

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.



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

PUBLIC MEETING HIGHLIGHTS

FROM YOUR CITY COUNCIL

- On November 1, 2023, the City Council approved the naming of Berkshire Park in name of Dr. Beatriz Solis. During this meeting, the City Council also approved an award of a construction contact with Hardy & Harper, Inc. for street improvement projects.
- On November 1, 2023, the City Council approved a construction contract with Hardy & Harper, Inc. for Street Improvement Project to commence in Fiscal Year 2023/2024.
- On December 5, 2023, Mayor Jon Primuth held his State of the City address where citywide updates were provided.
- On December 6, 2023, the City Council provided direction on the use of a \$75,000 grant awarded by the Department of Resources Recycling and Recovery (CalRecycle) through the SB 1383 Local Assistance Grant Program.
- On December 20, 2023, the City Council held a meeting that included the council reorganization, Strategic Plan Revisit, and a discussion regarding the Library Comprehensive Plan Ad Hoc Committee.

FROM YOUR COMMISSIONS

- On November 8, 2023, the Finance Commission reviewed their January - December 2024 calendar and work plan.
- On November 28, 2023, the Natural Resources Environmental Commission reviewed a Bicycle Master Plan and Bicycle Code.
- On December 11, 2023, the Police Department presented an update to the Public Safety Commission on the Police Department Tesla Fleet Project.
- On December 19, 2023, the Mobility Infrastructure, and Transportation Commission received an update from Public Works staff on the Slow Streets Program.

WELCOMING 2024!

As we bid farewell to 2023 and eagerly embrace the dawn of a new year, the City of South Pasadena is filled with gratitude for the accomplishments, community engagement, and progress that have defined the past year. In the spirit of reflection, we invite you to delve into the City Manager's Year in Review, a comprehensive recap that highlights the collective achievements and updates from all city departments throughout 2023. From noteworthy community events to impactful street improvements, the year has been marked by a shared commitment to enhancing the quality of life for our residents. As we step into the future, let us carry forward the momentum of 2023 and work together to build an even stronger and more vibrant South Pasadena.



DID YOU KNOW?



Welcome, Mayor, Evelyn Zneimer!

On December 20, 2023, the City Council Reorganization took place, and we welcomed Mayor Zneimer and Mayor Pro Tem Donovan to their new roles!



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 comments? Contact us!

 cmoffice@southpasadenaca.gov



Our Downtown District was beautifully decorated with holiday garlands! Let us know what you think as we continue looking at décor options for 2024!

 business@southpasadenaca.gov

COMMUNITY DEVELOPMENT HIGHLIGHTS

GENERAL PLAN/DOWNTOWN SPECIFIC PLAN UPDATE

The South Pasadena General Plan and Downtown Specific Plan (DTSP) were adopted on September 27, 2023. The General Plan is an integrated plan which includes a community driven vision, direction, and policy guidance on the physical structure of the City: the places we preserve, the things we build, and how and where we build them. The DTSP will guide Downtown South Pasadena in a direction that improves the quality of life for residents, employees, and visitors. The DTSP includes policies and strategies to preserve historic assets, encourage contextual infill development of vacant and underutilized parcels, create jobs, and maintain and support existing compatible businesses and industry, as well as accommodate housing for a variety of income levels. The DTSP will provide a vision for the future as well as predictability for new residential, office, and retail development. Both plans can be found on the City website under the Community Development page.

HOUSING ELEMENT PROGRAMS UPDATE

On September 27, 2023, the South Pasadena City Council adopted a new General Plan and Downtown Specific Plan (DTSP) that substantially conform with the City's 6th Cycle Housing Element. At the September 27th meeting, the City Council also certified the Program Environmental Impact Report prepared for the project and took action to implement the "120-day" programs listed in the Housing Element except for the increased densities in RM and RH zones which were deferred to allow for additional analysis and refinement. Of the 46 programs listed in the 6th Cycle Housing Element, the City has implemented 12 programs, including adopting zoning amendments and launching the City's first ever online permitting system. The City has begun implementing an additional 24 programs and is diligently working toward the objectives included in the Housing Element.



