OFFICE OF THE CITY MANAGER

July 3, 2014

To the Honorable City Council
Of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. General Plan Environmental Impact Report – Project Alternatives:

On June 9, 2014, the City Council directed staff to include within the General Plan Environmental Impact Report a project alternative that includes no more than 850 new housing units within Council District Four. To accomplish this, the project alternative will include a new specific plan with boundaries that generally follow the boundaries of Council District Four and reduce the housing unit caps. The attached memorandum from Vince Bertoni, Director of Planning & Community Development is intended to provide information to the City Council on how the EIR will analyze these changes so that the City Council will have the flexibility to act in the future.

The project alternative would provide 750 housing units in the East Pasadena Specific Plan and 100 housing units in a new Lamanda Park Specific Plan. Combined, these two specific plans would generally follow the boundaries of District 4. The East Colorado Specific Plan would either retain its cap of 200 housing units or absorb the extra 300 units from the East Pasadena Specific Plan. See attached map for boundaries.

2. Lincoln Avenue Post Office:

The LA County Probation Office is located at 300 E. Walnut Street which is housed in the County Courthouse. There have been recent reports that this office is exploring options for a new location. At a recent Public Safety Committee meeting, there were concerns raised that this office might be considering the Lincoln Avenue Post Office as one of these options. After investigating the matter, city staff learned from the U.S. Postal Service District Manager's Office in Santa Clarita that there are currently no commitments to lease new space in Pasadena. The Probation Office did look at the space but there is no indication that the lease is moving forward. If the Probation Office is interested in leasing the space, then the District Office would be responsible for managing the transaction. City staff asked that the District Office keep us apprised of any future possible leasing opportunities.

City Hall · 100 N. Garfield Avenue · Pasadena, CA 91109
(626) 744-4222 · Fax - (626) 744-3921

The City respects the work of the LA County Probation Office but would be concerned over any relocation to areas within the City directly adjacent to residential properties. Specifically, as it relates to Lincoln Avenue, such use is not consistent with the vision incorporated into the recently completed specific plan. That Plan calls for the revitalization of the area with an emphasis on neighborhood serving retail, restaurants, mixed-use developments and other businesses that offer employment opportunities and stimulate economic growth. The proposed General Plan proposes to change the land use designation from institutional to medium mixed-use to expand mixed-use opportunities. In addition, the Post Office located on 1100 N. Fair Oaks Ave., under the General Plan, is designated as R & D Flex Space, which allows for moderate to low intensity industrial uses such as light manufacturing, research and development, creative office and incubator industries and limited ancillary commercial and office uses. I have attached a letter that has been sent by Vice Mayor Robinson to the US Postal Service expressing her concerns over this matter and asked the US Postal Service to communicate with the City on the future tenancy mix at the Lincoln Avenue Post Office.

For clarification, this Probation Office issue is separate from the State Parole office that once had a location on the North side of Walnut Street by the County building (next to the Central Library). That Parole office was closed approximately 3 years ago due to changes imposed by AB109, which relates to the state system. City staff will be following up with the Post Office and the Probation office in the next few months as this issue evolves.

3. Pasadena 2013 Consumer Confidence Report on Water Quality is Available:

Pasadena Water and Power ("PWP") is pleased to present the 2013 Consumer Confidence Report on Water Quality ("Report"). According to Phyllis Currie, General Manager Water and Power, the Report contains important information about the source and quality of your drinking water. It includes a summary of tests completed by our Water Quality Lab.

PWP is proud to announce that Pasadena's tap water again met all drinking water quality standards set by the U.S. Environmental Protection Agency and the California Department of Public Health. Similar to last year, the Report will not be mailed citywide. Instead, PWP customers will receive bill inserts, notifying them that the Report is available for electronic viewing at www.PWPweb.com/CCR2013. Hard copies of the Report will be available at various public locations and mailed to customers by request.

By delivering the Report electronically, PWP aims to cut cost, help the environment and improve customer readership. Questions about the Report or requests for a hard copy should be directed to PWP at (626) 744-4409. For more information about PWP's water quality, and copies of prior Reports, please visit www.PWPweb.com/WaterQuality.

4. Pasadena Receives a $491,770 Sustainable Communities Planning Grant:

Vince Bertoni, Director of Planning and Community Development is pleased to announce that the City has been awarded a grant totaling $491,770 from the Strategic Growth Council (SGC). The grant funds will be used to develop a Climate Action Plan and to augment the cost

to update the specific plans with a form based code. The grant will be administered by the Planning and Community Development Department over the next three years.

The funds for the grant were the result of voter approved Proposition 84, which authorized the State Legislature to appropriate $90 million for planning grants that reduce energy consumption, conserve water, improve air and water quality, reduce greenhouse gas emissions and provide other community benefits. The SGC, a state cabinet level inter-agency committee, established criteria for evaluating the grant applications, reviewed the applications, and selected the awardees. Forty-three cities submitted grant applications. The City's application was ranked fifth. The attached memorandum provides additional detailed information on this grant funding.

5. Housing-Related Parks Program Grant Awarded to Pasadena:

On July 1, 2014, the California State Department of Housing and Community Development announced Pasadena has been awarded $449,050 in Housing-Related Park Program grant funds. The funds will be used for reconstruction work at Robinson Park and/or Muir Field improvements. As the name implies, this program rewards jurisdictions with park grant funds for the jurisdiction's track record of producing affordable housing. A formula is used to calculate the eligible amount of park grants based on the number of units permitted or preserved since January 1, 2010 and the level of affordability of the units.

According to Bill Huang, Director of Housing and Career Services, Pasadena was awarded these funds as a result of developing the following projects: Centennial Place permanent supportive housing, Hudson Oaks senior housing, Herkimer Gardens, and Washington Classics. Only 10 of the 88 cities in Los Angeles County received grant funds in the current round.

The successful grant application was written by Jim Wong, Senior Project Manager in the Housing and Career Services Department with assistance from Charles Peretz, Parks and Natural Resources Administrator in the Public Works Department, and Denver Miller, Principal Planner in the Planning and Community Development Department. Please contact Jim Wong at (626) 744-8316 with questions or for additional information.

6. Foothill Workforce Investment Board Awarded Foster Youth Grant Funds:

Bill Huang, Director of Housing and Career Services is pleased to announce that the Foothill Workforce Investment Board (FWIB) recently received a $300,000 grant from the State of California, Employment Development Department (EDD) to continue operations of its Foster Youth Self-Sufficiency Program. The program will serve 45 transition-age foster youth, ages 17-21 years old.

The program will provide foster youth clients with the following services: outreach, intake, assessment, personal and career planning, job readiness training, vocational training, internships and job development support. In addition, the program will teach critical thinking, problem solving, and other employability soft skills.

Due to FWIB's success in serving this hard to serve clientele, the Board was awarded an additional $100,000 to expand program operations. FWIB is the only local workforce investment board in California to receive funding from the CA Workforce Investment Board to serve transitioning foster youth. This is the ninth year of program operations. Please contact Phillip Dunn (626) 584-8396 with questions or for additional information.

7. Sales Tax by Geographic Area:

The attached memorandum from Andrew Green, Director of Finance is a recap of the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. The sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

8. Building Repairs for La Pintoresca Branch Library:

La Pintoresca Branch Library located at 1355 N. Raymond Ave. will close Monday, July 14 through Friday, July 18 for building repairs. The branch will reopen on Saturday, July 19 at 9 a.m.

According to Jan Sanders, Director, Libraries and Information Services, while the branch is undergoing repairs customers will be directed to two nearby library sites; Santa Catalina Branch Library and Central Library. Santa Catalina Branch is located at 999 E. Washington Blvd. and is open Monday through Thursday and Saturday from 10 a.m. to 6 p.m. and Friday from 2 to 6 p.m. Central Library is located at 285 E. Walnut St. and is open Monday through Thursday from 9 a.m. to 9 p.m., Friday and Saturday from 9 a.m. to 6 p.m. and Sunday from 1 to 5 p.m. Book holds for delivery to La Pintoresca customers may be picked up at Santa Catalina Branch during the brief closure. For more information, please see the attached flyer or you can call (626) 744-4066.

