

CITY OF SOUTH PASADENA CITYWIDE QUARTERLY UPDATES



Greetings, residents, visitors, and friends of South Pasadena! As the seasons change and our vibrant community continues to evolve, we are excited to bring you the latest edition of our quarterly newsletter. Packed with insightful updates, exciting events, and important announcements on all things South Pasadena.



IN THIS NEWSLETTER

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

PUBLIC MEETING HIGHLIGHTS

FROM YOUR CITY COUNCIL

- On May 3, 2023, the City Council held a Special Joint Meeting with the Library Board of Trustees to receive and file the Library Strategic Plan for 2023-2027 and provided direction on facility improvements. Council has approved and funded the first phase of the new Library Site Plan.
- On June 7, 2023, the City Council approved an Award of Contract with Richards Watson & Gershon for City Attorney Services.
- On June 21, 2023, the City Council approved the adoption of the Fiscal Year 2023-24 Budget.
- On June 28, 2023, the City Council held a Special Meeting to adopt an urgency ordinance to establish an interim moratorium on no-fault just cause evictions in the City.
- On July 19, 2023, the City Council approved a contract to begin redesigning the City's website and received the City's 2023 Economic Development Strategy.
- On August 29, 2023, the City Council held a Special Study Session Meeting related to the proposed General Plan Update, Downtown Specific Plan and Program Environmental Impact Report to discuss zoning text and map amendments for rezoning of properties.

FROM YOUR COMMISSIONS

- On May 31, 2023, Public Works Director Gerber provided a Slow Streets update to the Mobility and Transportation Infrastructure Commission including residential improvement plans.
- On June 28, 2023, all Commissions joined together to celebrate the 2023 Commissioner Congress in which they gave updates and presented their 2024 work plans.
- On July 25, 2023, the Natural Resources and Environmental Commission established a Plastics Task Force to focus on developing a plastic-free/zero-waste initiatives in the City.
- On August 8, 2023, the Planning Commission held a Public Hearing regarding the proposed General Plan Update, Downtown Specific Plan, and Program Environmental Impact Report.
- On August 24, 2023, the City had municipal financial consultant, Bill Statler for an input session on the City's five-year financial projection and analysis.

EXPERIENCE SOUTH PASADENA

The City of South Pasadena and the South Pasadena Chamber of Commerce are delighted to announce the official launch of the innovative "Experience South Pasadena" program, a partnership aimed at promoting local businesses and fostering a sense of community pride.

This exciting initiative kicked off with the inaugural trail, "Around the World in South Pasadena," and a "Library Art Tour." The tour included a grand prize of a \$50 gift card to a participating business for a randomly selected participant that completed the entire tour. Congratulations to Leslie Dong for being our winner for this tour!

The Experience South Pasadena program is designed to showcase the unique charm and diverse offerings of South Pasadena's local businesses. By encouraging residents and visitors to shop local, the program aims to stimulate economic growth, strengthen the local economy, and cultivate a vibrant community spirit!

A new set of tours will launch on **September 5, 2023** including the "Crafted in SouthPas" and "Building and Architecture" tours. To participate, scan the QR code below!



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DID YOU KNOW?



The City announced the appointment of John Downs as the new Finance Director in July, 2023. Welcome John!



The City is working on launching a new website to our community in Spring of 2024! Stay tuned for a new and improved City website for our residents to access information and learn more about South Pasadena. Have any questions? Contact us!



Outdoor street parklets (outdoor dining) is coming to Jones Coffee Roasters in Fall 2023 as a part of the City's Slow Streets Pilot Program! Stay tuned for these new features to enjoy in the Mission Downtown District. Questions? Contact us!

 jdowns@southpasadenaca.gov

 cmoffice@southpasadenaca.gov

 cmoffice@southpasadenaca.gov

COMMUNITY DEVELOPMENT HIGHLIGHTS

GENERAL PLAN/DOWNTOWN SPECIFIC PLAN UPDATE

During the summer months, City staff and the Planning Commission were busy finalizing several critical planning documents including the General Plan Update, Downtown Specific Plan, Zoning Text Amendments, and the related Program Environmental Impact Report. Two community meetings were led by consultant Kaiser Rangwala in June 2023 and the Planning Commission held three public meetings in August. The Planning Commission passed various resolutions recommending approval to the City Council. On August 29, a Special Study Session was held by the City Council to review the Planning Commission's recommendations and a Public Hearing is scheduled for September 18 at 6:30pm in the Council Chambers. The South Pasadena community is encouraged to attend or participate via Zoom to learn more and provide public comment on these important documents that will help shape the future of the City. For more information on the General Plan Update and Downtown Specific Plan and to view Frequently Asked Questions, please click [here](#) or scan the QR code.



