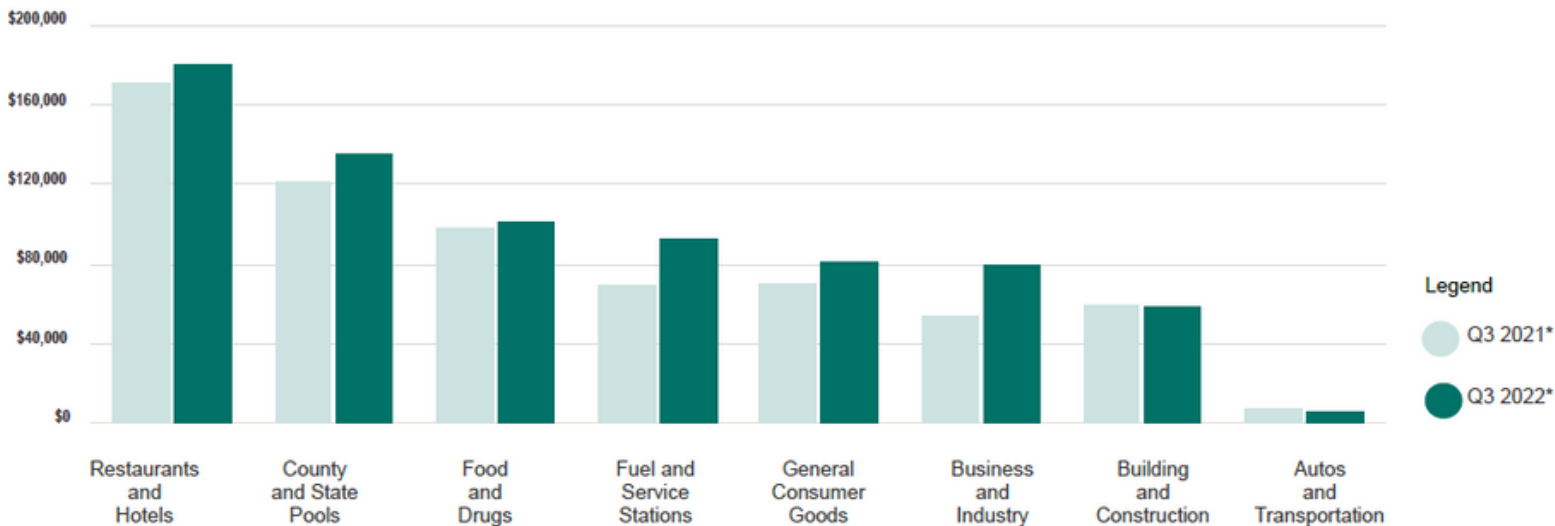


8.0%
STATE



*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



City of South Pasadena Sales Tax Highlights: South Pasadena's receipts from July through September were 16.4% above the third sales period in 2021. Recent openings along with patrons willing to pay greater menu prices spurred on by rising food and labor costs pushed casual dining comparisons up 9%; quick service and fast casual restaurants also reported greater sales. Fuel service stations remitted 34% more taxes. Measure A's better figures reflected stronger sales by new vehicle dealers, eateries, gas sellers, and general retail merchants.

Top 25 Producers

Ace Hardware
American Premium Gasoline
Arco
Bristol Farms
G & M Oil
Gus's BBQ
House of Honey
Jennifer Bevan Interiors

M3 Office
Mamma's Brick Oven Pizza
McDonalds
Mike and Anne's
Mission Tile West
Mission West Kitchen & Bath
New Journey Packaging
Oak Tree Inn
Ralphs

Raymond Restaurant
Rite Aid
Shakers & Canoe House
Shell
Tokoro Restaurant
Trader Joes
Twoheys Restaurant
Vons & Pavilions

STAY CONNECTED!

CITY CONTACTS

City Manager's Office

(626) 403-7210

cmoffice@southpasadenaca.gov

business@southpasadenaca.gov

City Clerk's Office

(626) 403-7230

cityclerk@southpasadenaca.gov

Finance

(626) 403-7250

Police Department

Non-emergency: (626) 403-7270

Community Development

Building: (626) 403-7224

Planning: (626) 403-7220

askplanning@southpasadenaca.gov

permitted@southpasadenaca.gov

codeenforcement@southpasadenaca.gov

housing@southpasadenaca.gov

Community Services

Recreation & Youth: (626) 403-7380

Senior Services: (626) 403-7360

Dial-a-Ride: (626) 403-7368

recreation@southpasadenaca.gov

seniorcenter@southpasadenaca.gov

Fire Department

(626) 403-7300

Public Library

(626) 403-7330

library@southpasadenaca.gov

Public Works

(626) 403-7240

PWServiceRequest@southpasadenaca.gov
environmentalprograms@southpasadenaca.gov

SOUTH PASADENA CITY COUNCIL

Mayor - Jon Primuth

Mayor Pro Tem - Evelyn Zneimer

Councilmember - Michael Cacciotti

Councilmember - Jack Donovan

Councilmember - Janet Braun

CITY HOURS

City Hall

Monday - Thursday

7:30 a.m. - 6:00 p.m.

Senior Center

Monday - Friday

8:00 a.m. - 5:00 p.m.

Recreation Division

Monday - Friday

10:00 a.m. - 6:00 p.m.

Library

Monday, Friday, & Saturday

10:00 a.m. - 6:00 p.m.

Tuesday, Wednesday, Thursday

10:00 a.m. - 8:00 p.m.

Sunday

1:00 p.m. - 5:00 p.m.

Police and Fire

24/7

FOLLOW US ON SOCIAL MEDIA



Instagram: [@southpasadenaca](https://www.instagram.com/southpasadenaca)



Facebook: [City of South Pasadena](https://www.facebook.com/CityofSouthPasadena)



Twitter: [@southpasadenaca](https://twitter.com/southpasadenaca)

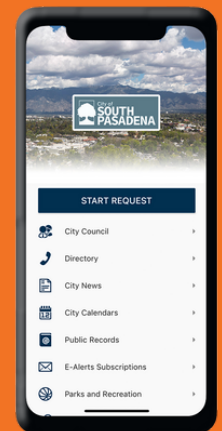
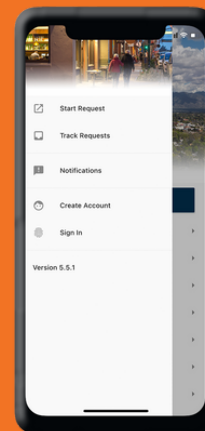


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TikTok: [@southpasadenaca](https://www.tiktok.com/@southpasadenaca)

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SCAN ME