9. Rotating Public Art Exhibition Program II Update:

Vince Bertoni, Director of Planning & Community Development is pleased to announce that the City's Rotating Public Art Exhibition Program Phase II is now fully installed. All eleven artworks are in place for viewing and enjoyment. Based on positive community response, the Program continues to place artwork throughout Pasadena in each City Council District for a period of two years. The newest artwork addition to Pasadena, viewable at the raised parcel at E. Foothill Blvd. and E. Walnut St., is: *"Makes a house a home"* by Hiromi Takizawa (see attached image). The installation, composed of five neon birdhouses hung upon stylized tree poles, references the seven bird habitats which exist in Pasadena. The playful, colorful sculpture is functional as well as attractive; its neon illumination forms a creative streetlight.

Makes a house a home is a great contribution to the Rotating Public Art Exhibition Program because it expands the community's interaction with public art. This unique artwork, like all others in the temporary art program, was selected by neighborhood representatives from each Council District and public art professionals. The innovative Rotating Program has also

enhanced the City's landscape by generating two new public garden spaces for artwork sites at Catalina Avenue (at Union Street) and Washington Boulevard (at Marengo Avenue).

This should be a busy summer -- in addition to artwork installations, audio podcasts of each Phase II artist describing the artworks and art practices as well as new Program brochures detailing all artworks and locations are being produced and will be available on the Cultural Affairs website later this summer at www.cityofpasadena.net/arts. A dedication of the current artworks is being planned for late July. For more information, please contact Rochelle Branch, Cultural Affairs Division Manager, Planning & Community Development Department: 744-7062.

10. Rose Bowl Roundup – June 2014:

Please find attached the June 2014 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. The Roundup features the milestones met and challenges faced in working toward a new, improved Rose Bowl Stadium for our city. The Roundup will keep you up to date on this plus the many exciting events that will be hosted by the stadium in 2014.

Respectfully submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachment
JAG: dc

MEMORANDUM

TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development Department

DATE: July 3, 2014

SUBJECT: General Plan Environmental Impact Report - Project Alternatives

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On June 9, 2014, the City Council directed staff to include within the General Plan Environmental Impact Report a project alternative that includes no more than 850 new housing units within Council District Four. To accomplish this, the project alternative will include a new specific plan with boundaries that generally follow the boundaries of Council District Four and reduce the housing unit caps. This memorandum is intended to provide information to the City Council on how the EIR will analyze these changes so that the City Council will have the flexibility to act in the future.

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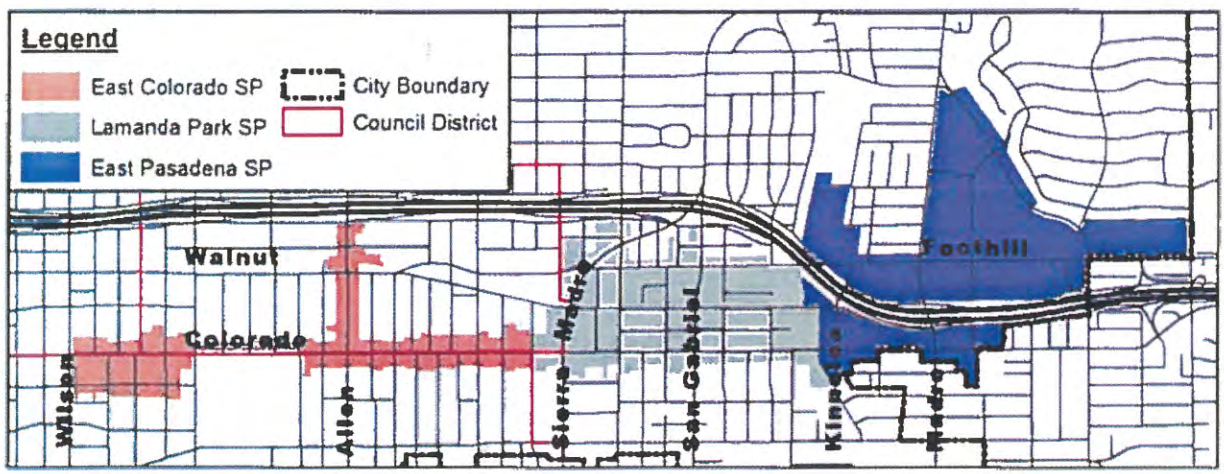

The City does not presently know the environmental impact of reducing the cap for the East Pasadena Specific Plan versus reallocating the housing units to a different specific plan. The Council directed staff to incorporate these changes in a way that provides the Council the flexibility

to either reduce or reallocate the housing units based on the environmental analysis. Staff has studied these issues and will proceed with the following direction to achieve the Council's objectives:

Remove 300 housing units from the East Pasadena Specific Plan, reallocate them to the East Colorado Specific Plan, and create a new Lamanda Park Specific with a cap of 100 housing units. This will be incorporated into Alternative A (an alternative that was derived to reflect a series of caps lower than the Draft General Plan Project Analysis). When the EIR and the Draft General Plan Land Use and Mobility Elements are brought to the Council for adoption, the Council can adopt portions of this or any other alternative. For instance, from this alternative the Council could adopt a reduction to the caps in the East Pasadena Specific Plan, but not adopt the reduction to the caps in the Central District Specific Plan. Studying a reallocation instead of a reduction will give the Council the flexibility of reducing the housing unit cap within the East Pasadena Specific Plan, reallocating the housing units from the East Pasadena Specific Plan to the East Colorado Specific Plan, or retaining the housing unit caps and boundaries in the Project.

CITY COUNCIL

July 3, 2014

Mr. Kerry L. Wolny
Sierra Coastal District Manager, USPS
28201 Franklin Pkwy
Santa Clarita, CA 91383-9511

Dear Mr. Wolny:

As the Vice-Mayor and Councilwoman who represents Pasadena's District 1, I am writing to express my concerns regarding the future tenancy of the Lincoln Avenue Post Office. Recently, we've heard from the Post Master at the Lincoln Post Office, that the LA County Probation office is a potential tenant. As the District's elected representative, I am respectfully requesting that you reject the LA County Probation office as a possible tenant.

The City has taken several steps to help transition this area into a vibrant neighborhood by bringing in new housing options and additional local serving commercial uses. Additionally, the plan calls upon the gradual phasing out of industrial uses that create conflicts for surrounding neighborhoods. In its place, the City is striving to support development that will provide the desired retail, businesses and job opportunities the community needs to make the area an attractive gathering place in Pasadena. The City's General Plan, under revision, proposes the post office parcel to be designated for medium density mixed use. This change in land use designation will expand opportunities for future uses.

Since taking office in 2007, I have worked diligently to address the needs of the highest risk, highest need, gang impacted youth and young adults in Pasadena and Altadena through my 20/20 Initiative. The objective of the Initiative is to eliminate gang and all forms of violence in Pasadena and Altadena by collaborating with nonprofit agencies, Pasadena City College, the City of Pasadena and the wider community. A direct result of the initiative is the work of the 20/20 Pasadena/Altadena Reintegration Council with the LA Probation Department. The Reintegration Council offers a monthly resource fair that links parolees to wrap around services in the community. My objection of the proposed location has to do with the location of the facility and not with the program. It is my hope that you consider future tenants that are compatible with the City's vision for that location.

100 North Garfield Avenue · Pasadena, CA 91109
(626) 744-4738 Fax (626) 744-3921

I am happy to meet and further discuss this or any future matters related to the Lincoln Avenue Post office. Meanwhile, if anything changes in the future, I respectfully request that you communicate with Mr. David Klug of our Economic Development Division, (626) 744-4660.

Sincerely,

JACQUE ROBINSON
Vice Mayor

cc: Congressman Adam Schiff

MEMORANDUM

TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development Department

DATE: July 3, 2014

SUBJECT: Pasadena Receives a $491,770 Sustainable Communities Planning Grant

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The City has been awarded a grant totaling $491,770 from the Strategic Growth Council (SGC). The grant funds will be used to develop a Climate Action Plan and to augment the cost to update the specific plans with a form based code. The grant will be administered by the Planning and Community Development Department over the next three years.

The funds for the grant were the result of voter approved Proposition 84, which authorized the State Legislature to appropriate $90 million for planning grants that reduce energy consumption, conserve water, improve air and water quality, reduce greenhouse gas emissions and provide other community benefits. The SGC, a state cabinet level inter-agency committee, established criteria for evaluating the grant applications, reviewed the applications, and selected the awardees. Forty-three cities submitted grant applications. The City's application was ranked fifth.