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General Plan/Downtown Specific Plan

SOUTH PASADENA FILM UPDATE

The Writer's Guild of America and Screen Actor's Guild continue to strike, further slowing down film production locally and beyond. Los Angeles Magazine reported on June 23, 2023, "It is official: every single major film and TV production within the Los Angeles city limits has now been shut down by the writers' strike." Locally, in South Pasadena we have seen a limited number of projects continue to shoot, most of which are smaller, nonunion, independent movies, commercials and personal projects.

Fun Fact: Before the strikes began, South Pasadena hosted many high profile projects including the recent feature film Oppenheimer, as well as television shows Fatal Attraction, Grey's Anatomy, Snowfall, And Just Like That. In addition, commercials featuring high profile Football players Joe Burrow, Josh Allen, and Justin Jefferson filmed recently in South Pasadena.



EVICITION MORATORIUM UPDATE

On May 17, 2023, the City Council adopted an Urgency Ordinance establishing a 45-day moratorium on no-fault just cause evictions. This Urgency Ordinance took effect immediately upon adoption. To give staff time to conduct sufficient research and community engagement while ensuring that renters remain protected, the City Council adopted another Urgency Ordinance extending the moratorium for an additional 6 months, which is set to expire on December 28, 2023. During this 6-month period, no eviction of any tenant in South Pasadena for "no-fault just cause" as defined in South Pasadena's Just Cause for Eviction Ordinance shall take place. Over the last few months, City staff have been working to develop an ordinance amending the City's Just Cause for Eviction Ordinance to address the issue of substantial remodel evictions. Efforts include a survey for South Pasadena renters, which is live until September 17, and available in English, Spanish and Chinese. The survey can be found on the [Housing Division's webpage](#) or by scanning the QR code!



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Survey links

MAJOR PROJECTS

ENERGY CHAMPION AWARDS: PLATINUM TIER AWARDED TO SOUTH PASADENA!

South Pasadena has been awarded the Platinum Tier in the Energy Champion Awards for 2022-2023! Thank you to our residents who have participated in the Efficient San Gabriel Valley (eSGV) free Home Energy Efficiency Assessments. These no-cost assessments can be done in person or virtually and are meant to provide residents with information and resources to implement energy efficiency upgrades within their homes. To learn more about how you could be more energy efficient and save money, click [here](#) or scan the QR code!



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Energy Savings!

STREETS! STREETS! STREETS!

The City is embarking on various street improvement efforts. On July 25, 2023, City officials, Commissioners, staff, and residents gathered to break ground on a series of transformative street improvement projects. Some projects that the City has already initiated include reconstruction and resurfacing, updating traffic signals on Fair Oaks Avenue between Columbia Street and Huntington Drive, and the City's Slow Streets Program.



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Streets!

The goal of the Slow Streets Program is to enhance traffic safety by reminding motorists to slow down and be aware of people using the street. Selected residential streets will utilize signage and other temporary traffic calming measures, such as curb extensions, dedicated bicycle lanes, and high visibility crosswalks. Want to become an ambassador for slower and safer streets in South Pasadena? Click [here](#) or scan the QR code!

NO GAS SOUTH PAS EFFORTS CONTINUE!

The South Pasadena ban on gas-powered leaf blowers is in full effect and enforcement efforts are underway. The City's Community Improvement Officer has issued over 100 warning letters and dozens of notices of violation. City staff continue to provide education and outreach on alternative equipment with in-person demonstrations. This time – we're coming to you! On Monday, September 18, keep an eye out for the American Green Zone Alliance rolling down your street with various models of electric equipment. We'll stop by to say hello to your gardener and show them the kinds of equipment that are available and compliant within South Pasadena. Folks will also learn how to apply for one of two incentive programs that are available for gardeners. For more information, click [here](#) or scan the QR code!



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No Gas South Pas!

