

Old Pasadena

Property-Based Business Improvement District
City of Pasadena, California

Management District Plan Executive Summary



March 2025

Prepared by:
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*Prepared pursuant to the State of California
Property and Business Improvement District Law of 1994
and Article XIID of the California Constitution
to create a property-based business improvement district.*

DOWNTOWN PASADENA PBID MANAGEMENT DISTRICT PLAN EXECUTIVE SUMMARY

The Old Pasadena Property-Based Business Improvement District (PBID) was first established in 2000 and subsequently renewed in 2005, 2010 and 2015. With the success of the PBID over the last 25 years, downtown property and business owners seek to renew the district for an additional 10 years.

To guide the PBID for the next 10 years, the Old Pasadena Management District (OPMD) board of directors has approved a new PBID Management Plan that implements the industry's best practices and responds to new developments, market opportunities, and district challenges. To acknowledge development both within the district boundary and beyond, the OPMD Board elected to expand the PBID boundary, realign the service zones, and modify the assessment methodology to respond to current market conditions.

Since its formation in 2000, the PBID has managed a variety of programs to keep the district clean, safe, attractive, activated, and vibrant, which has elevated Old Pasadena as one of the premiere shopping destinations and mixed-use urban districts in the greater Los Angeles region. The PBID will continue to provide and expand upon these programs. Each of the funded programs is designed to meet the goals of the PBID; to improve the appearance and public safety of the area, to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services.

As described in this Management District Plan, it is proposed that the PBID will provide funding for enhanced maintenance, community ambassadors, homeless initiatives, beautification, business support and marketing programs, above and beyond those provided by the City of Pasadena.

Summary Management Plan

Pursuant to California Streets and Highways Code, the "Property and Business Improvement District Law of 1994 as amended", the existing Old Pasadena PBID is being renewed for a ten year term. Upon receipt of petitions signed by property owners representing greater than 50% of the PBID assessment budget, the City of Pasadena will initiate a ballot procedure to officially re-establish and renew the PBID.

Location	The PBID boundary encompasses approximately 23 blocks of Old Pasadena which now includes the 2 western blocks on Fair Oaks Avenue between Union Street and Walnut Avenue. To assess the special benefit each parcel receives from the PBID activities, three benefit (service) zones are recommended.
Why Renew the PBID?	In the renewal process, the Old Pasadena Management District Board of Directors have stated the following reasons for continuing the PBID: <ul style="list-style-type: none">- Provide services that create a clean, safe and welcoming experience- Continue homeless outreach initiatives- Support unique retail businesses to strengthen Old Pasadena's competitive edge- Enhance the public realm and invest in enhancements- Support frequent programming- Improve the parking experience