A Climate Action Plan will enable the City to cost-effectively mitigate greenhouse gas (GHG) emissions impacts, while also demonstrating that the City is assuming its responsibility for meeting State goals. The Climate Action Plan will also allow the City to more consistently apply uniform standards to future development projects, which will lead to more predictable outcomes. This will simplify and standardize future project GHG analysis. This would be a multi-departmental collaborative effort. Approximately $100,000 of the funds will be used to pay for the Climate Action Plan.

The update to the General Plan Land Use and Mobility Elements is nearing completion. This grant will help with one key implementation component, an update to the specific plans. In order to increase efficiency in updating the specific plans, staff is proposing to have a consultant develop form-based zoning requirements in specific plan areas. Form based codes are a planning approach that emphasizes building types, dimensions, parking location, and façade features. The specific plan updates will focus on providing incentives for transit-oriented development (TOD), which incorporate project features that encourage walking, biking and use of public transportation. The remainder of the grant funds ($391,770) will be set aside for this part of the work plan.

The grant requires the City to provide a ten percent local match. Five percent of the grant amount must be in a cash contribution. The work will need to be accomplished within three years of a signed agreement between the State and the City.

Next Steps

Staff for the SGC will meet with the City staff to review the grant program, process, and the grant agreement. Once the City signs the agreement with the SGC, work may commence.

City Staff will be applying for a grant from the Metropolitan Transit Authority (MTA) next month to fund planning projects that support public transit and encourage infill development in transit-oriented districts. MTA is making available $5 million for this round and has not set a cap on maximum grant requests.

June 23, 2014

TO: Michael Beck
City Manager

FROM: Andrew Green
Director of Finance

RE: Sales Tax by Geographic Area

The tables below recap the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. The sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

ONE QUARTER ENDING

Geo Area	12/31/2012	3/31/2013	6/30/2013	9/31/2013	12/31/2013
Old Pasadena	$948,316	$808,828	$784,454	$799,896	$974,132
Hastings Ranch	858,134	699,304	724,216	724,453	869,412
South Lake	559,164	466,784	481,810	457,223	544,720
Northwest Pasadena	381,360	367,834	372,354	367,563	380,575
Hastings Village	478,103	356,358	378,970	384,666	492,115
Playhouse District	321,905	283,628	273,475	269,940	325,832
Paseo Colorado	290,810	227,970	240,215	216,128	276,297
S. Fair Oaks Survey	55,399	34,520	71,438	60,722	58,487
One Colorado	131,732	103,898	116,971	128,090	134,303
Rose Bowl	27,339	20,239	19,346	33,676	40,675
Total in Geo Areas*	4,186,974	3,369,363	3,463,249	3,442,357	4,096,548
Total Not in Geo Areas	4,052,262	3,920,264	4,076,763	4,006,938	4,267,854
Citywide Total	8,239,236	7,289,627	7,540,012	7,449,295	8,364,402

CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTER

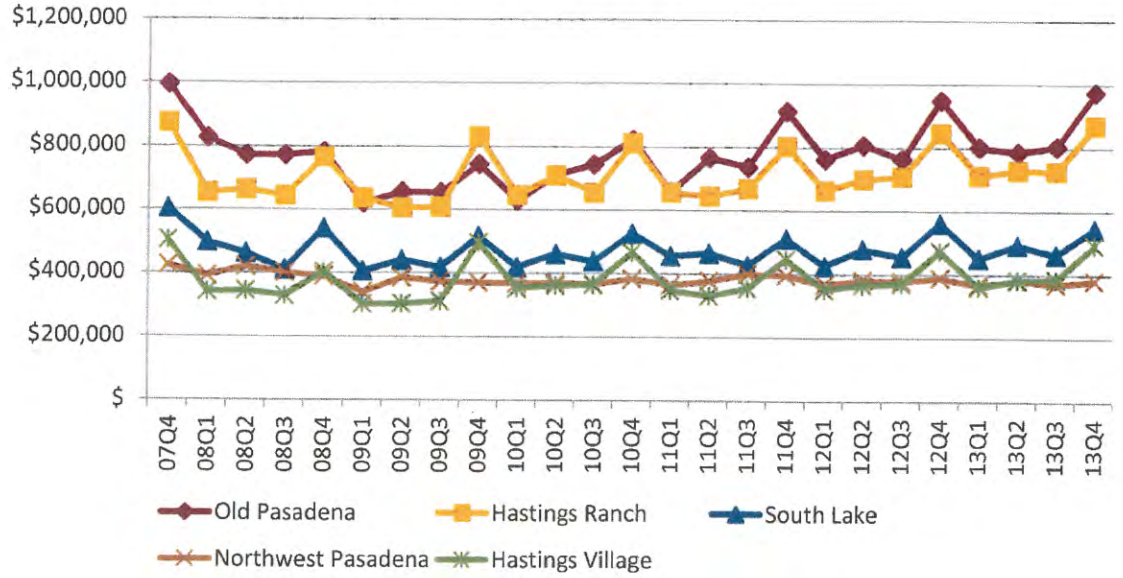
Geo Area	12/31/2012	3/31/2013	6/30/2013	9/31/2013	12/31/2013
Old Pasadena	$3,279,332	$3,319,611	$3,303,856	$3,327,842	$3,362,590
Hastings Ranch	2,926,749	2,976,135	2,990,377	3,009,118	3,034,068
South Lake	1,915,123	1,937,552	1,961,303	1,951,828	1,948,581
Northwest Pasadena	1,499,054	1,490,473	1,495,079	1,501,325	1,498,385
Hastings Village	1,565,765	1,576,310	1,585,724	1,600,886	1,620,275
Playhouse District	1,133,778	1,146,091	1,148,071	1,137,321	1,136,143
Paseo Colorado	1,031,056	1,017,778	990,316	977,164	953,821
S. Fair Oaks Survey	275,702	261,717	232,702	233,785	233,906
One Colorado	426,882	438,095	451,202	480,692	482,926
Rose Bowl	126,310	112,818	113,972	106,440	129,243
Total in Geo Areas*	14,179,751	14,276,580	14,272,602	14,326,401	14,399,938
Total Not in Geo Areas	16,051,912	16,058,221	16,129,254	16,216,023	16,261,033
Citywide Total	30,231,663	30,331,801	30,401,856	30,542,424	30,660,971

* Some areas are subsets of other areas and overlap with others. The Total in Geo Areas counts sales tax from each business once only.