MAJOR PROJECTS

SPHS PILOT PROGRAM FOR DROP-OFF AND PICK-UP

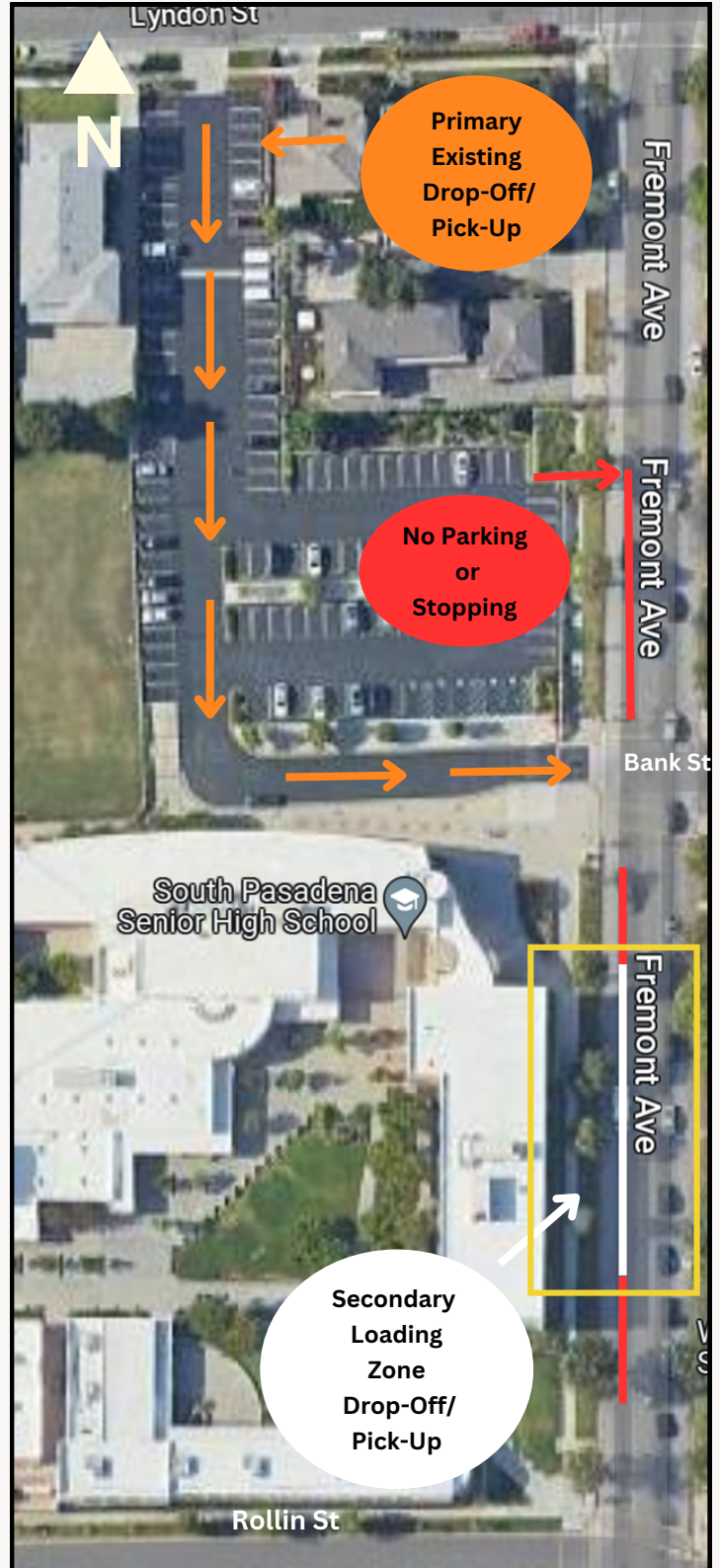
The City of South Pasadena and South Pasadena High School are working collaboratively to improve the student drop-off and pick-up procedures. Recognizing the need for a secondary drop-off and pick-up area, City staff has added a 5-minute loading zone south of Bank Street on the west side of Fremont Avenue on August 25, 2023. Students are encouraged to walk and bike to school when feasible!

To learn more, contact our Public Works Department by calling (626) 403-7240 or emailing pwservicerequest@southpasadenaca.gov.

CITY LAUNCHES ECONOMIC DEVELOPMENT STRATEGY

The City's Economic Development Division, located in the City Manager's Office, launched the 2023 Economic Development Strategy titled "SouthPas 4Ward."

The goal of establishing an Economic Development strategy is to set goals in providing the business community with the customer service, resources, and information needed to grow and thrive in South Pasadena. Goal within the strategy include establishing a City Council Economic Development committee, meeting with industry professionals to understand successes and challenges, exploring opportunity sites, and marketing South Pasadena to attract visitation, focus on retention efforts, and attract new businesses. Read more about the strategy by clicking [here](#) or by scanning the QR code!