NEW PLANNING ONLINE PERMITTING SYSTEM UNDERWAY

The first phase of the online permitting system, Accela, went "live" for internal staff use earlier this year. This program provides staff from Community Development, Public Works, and the Fire Department the ability to view and share information on development projects such as status updates and parcel information. The system also provides the ability to track code compliance violations. The second phase which will provide customers (i.e., property owners, contractors, architects, etc.) the ability to submit plans and view project status, is expected to go live Summer 2024.



COMMUNITY DEVELOPMENT HIGHLIGHTS

FORMER VONS SHOPPING CENTER

The Vons store on Fair Oaks officially closed on September 11, 2023. There has been no official announcement on what will replace the grocery store, but the shopping center has recently acquired several new tenants: The Urban Pet, Club Pilates, and The Daily. The Urban Pet is a pet store offering an expansive collection of pet supplies. Club Pilates will offer a range of fitness classes and The Daily is a catering business. The new tenants are in the process of interior tenant improvements and will be opening soon. The shopping center will also be undergoing substantial renovations, as the Design Review Board approved an application for a façade improvement in November 2023. The improvements will modernize the look and feel of the shopping center by creating new wood fascia elements at all corner tenants, the roofline will be extended to meet existing columns, and the clay tile roof will be replaced with a metal roof. The exterior improvements are expected to be under way early 2024.

SOUTH PASADENA FILMING UPDATE

After six months of strikes, Hollywood is finally returning to work. The Writer’s Guild of America and Screen Actor’s Guild resolved their strikes with the studios on September 27th and November 9th, respectively. According to the Los Angeles Times article of 11/8/23, “It’s not clear what shape and size the recovery will ultimately take. Some productions will quickly ramp up , studio executives said, while others might not return for weeks if at all.” The City has already experienced an uptick in commercial filming since the strikes have ended including spots for Verizon, Fidelity, Amazon, and Walmart.



SOUTH PASADENA STRATEGIC PLAN REVISE

Strategic Planning is the opportunity for policymakers to define which policies, programs, projects, and issues are the City’s highest priorities in the upcoming years. In 2020, the City adopted the 2021-2026 Strategic Plan, and revisited this plan in Fall of 2023 to solicit input from community members, and review and adjust the priorities for the near future. After a thoughtful community feedback process, City staff brought the revise for City Council approval on December 20, 2023. The revised document includes priorities such as a Sidewalk Repair Program, Economic Development, Fleet Management/Vehicle Replacement Program, and Technology Replacement Program. Stay tuned for the finalized document to be posted on the City’s website!



MAJOR PROJECTS

FUTURE POCKET PARK NAMED AFTER DR. BEATRIZ SOLIS

On December 13, 2023, the City hosted a groundbreaking event to name a new park located at 2006 Berkshire Avenue after the late Dr. Beatriz Solis, a community member, advocate, and resident of South Pasadena. She played an integral role in the City Council's decision to purchase the Berkshire property from Caltrans, and her desire was to secure the land for a neighborhood pocket park in the northern section of South Pasadena. The event brought together elected officials, the family of Beatriz, and City staff involved in the project. Stay tuned for construction to commence in Spring 2024, and a grand opening planned for Fall/Winter 2024.



STREETS IMPROVEMENT PROJECTS

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. This fall, the City conducted a comprehensive outreach program to solicit feedback on Fremont Avenue, Fair Oaks Avenue, and Huntington Drive after receiving two grants for active transportation and safety improvements. A consultant, Toole Design Group was onboarded to conduct the early planning and design process. This process included various public input opportunities and presentations throughout the month of September and October.

On November 1, 2023, the City Council approved a construction contract for street improvement projects to begin in FY 2023/2024. These streets will include Alta Vista Avenue (Oak Crest Avenue to Indiana Avenue), Monterey Road (250' west of Oak Hill Road to Pasadena Avenue), Forest Avenue (Mission Street to end of roadway), and Sterling Place (Grand Avenue to cul-de-sac).

ORGANICS RECYCLING PROGRAM

City staff is working with the City's waste hauler, Athens Services, to bring organics collection services to the City, and to meet state requirements of Senate Bill 1383 - a bill that requires cities to conduct education and outreach on organics recycling. The City hosted a Solid Waste Community Feedback session earlier this year to answer questions and solicit input from over 120 community members including residents and businesses. Additionally, City staff continued working with the San Gabriel Valley Council of Governments (SGVCOG) Regional Food Recovery Program to conduct inspections and establish food recovery efforts between local grocery stores and food banks. The plan to date is for staff to take an item before the City Council during the first quarter of 2024 that includes a new Agreement with Athens Services, conduct a Prop 218 hearing in February, and then determine new rates and deploying new barrels for all residents by Summer 2024.