City of Pasadena

Historical Sales Tax by Geo Area by Quarter

2007Q4-2013Q4



City of Pasadena

Historical Sales Tax by Geo Area by Quarter

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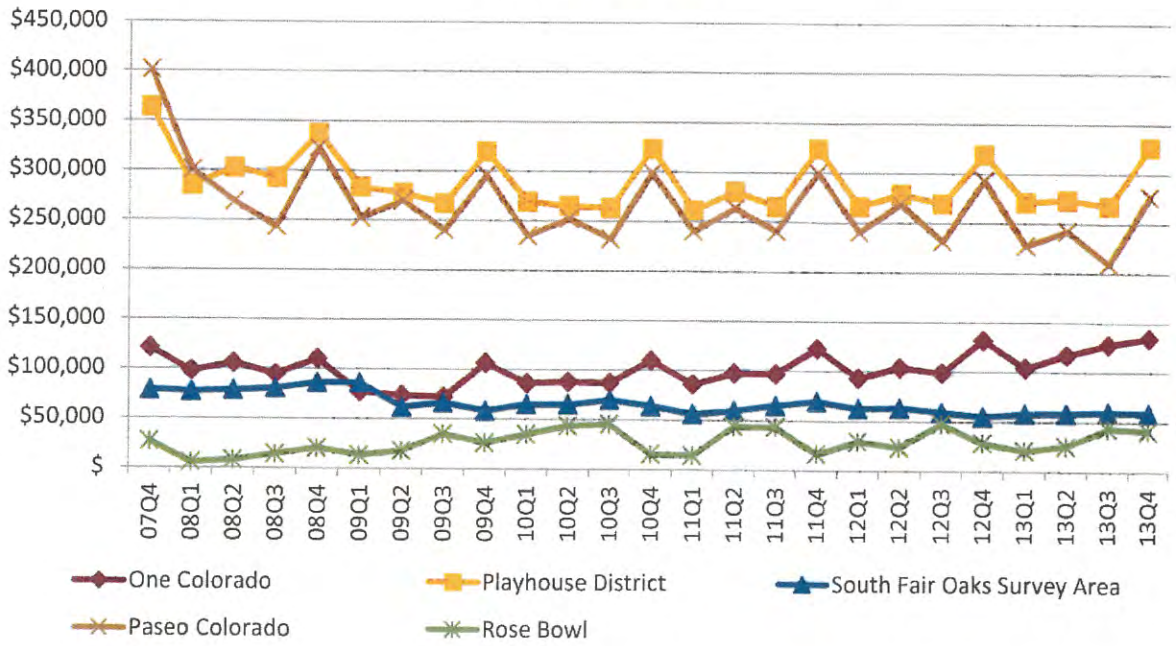
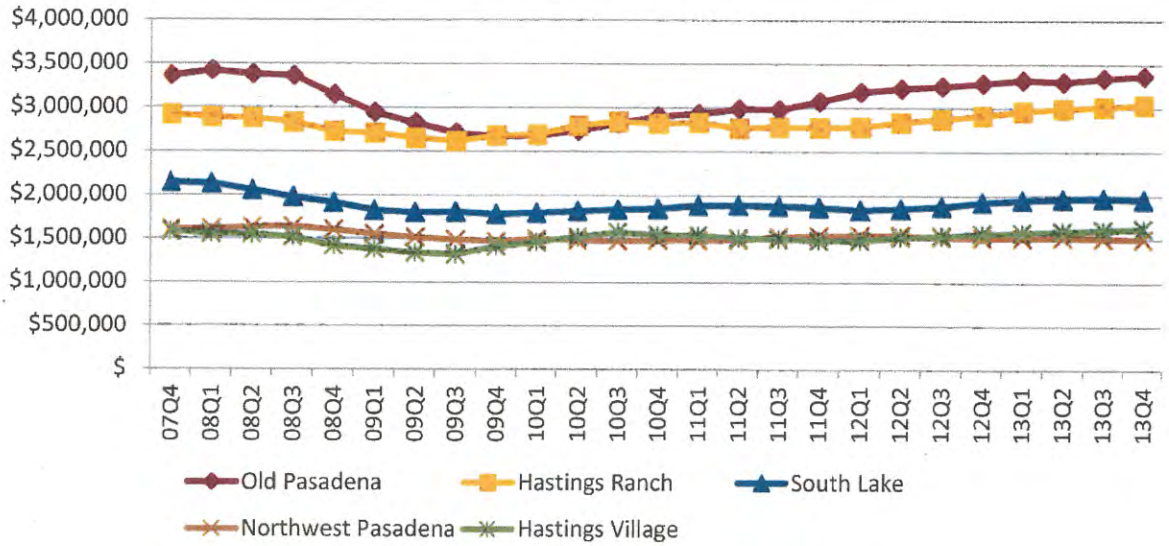


City of Pasadena

Historical Sales Tax by Geo Area by Benchmark Year

2007Q4-2013Q4



City of Pasadena

Historical Sales Tax by Geo Area by Benchmark Year

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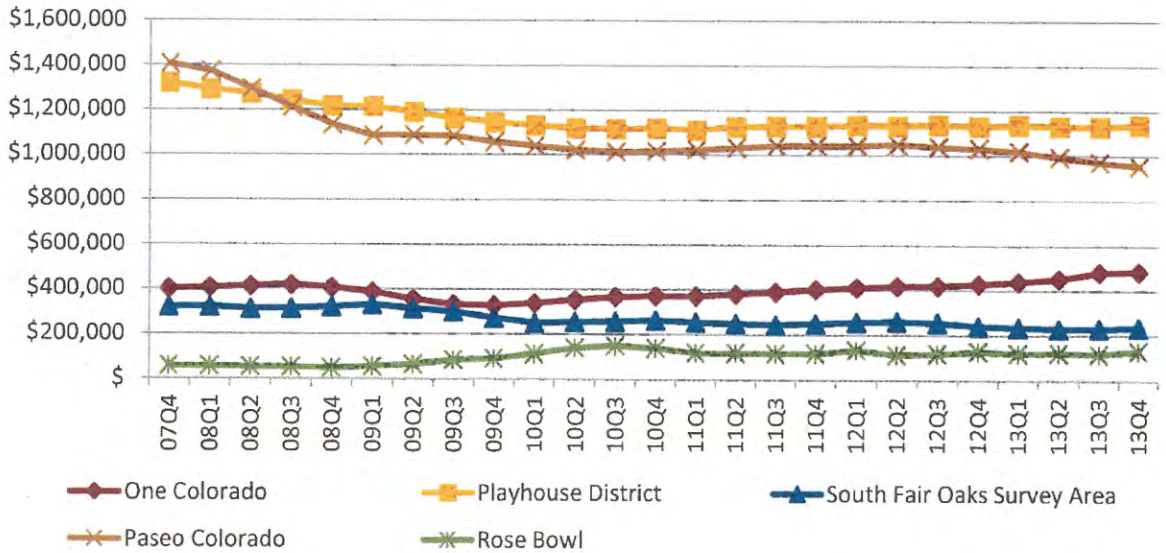


The City receives retail sales tax information by sales tax permit number and not by location. For this reason, if a business has more than one location within the City, the information is aggregated for all its locations and allocated by dividing the total sales tax revenue by the number of locations.

Geo Area Highlights

Seven of the ten areas experienced increases in fourth quarter 2013 sales tax performance compared to the same quarter of the previous year. *Old Pasadena* had the largest growth this quarter with gains from apparel stores and jewelry stores. *One Colorado* had a small quarterly gain mostly coming from restaurants. *Hastings Ranch* and *Hastings Village* had strong gains due, in part, to Nordstrom Rack, Tilley's, Magnolia Home Theater, and Jamestown Manor. Playhouse District had a moderate increase due in part to Urth Caffe and Captain's Bar & Grill. *Rose Bowl* had a strong rebound over same quarter prior year primarily due to a return of an RV sales event. *South Fair Oaks* saw a moderate increase due, in part, to Silver Birches Florist, Enterprise Rent-A-Car and Buffalo Wild Wings.

The three remaining areas saw declines in the same time comparison. *Paseo Colorado* declined due in part to department stores and supermarket declines. *South Lake's* decline was driven by business to business, department stores and wireless phone stores. *Northwest Pasadena* experienced a slight decline due to lower gas prices affecting sales tax at services stations.

Citywide Highlights

Total quarterly cash receipts for the fourth quarter 2013 compared to fourth quarter 2012 were up 3.1 percent. For the quarter, sales decreased in General Retail by 0.2 percent. (Note: this decrease was because the holiday sales quarter and was not as robust as expected.) Food Products increased by 2.8 percent; Transportation was

up by 3.9 percent, and Construction jumped 14.3 percent. Business to Business category continued its decline dropping another 5.1 percent. The South Coast region's sales tax for the same period increased by 1.2 percent. In Pasadena, sales tax gains came in New Auto Sales, up 14.7 percent; Building Materials Wholesale, up 19.0 percent; Building Materials Retail, up 10.2 percent; Leasing, up 14.5 percent; and Apparel Stores, up 9.9 percent. Restaurants, the City's number one dollar generator accounting for 17.8 percent of total sales tax, were up 3.3 percent. Comparatively in the South Coast region, there were fewer gains which showed in New Auto Sales, up 8.3 percent, and Apparel Stores, up 4.0 percent. Restaurants were up 4.8 percent in the region.