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Economic Development Strategy



COMMUNITY RESOURCES

FALL RECREATION

South Pasadena offers a wide variety of classes for all ages to learn new skills, improve physical and mental wellness, or meet new friends and have a good time!

Check out the City's Recreation Guide, and see all of the unique classes available this season for everyone to enjoy. Click [here](#) to view the guide or scan the QR code!

OLDER ADULT RESOURCE GUIDE

The City's Senior Center is excited to share the launch of the Older Adult Resources Guide. This guide is intended to provide resources for older adults in South Pasadena and surrounding areas. The guide includes resources for financing, legal, employment, food, healthcare, housing, transportation, veteran resources and more!

For additional information or to become a Senior Center Member, please contact the Senior Center at (626) 403-7360 or at seniorcenter@southpasadenaca.gov

PARAMEDIC SUBSCRIPTION PROGRAM

Did you know that our Fire Department has a paramedic subscription program that waives any fees above and beyond those allowed by an individual's insurance provider?

Click [here](#) to access an application or scan the QR code to learn more!

SOCIAL SERVICES RESOURCE GUIDE

The City of South Pasadena is proud to present a Social Services Resource Guide as an all-in-one guide to provide the community with tools to improve the quality of life for those in need.

This guide includes resources for mental health, veterans, domestic abuse, homeless services, employment, senior, and renter and tenant resources.



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Recreation Guide



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Older Adult Resource Guide



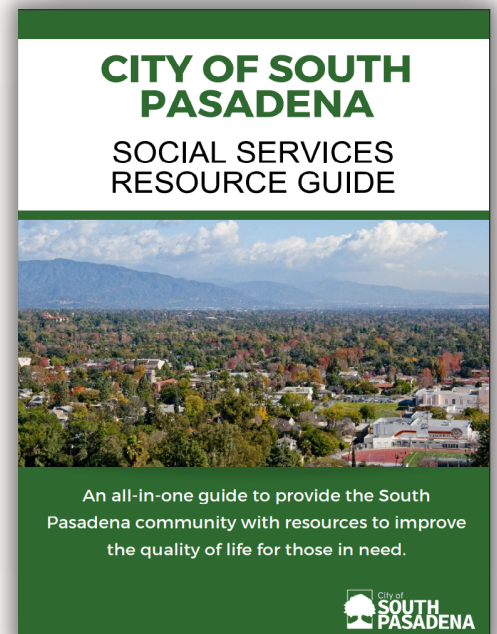
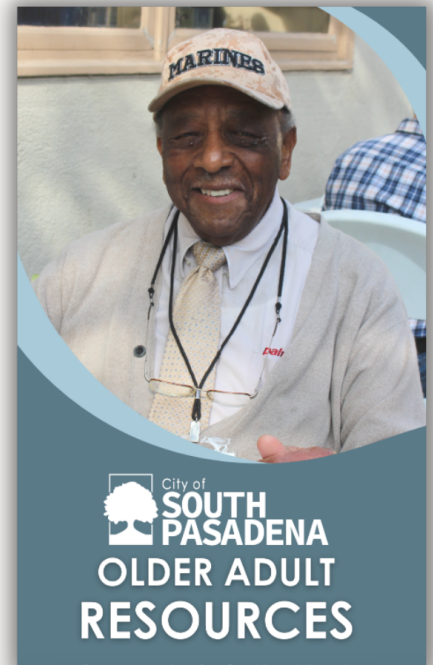
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Paramedic Subscription Program



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Social Services Resource Guide



CITY'S ECONOMIC PROFILE

Overview of Sales Tax Trends in California: As of June 2023, the uncertainty of whether the nation will enter a recession continues to loom. Over the past year, the most significant trend observed has been strong employment numbers despite certain industry outlooks requiring a smaller workforce. The low unemployment rate has been a key driving force behind the Fed Funds 500% rate increase dating back to the summer of 2022. Yet, inflation lingers. Recent sales tax performance echoed more cautious behaviors by consumers, along with commodity prices fluctuating in multiple directions. Given the melting pot of economic indicators, our current outlook at this juncture is a modest decline in sales tax returns through CY 2023, with small levels of growth beginning in early 2024.