COMMUNITY RESOURCES

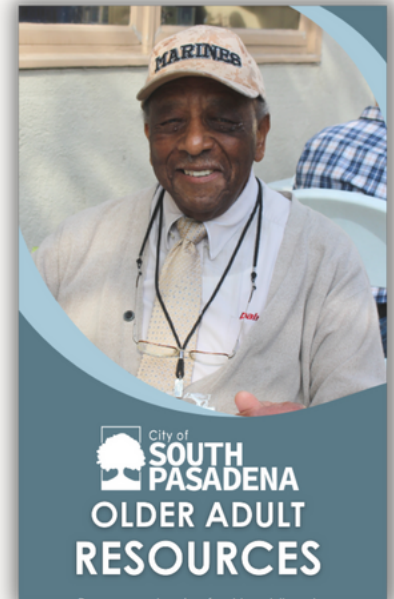
OLDER ADULT RESOURCE GUIDE

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



SCAN ME



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!



SCAN ME



WATER CONSERVATION REBATES

Residents and businesses can save on water conservation devices such as weather-based irrigation controllers, high efficiency clothes washers, drought tolerant plants, and more. There are currently rebate programs provided by the City and Metropolitan Water District. City rebates are currently being given for the following categories: drip irrigation conversion, native tree protection, drought tolerant plants, water efficient dishwashers, and more! Residents can also sign up for a free in-person or virtual home assessment to identify opportunities to improve energy efficiency. And let's also not forget to mention that gardeners can take advantage of the AQMD Equipment Exchange program as the City continues enforcement of the ban on gas-powered leaf blowers. Learn more about all of these rebate opportunities by scanning the QR code here:



SCAN ME



CITY'S ECONOMIC PROFILE

Overview of Sales Tax Trends in California: California’s local one cent sales and use tax receipts for sales during the months of April through June were 2.8% lower than the same quarter one year ago after adjusting for accounting anomalies. The second quarter of the calendar year was impacted by continued wet weather and a difficult comparison with the prior year, which experienced dramatic growth. The fuel-service stations sector contributed the most to this decline as year-over-year (YOY) falling fuel prices at the pump reduced receipts from gas stations and petroleum providers. Restaurant sales were a bright spot as the summer season began. Although menu prices have flattened after a year of sharp gains, patrons are making more restaurant trips and are favoring spending their disposable income on experiences.

Quarterly Sales Tax Update: 2Q 2023 (April - June)