City Of
PASADENA
California

Summary
Sales for
Jan'13 to Dec '13

News

- California sales tax receipts increased by 8.7% over the same quarter from the previous year. Unusual late processing by the State Board of Equalization accounts for approximately 3 percentage points of the increase.
- California's Total Taxable Sales were 589.6 Billion in 2013, up 5.1% over 2012. Taxable Sales are forecasted to be 619.7 Billion in 2014, (up 5.1%) and 656.0 Billion in 2015, (up 5.9%).(L.A. Co. Economic Development Corporation)
- California's unemployment rate dropped 0.2 % to 8.1 % in January—the lowest rate since October 2008. California has recovered 88 percent of the jobs it lost during the recession, (the high was 15,449,800 jobs in July of 2007). (CA Department of Finance)

Top 25 Sales Tax Generators

New to Top 25 *

APPLE STORES
AUDI LEASING BENTLEY LEASING
AVON PRODUCTS
BED BATH & BEYOND *
BEST BUY STORES
CA INSTITUTE OF TECHNOLOGY
ENTERPRISE RENT-A-CAR
GANAHL LUMBER
HONDA OF PASADENA
MACY'S DEPARTMENT STORE
NORDSTROM RACK
PACIFIC SALES
ROSS STORES
RUSNAK JAGUAR
SEARS ROEBUCK & COMPANY
SYMES CADILLAC
SYMES TOYOTA
TARGET STORES
THE LANGHAM HUNTINGTON HOTEL
THORSON MOTOR CENTER
TIFFANY & COMPANY *
TRANS OCEAN MOTORS VOLKSWAGEN
UNION 76 SERVICE STATIONS
VONS GROCERY COMPANY
WHOLE FOODS MARKET

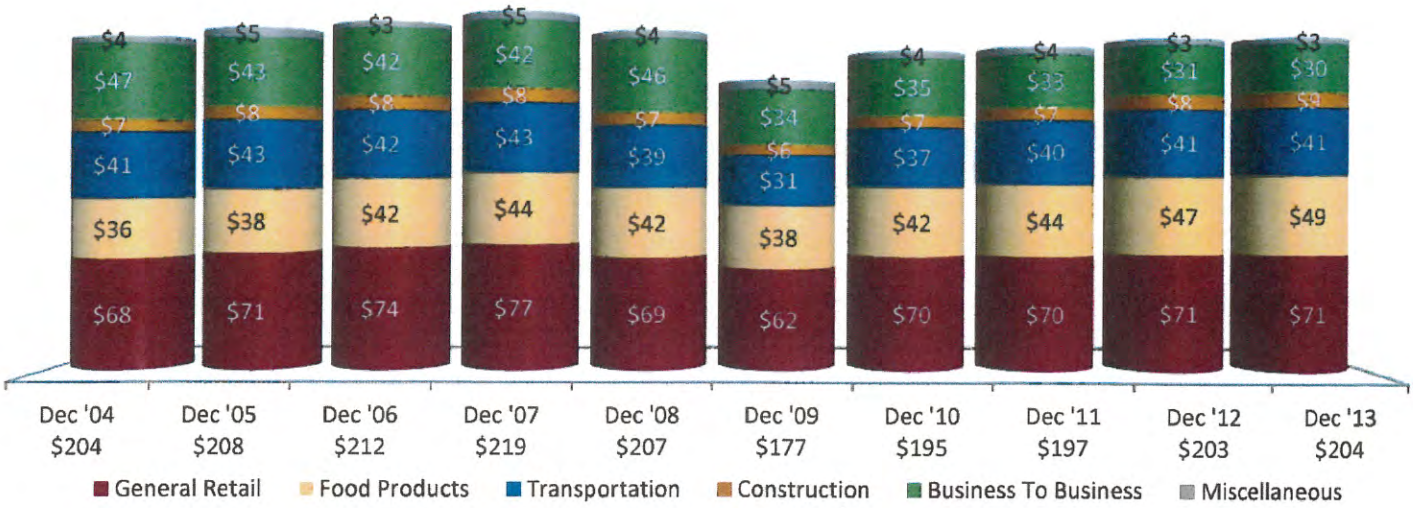
Business Activity

	Oct '12 - Dec '12 *to* Oct '13 - Dec '13			Jan '12 - Dec '12 *to* Jan '13 - Dec '13		
	Pasadena	South Coast	Statewide	Pasadena	South Coast	Statewide
Total	1.3%	1.2%	2.4%	1.1%	2.6%	3.5%
General Retail	-0.2%	0.7%	1.7%	0.4%	2.6%	3.1%
Food Products	2.8%	3.5%	4.1%	2.9%	3.8%	4.1%
Transportation	3.9%	1.7%	2.9%	1.1%	2.6%	4.3%
Construction	14.3%	-0.4%	4.4%	14.5%	4.5%	8.1%
Business To Business	-5.1%	-0.9%	0.5%	-3.5%	0.6%	0.3%
Restaurants	3.3%	4.8%	5.5%	3.1%	4.4%	5.0%
Auto Sales - New	14.7%	8.3%	9.3%	11.0%	8.4%	11.1%
Miscellaneous Retail	-1.1%	0.3%	1.5%	1.8%	2.2%	2.9%
Apparel Stores	9.9%	4.0%	4.5%	7.5%	5.9%	6.2%
Department Stores	-7.2%	0.1%	0.6%	-5.2%	1.9%	2.1%
Chemical Products	-18.2%	-2.4%	-2.0%	-14.7%	1.6%	2.0%
Furniture/Appliance	-1.4%	-1.1%	2.3%	-2.7%	1.8%	2.3%
Service Stations	-8.1%	-5.7%	-4.4%	-5.9%	-3.2%	-2.5%
Food Markets	0.2%	-0.1%	-0.2%	0.5%	1.9%	1.3%
Leasing	14.5%	-1.8%	1.7%	9.4%	0.6%	0.7%
Bldg.Matls-Retail	10.2%	1.2%	3.6%	20.6%	3.2%	6.6%
Auto Parts/Repair	-1.1%	2.0%	0.8%	-1.3%	1.9%	2.2%
Bldg.Matls-Whsle	19.0%	-2.1%	5.2%	8.1%	6.1%	9.6%
Recreation Products	-3.3%	-0.6%	-0.6%	-1.1%	1.2%	2.9%

Sales Tax Per Capita

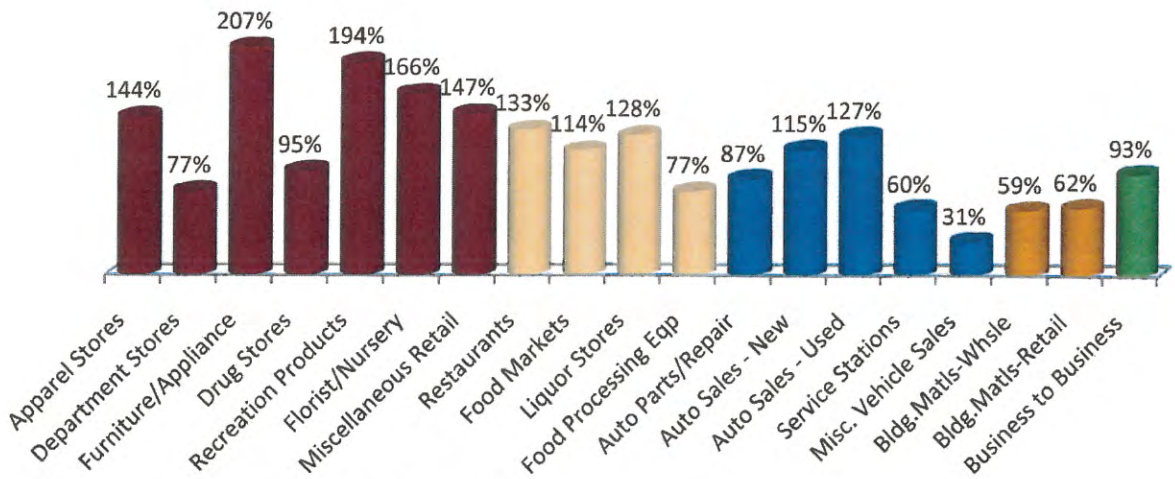
by Benchmark Year

City Of Pasadena'S Annualized Sales Tax Divided By Its Population As Reported By State Department Of Finance