Quarterly Sales Tax Update: 1Q 2023 (January - March)

SOUTH PASADENA

TOTAL: \$ 646,811

0.2%

1Q2023



-1.5%

COUNTY



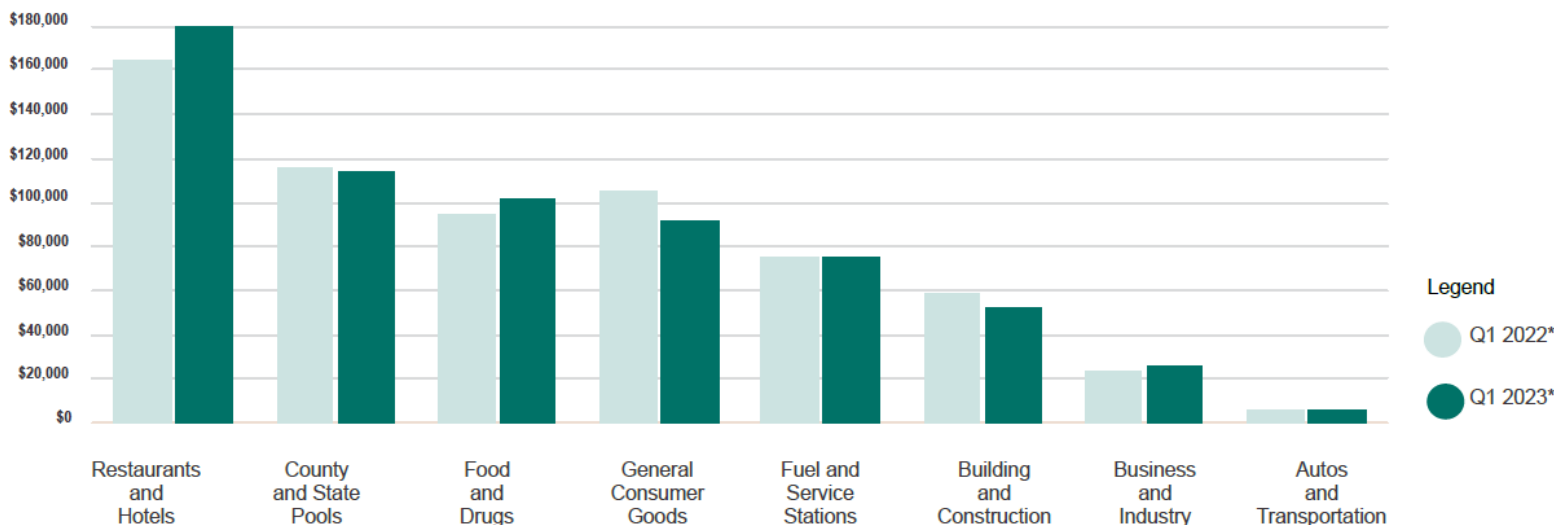
-1.1%

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 January through March were 1.2% above the first sales period in 2022. Excluding reporting aberrations, actual sales were up 0.2%. Dining establishments continued to improve as patrons continued to venture out to restaurants and entertainment establishments. However, a portion of the tax increase is related to inflationary factors of higher labor and food costs on the menu pricing. Food and drugs sector was the only other business type to post positive quarterly results, which were up by 7.4% this quarter.

Top 25 Producers

Ace Hardware
American Premium Gasoline
Arco
Bristol Farms
Chevron
Gus's BBQ
Jennifer Bevan Interiors

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

Rite Aid
Shakers & Canoe House
Shell
T Mobile
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 (Business Licensing and Utility)

(626) 403-7250

Police Department

Non-emergency: (626) 403-7270

Community Development

Building: (626) 403-7224

Planning: (626) 403-7220

askplanning@southpasadenaca.gov

permittech@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

Public Library

(626) 403-7330

library@southpasadenaca.gov

Public Works

(626) 403-7240

PWservicerequest@southpasadenaca.gov

environmentalprograms@southpasadenaca.gov

Fire Department

(626) 403-7300

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)

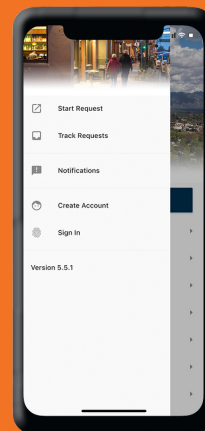


LinkedIn: [City of South Pasadena](https://www.linkedin.com/company/CityofSouthPasadena)



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

Download SouthPas Mobile!



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