SOUTH PASADENA

TOTAL: \$ 719,747

-2.3%

2Q2023



-4.2%

COUNTY



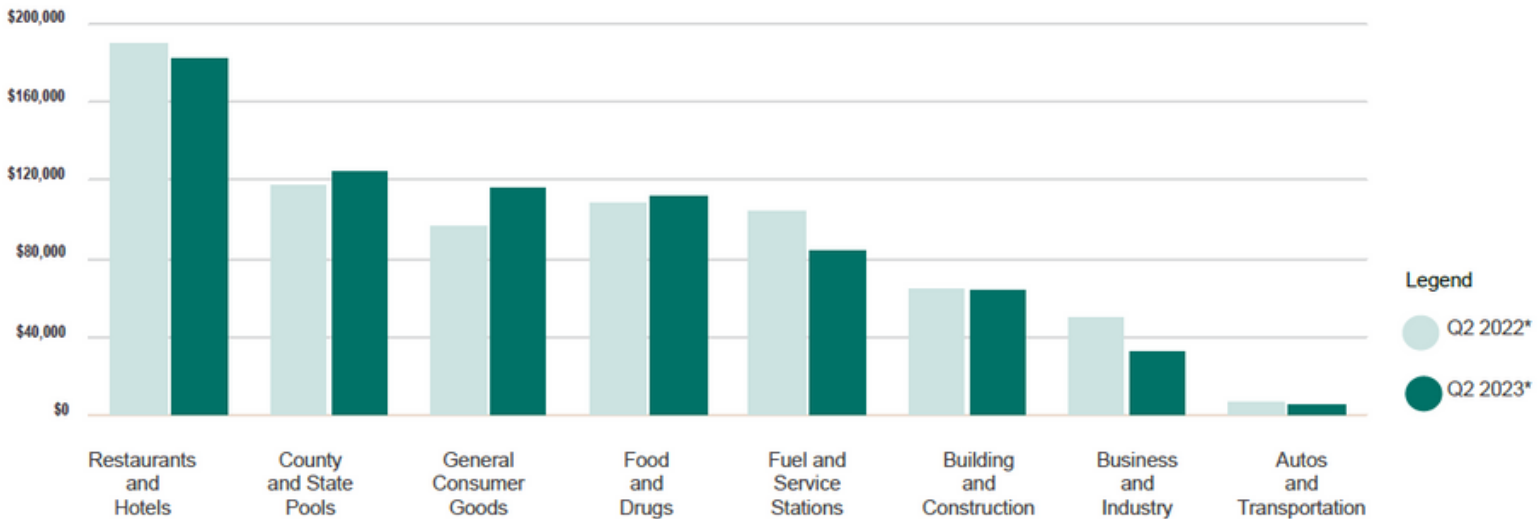
-2.9%

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 April through June were 5.4% above the second sales period in 2022. Payment timing issues in both quarters and taxes recovered from prior misallocations, inflated receipts. Excluding reporting aberrations, actual sales were down 2.3%. While patronage remained steady at local eating establishments, casual dining dropped 4% as one venue with a closed permit did not remit a payment. In contrast to negative statewide trends, interior designers processed more transactions and home furnishings soared 39%. Further, the overall 20% general consumer goods increase revealed positive comparisons by electronics/appliances and family apparel retailers.

Top 25 Producers

- | | | | |
|---------------------------|--------------------------|-----------------------------|-----------------------|
| Ace Hardware | House of Honey | Mission Tile West | Rite Aide |
| American Premium Gasoline | Jennifer Bevan Interiors | Mission West Kitchen & Bath | Shakers & Canoe House |
| Arco | M3 Office | Oak Tree Inn | Shell |
| Bristol Farms | Mamma’s Brick Oven Pizza | Panda Express | T-Mobile |
| Chevron | McDonald’s | Prietto Catering | Trader Joe’s |
| Gus’s BBQ | Mike & Annes | Ralphs | Twoheys Restaurant |
| | | | Vons & Pavilions |

STAY CONNECTED!

City Manager's Office

(626) 403-7210

cmoffice@southpasadenaca.gov
business@southpasadenaca.gov

City Council

(626) 403-7218

citycouncil@southpasadenaca.gov

Community Development

Building: (626) 403-7224

Planning: (626) 403-7220

askplanning@southpasadenaca.gov

permittech@southpasadenaca.gov

codeenforcement@southpasadenaca.gov

housing@southpasadenaca.gov

CITY CONTACTS

City Clerk's Office

(626) 403-7230

cityclerk@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

Finance (Business Licensing and Utility)

(626) 403-7250

Police Department

Non-emergency: (626) 403-7270

Public Library

(626) 403-7330

library@southpasadenaca.gov

Public Works

(626) 403-7240

PWservicerequest@southpasadenaca.gov
environmentalprograms@southpasadenaca.gov

SOUTH PASADENA CITY COUNCIL

Mayor - Evelyn Zneimer

Mayor Pro Tem - Jack Donovan

Councilmember - Michael Cacciotti

Councilmember - Jon Primuth

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

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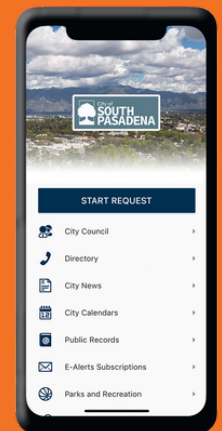
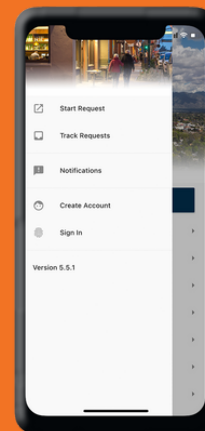


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