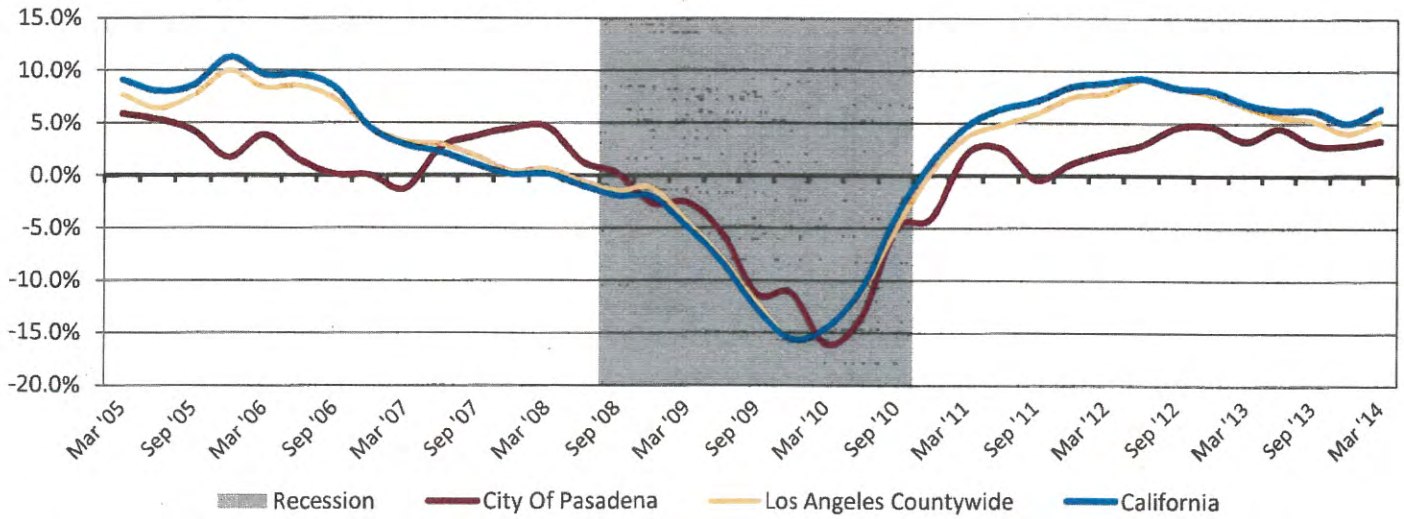


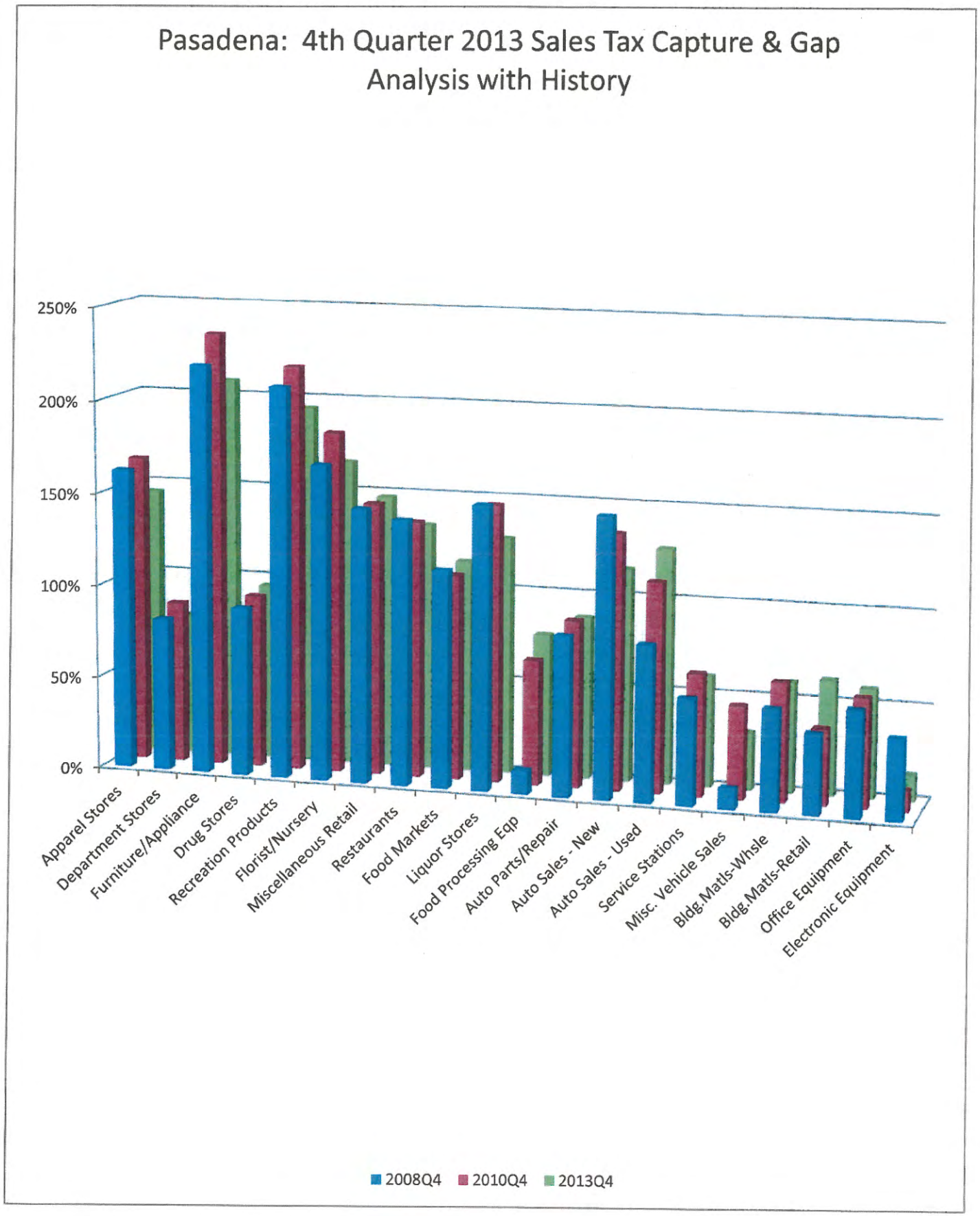
Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



Annualized Change in Sales Tax Cash Receipts




Pasadena: 4th Quarter 2013 Sales Tax Capture & Gap Analysis with History
250%
200%
150%
100%
50%
0%
Apparel Stores
Department Stores
Furniture/Appliance
Drug Stores
Recreation Products
Florist/Nursery
Miscellaneous Retail
Restaurants
Food Markets
Liquor Stores
Food Processing Eqp
Auto Parts/Repair
Auto Sales - New
Auto Sales - Used
Service Stations
Misc. Vehicle Sales
Bldg.Matls-Whsle
Bldg.Matls-Retail
Office Equipment
Electronic Equipment
2008Q4
2010Q4
2013Q4

ATTENTION:

La Pintoresca Branch Library WILL CLOSE

Monday, July 14 through Friday, July 18

for building repairs.

The branch will reopen Saturday, July 19 at 9 a.m.

Until then, other nearby libraries are:

Santa Catalina Branch Library

999 E. Washington Blvd. • (626) 744-7272
Monday – Thursday & Saturday 10 a.m. – 6 p.m.
Friday 2 – 6 p.m.

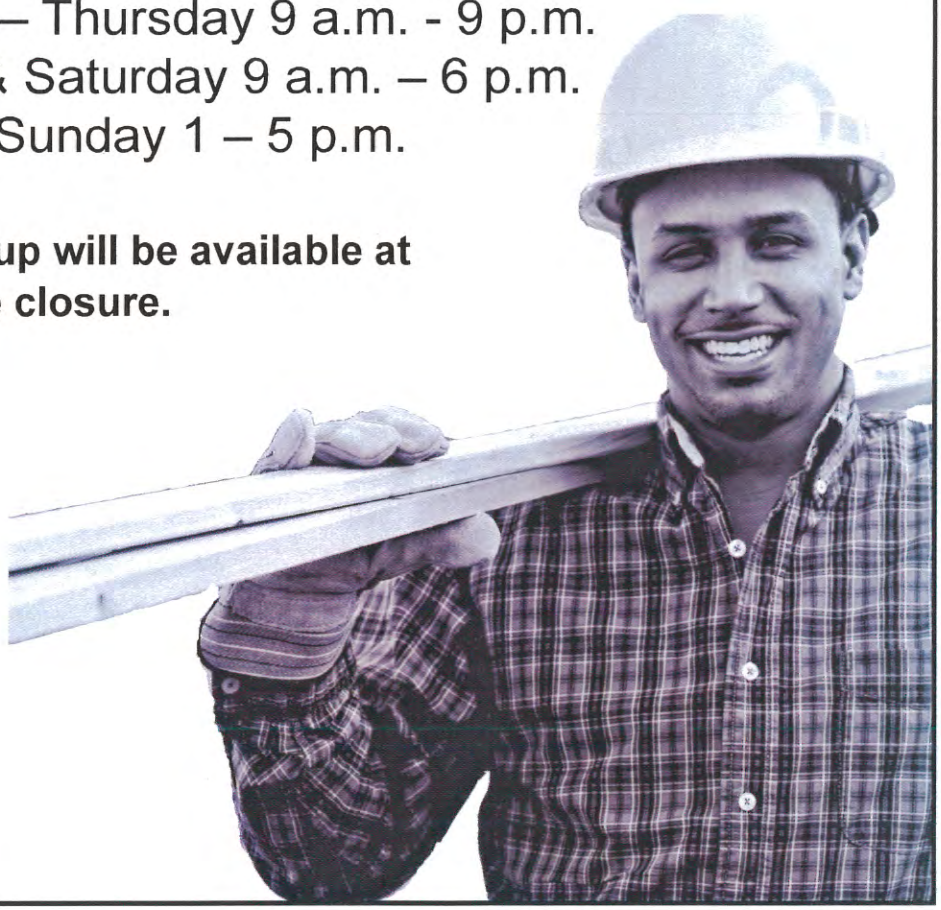
Central Library

285 E. Walnut St. • (626) 744-4066
Monday – Thursday 9 a.m. - 9 p.m.
Friday & Saturday 9 a.m. – 6 p.m.
Sunday 1 – 5 p.m.

Customer holds for pick up will be available at Santa Catalina during the closure.

If you have any questions,
call (626) 744-4066

Thank you for patience
as we work to improve
La Pintoresca
to better serve you!



PASADENA
PUBLIC
LIBRARY

Hiromi Takizawa
Makes a house a home

June 2014

Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back and featuring the milestones met as we work toward a new, improved Rose Bowl Stadium. The *Roundup* will keep you up to date on the renovation projects as well as the exciting 2014 events that will help us stabilize the Stadium's economic future.

In this issue …

- Rose Bowl Stadium commitment — Darryl Dunn
- Neighborhood hotline & APEX Services
- Forward Progress: 2015 Project Implementation Plan
- AmericaFest™
- Manchester United and Galaxy's first encounter
- JAY Z & Beyonce August 2 and 3
- Rihanna and Eminem to rock out at the Rose Bowl August 7, 8
- EIR meetings for public comment
- Rose Bowl Stadium Legacy Campaign — Bricks on Sale!
- Rose Bowl Stadium Premium Seating
- Rose Bowl Stadium Tours

FACEBOOK **TWITTER** **YOU TUBE**

Read on, and be sure to send us your questions and comments.
Send your questions and feedback to Audrey O'Kelley.

ROSE BOWL STADIUM COMMITMENT

By Darryl Dunn
General Manager, Rose Bowl Stadium

The Rose Bowl Stadium's commitment centers on achieving two things:

- Bringing financial solvency to the stadium
- Maintaining the character and quality of life of our neighborhood.

Keeping the lines of communication open is vital. The Rose Bowl Stadium is working to maintain a balance between stadium events and the central arroyo and normal neighborhood events and activities. We recognize that living near the central arroyo and the myriad activities that take place there offers value, but there are impacts as well.

We are striving to produce safe, well managed events that will bring much needed revenues to the stadium. We want to work with you to create a safe and friendly environment in the neighborhood. We cannot achieve this without your help. Let us know your thoughts and ideas.

Darryl Dunn

EVENT INFORMATION

We want to make sure everyone in the neighborhood has information on stadium events. Look for this "Neighborhood Information" icon (right) on the Rose Bowl Stadium website for information regarding event times, resident passes, FAQs, street closures and more.

If you'd like to receive a Residential Alert Email providing you with information concerning events that may impact you please send your email address to: cthompson@rosebowlstadium.com

On event days ...

The stadium has a hotline number for residents to call during major events.

And, the Rose Bowl Operating Company (RBOC) has retained a team of experienced personnel from Apex Services to work as neighborhood ambassadors on event days.

See boxes for emergency number and the names and cell numbers of those individuals who will be exclusively in the neighborhoods adjacent to the Rose Bowl to address any problem you may be experience.

Major event hotline & Apex Services

MAJOR EVENT HOTLINE

If you see something out of line or have a question during a major event it is important to immediately call the Resident Event Hotline:
(626) 397-4141.

Staff will respond to your concerns and/or questions.

DO NOT CALL THIS NUMBER FOR DIRECTIONS OR STADIUM, EVENT, PARKING OR TICKET AVAILABILITY INFORMATION!

APEX SERVICES

In addition to the hotline, the following APEX Services personnel are available on event day if immediate assistance is needed:

Bruce George: (949) 395-8109

Gilbert Ortiz: (626) 833-4153

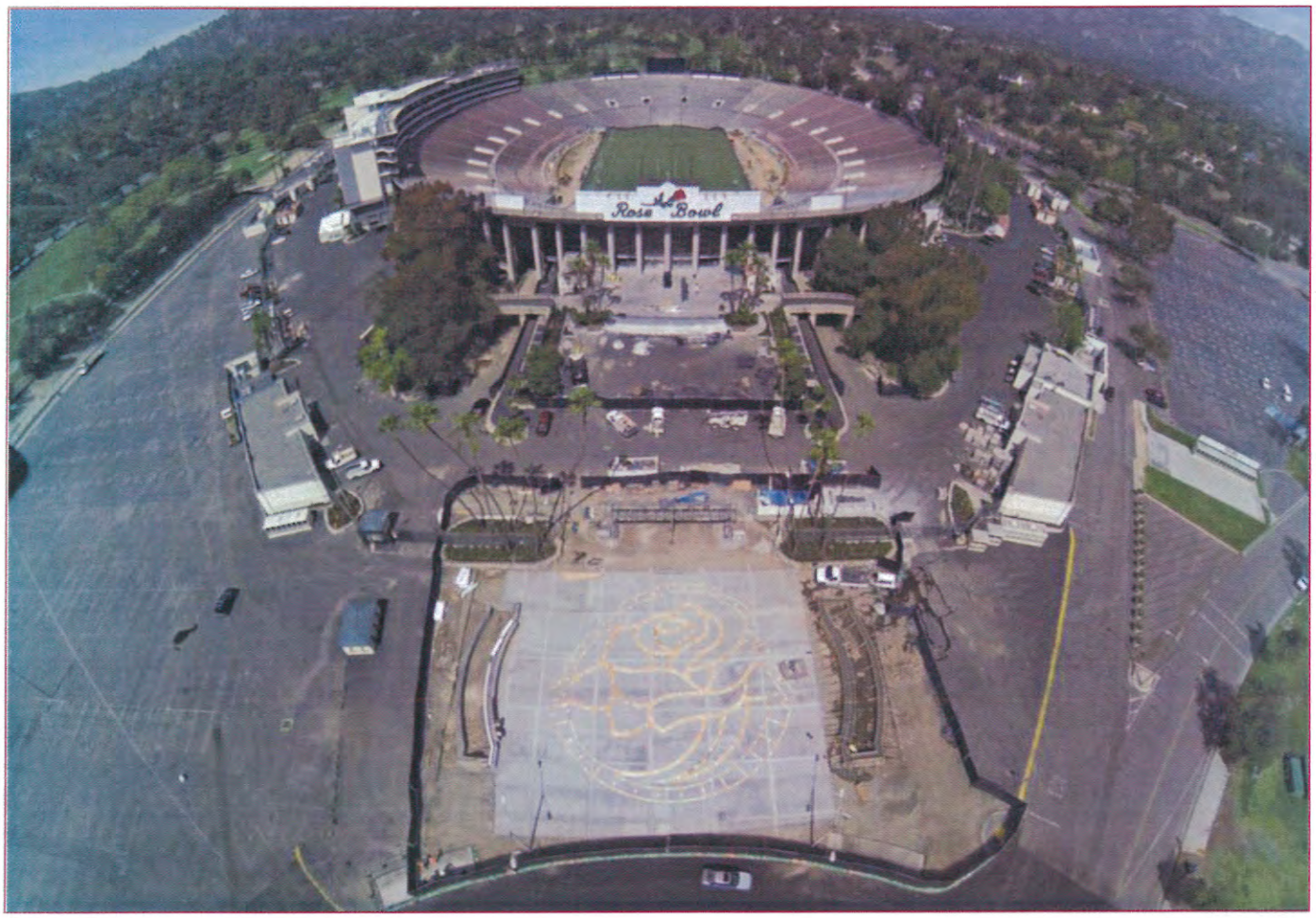
Rory Tom-Hoon: (909) 227-4544

FORWARD PROGRESS

At this month's board meeting, the RBOC approved 2015 project implementation plan and contract amendments for Phase 5.

RBOC extended contracts, with built -in not-to-exceed amounts, for a number of project vendors through 2015. They are:

- D'Agostino Izzo Quirk Architects, Inc. (DAIQ), for continued architectural master planning services
- Syska Hennessy Group for continued mechanical, electrical, plumbing engineering (MEP) services
- Thornton Tomasetti for structural engineering services
- W2 Design, Inc. (a Pasadena company) for civil engineering services
- EPT Design for professional landscape architectural services
- Bernards I Barton Malow for project management services



June is a big month for Court of Champions as Fabricators and Contractors Hurry to Complete the Work

The Court of Champions wall is complete as far as framing and plaster and now awaits installation of bronze finishes. Fabrication of the Contractor's bronze materials is progressing and scheduled to start soon. The BAS Relief Panel, also in fabrication at this time, is scheduled for installation on June 26 and 27. The new concrete Court of Champions stairs are also scheduled for placement during the month of June. Target for completing remaining work is prior to the July 4th event celebration.

The Contractor has shown progression of work at the Rose Plaza during the month by completing the east and west side planters of the Rose Plaza including irrigation, landscaping and precast concrete pieces. Remaining activities at the Donor Plaza such as installation of engraved and non-engraved bricks and tactile warning strip at the south curb all will be complete by mid June. Work at the Rose Plaza is currently on schedule with a milestone completion by contract date of June 27, 2014.

Gate A is currently tracking behind schedule with a mid June completion based on the latest schedule update information. Work is currently on schedule with the field level, south end restrooms, south end electrical substation and miscellaneous work areas at south end of the bowl. Milestone completion by contract for the field level work is June 27, 2014 and July 11, 2014 for the electrical substation is and August 8, 2014 for the restrooms.

Check out the RBOC June agenda and documents for additional information on the Renovation Project and for two Legacy Capital Improvement Projects.

MORE

Court of Champions – plastered wall with bronze backing plate and concrete pre-cast finishes

Court of Champions, Bowl Concourse and Rose Plaza

2014 AMERICAFEST™ 88TH CONSECUTIVE YEAR

Donate, receive a commemorative brick and support our military families

Come celebrate our nation's birthday in the iconic Rose Bowl Stadium. Another great event is being planned and you can enjoy the fun while honoring our country and the men and women who serve. Those in our military and their families have made incredible sacrifices. Your support enables us to provide admittance free of charge to active military and their families.

You can help ensure the financial stability of this important community tradition by giving a tax-deductible donation. This year, those who donate $500 or more will have a commemorative brick placed in the recently completed Rose Plaza.

Americafest 2014, presented by Honda, will be a fun event for all. Inside the bowl, families will be treated to exciting live entertainment. The TNT motorcycle act will offer thrills. And to celebrate the 50th anniversary of the Beatles first appearance in America, a Beatles group known as Liverpool Legends will offer great music. All capped off by fantastic fireworks.

88th Americafest overview
Friday, July 4

9 a.m.	Rose Bowl parking lots open
2 p.m.	Festival begin outside the stadium with food & games for kids on Area H
6 p.m.	Stadium gates open for all seating
7 p.m.	Program Begins: Liverpool Legends Beatles Tribute Band, Live motorcycle stunts and Ian Thomas
9 p.m.	Fireworks show produced by PyroSpectaculars by Souza
9:30 p.m.	Fireworks / program concludes

Letters have gone out to Pasadena community members who, in the past, have supported this great annual event. Perhaps you'd like to join this generous group. If you haven't received a letter and flyer, please contact Marilynne Kennedy Wilander, chair of Americafest 2014 fundraising effort: Marilynne can be reached at rosebowljuly4@yahoo.com

2014 OUTSTANDING SPORTS & MUSIC EVENTS

Manchester United and LA Galaxy's first encounter

The LA Galaxy will play Manchester United at the Rose Bowl Stadium on Wednesday, July 23 at 7:30 p.m. (Pacific Time).

The match will be the first in the English soccer giant team's summer tour of the United States and first visit ever to our iconic stadium. The Rose Bowl match with the Galaxy will be the highest-profile international club-friendly to be played in Southern California this year. Rose Bowl General Manager Darryl Dunn notes that there has been an uptick in ticket sales, which means there could be as many as 70,000 attendees.

The stadium is asking those with tickets to arrive early to lessen the impact on our neighbors as they try to get home that evening.

☞ **FOR TICKETS & INFORMATION**

Live Nation summer of multiple concert bookings: Monster Tour, On the Run and One Direction

Live Nation's summer 2014 Rose Bowl concert bookings have started the ball rolling in the direction of solid 2014 revenues for the stadium.

- JAY-Z & Beyonce "On the Run" Tour rolls in for two nights, August 2 and 3
- Rapper Eminem and pop singer Rihanna launch their three-city "Monster Tour", August 7 and 8.
- The hot new boy band, One Direction, September 11, 12, 13

EIR MEETINGS HELD AT ROSE BOWL

Public comments on the EIR analysis of proposed Rose Bowl Music festival

Two public meetings were held this month at the Rose Bowl Stadium's Terry Donahue Pavilion to discuss the environmental impacts of a proposed music festival that would to take place at the Rose Bowl Stadium.

Rose Bowl officials first proposed the idea of a multi-day weekend music festival earlier this year as a "third tenant" to provide a more stable source of income for the stadium. The festival could begin as early as summer 2015.

The city is undertaking an environment impact analysis to look at the impacts of the music festival, which would include portions of the Brookside Golf Course. The study will supplement the original environmental report approved by the council for 13 NFL games a year for five years, should a team come to Los Angeles.

The study will also look at the impact of up to 21 annual displacement (over 20 thousand) events at the stadium. Currently, the city council has to approve any displacement event over the permitted 12 in a year.

ROSE BOWL LEGACY

Have you purchased your commemorative brick?

The Rose Bowl Legacy Brick Campaign will continue throughout 2014 with special focus on the community. Bricks sold throughout 2014 will be installed in 2015.

Bricks sold throughout 2014 will be installed in 2015.

☞ DETAILS

ROSE BOWL STADIUM PREMIUM SEATING

Great seats for great football & iconic events at the Rose Bowl Stadium

Rose Bowl Premium Seating recently surpassed their 2013 total sales — $7.3 million — in the Pavilion, which is 85% of their entire inventory. So be sure to take advantage of existing 2014 Premium Seating opportunities at the Stadium for UCLA home games against Oregon, Stanford and USC and the other great events coming up.

- Wednesday, June 23: Manchester United vs. LA Galaxy
- Saturday and Sunday, August 2-3: JAY Z and Beyonce
- Thursday and Friday, August 7-8: superstars Rihanna and Eminem
- Thursday-Saturday, September 11-13: the *One Direction: Where We Are Tour*

Call the Rose Bowl Premium Seating office at 626-585-6800 to lock in your seats!

Benefits of being a Premium Seat holder

In addition to exciting UCLA football, Premium Seat holders have presale opportunities for other great events at the Rose Bowl Stadium like this summer's soccer game and the music concerts. And, Premium Seating gives you the best seats with luxury amenities. If you are interested in learning how to become a Rose Bowl Premium Seat Holder please contact us today at 626-585-6800 or visit us at www.rosebowlpremiumseating.com

☞ **MORE INFORMATION**

ROSE BOWL STADIUM TOURS

Take a tour — buy a brick

The Rose Bowl Stadium Tour ticket booth is located outside of Gate B and just a few steps from there you will find construction crews building the beautiful new donor plaza where commemorative bricks will be laid in a beautiful rose pattern. And a tour will provide you with a sneak peek at all the finishing touches going on inside the Gate.

Rose Bowl TOURS

Be sure to check the **STADIUM'S WEBSITE** for the most up to date information available and for directions to the stadium with the current construction. Public Tour hours are Thursday through Sunday at 10:30 AM and 12:30 PM.

Any further questions or to book your tour, contact Emily Kain at (626)275-2714.

ROSE BOWL RENOVATION & IMPROVEMENT PROJECT OBJECTIVES

1. Improve public safety
2. Enhance the fan experience
3. Maintain the Rose Bowl's National Historic Landmark status
4. Develop long-term revenue streams
5. Improve stadium operations

☞ **MORE INFORMATION SEND YOUR QUESTIONS AND FEEDBACK**

Rose Bowl AMERICA'S STADIUM

Honoring the Past ~ Preparing for the Future