Services and Activities	<p>The PBID will finance activities and improvements that will improve Old Pasadena’s experience for property owners, residents, workers and visitors, including:</p> <p><u>Clean, Safe and Beautiful:</u></p> <ul style="list-style-type: none"> - Clean Teams that sweep streets and alleys, scrub and pressure wash sidewalks, remove litter and graffiti, increase the frequency of trash removal, and maintain landscaping. - Community Ambassadors that provide information on activities and attractions, work with local police and business and property owners to prevent crime, offer outreach to reduce homelessness and address quality of life issues. - Beautification improvements that make Old Pasadena more visually attractive, walkable, and bikeable, which may include wayfinding signage, trash cans, holiday décor, enhanced streetscape, planters, urban design plans, bicycle racks, and other facilities, etc. <p><u>Business Support and Marketing:</u></p> <ul style="list-style-type: none"> - Business Support services to advocate for businesses navigating the permitting processes. - Marketing to promote a positive image for Old Pasadena as a premier regional destination, and services aimed at attracting a diverse consumer base, quality retail and office tenants, and private investment. <p><u>Advocacy/Administration:</u></p> <ul style="list-style-type: none"> - Advocate for downtown policy issues that will improve the downtown business environment. - Provide daily management to carry out the day-to-day PBID operations. 																														
Budget	<p>Total PBID assessment budget for its first year of operations in the renewal term is \$3,115,000; the total PBID budget is as follows:</p> <table border="1" data-bbox="467 1178 1430 1604"> <thead> <tr> <th>EXPENDITURES</th> <th>BUDGET</th> <th>% of Budget</th> </tr> </thead> <tbody> <tr> <td>Clean, Safe and Beautiful</td> <td>\$2,315,000</td> <td>74.32%</td> </tr> <tr> <td>Business Support and Marketing</td> <td>\$480,000</td> <td>15.41%</td> </tr> <tr> <td>Advocacy and Administration</td> <td>\$320,000</td> <td>10.27%</td> </tr> <tr> <td>Total Expenditures</td> <td>\$3,115,000</td> <td>100.00%</td> </tr> <tr> <th>REVENUES</th> <th></th> <th></th> </tr> <tr> <td>PBID Assessments</td> <td>\$2,179,175</td> <td>69.96%</td> </tr> <tr> <td>City Contribution and Parking Management</td> <td>\$857,950</td> <td>27.54%</td> </tr> <tr> <td>Other Revenues (1)</td> <td>\$77,875</td> <td>2.50%</td> </tr> <tr> <td>Total Assessment Revenues</td> <td>\$3,115,000</td> <td>100.00%</td> </tr> </tbody> </table> <p><i>(1) An allowance is made for general benefits that the PBID may provide. Any PBID services that are found to provide general benefit cannot be paid for with assessment revenue. A certified engineer has estimated that the general benefit from the PBID services accounts for \$77,875 of the estimated budget, resulting in a total assessable budget of \$2,179,175.</i></p>	EXPENDITURES	BUDGET	% of Budget	Clean, Safe and Beautiful	\$2,315,000	74.32%	Business Support and Marketing	\$480,000	15.41%	Advocacy and Administration	\$320,000	10.27%	Total Expenditures	\$3,115,000	100.00%	REVENUES			PBID Assessments	\$2,179,175	69.96%	City Contribution and Parking Management	\$857,950	27.54%	Other Revenues (1)	\$77,875	2.50%	Total Assessment Revenues	\$3,115,000	100.00%
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Method of Financing	<p>Levy of assessments upon real property that benefit from improvements and activities.</p>																														

Assessments	<p>Annual assessments are based upon an allocation of program costs, benefit zones, and a calculation of lot square footage, ground floor and upper floor building square footage. Estimated annual maximum assessment rates for the first year of the district follow:</p> <table border="1" data-bbox="483 319 1412 499"> <thead> <tr> <th>Assessment Rates</th> <th>Lot Assmt</th> <th>Ground SF Assmt</th> <th>Non Ground Assmt</th> </tr> </thead> <tbody> <tr> <td>Premium + Zone</td> <td>\$0.44897</td> <td>\$0.58960</td> <td>\$0.39503</td> </tr> <tr> <td>Premium Zone</td> <td>\$0.35918</td> <td>\$0.47168</td> <td>\$0.31602</td> </tr> <tr> <td>Standard Zone</td> <td>\$0.26938</td> <td>\$0.35376</td> <td>\$0.23702</td> </tr> </tbody> </table>	Assessment Rates	Lot Assmt	Ground SF Assmt	Non Ground Assmt	Premium + Zone	\$0.44897	\$0.58960	\$0.39503	Premium Zone	\$0.35918	\$0.47168	\$0.31602	Standard Zone	\$0.26938	\$0.35376	\$0.23702
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Cap	<p>Assessments will be subject to an annual increase of up to 5.0% or the Consumer Price Index for the Los Angeles area, whichever is higher, to take into consideration the potential increase in program costs. Assessment budgets may also increase based on development in the PBID. The determination of annual adjustments in assessment rates will be subject to the review and approval of the OPMD Board of Directors, which serves as the PBID Owners' Association. The OPMD Board of Directors will develop an annual report that is submitted to the City Council each year.</p>																
City Services	<p>The City of Pasadena has established and documented the base level of pre-existing City services. The PBID will not replace any pre-existing general City services even though the City may contract with the PBID to provide various City services, such as street sweeping and trash collection.</p>																
Collection	<p>PBID assessments appear as a separate line item on the annual Los Angeles County property tax bills.</p>																
District Governance	<p>The PBID will continue to be managed by the OPMD. OPMD, the PBID Owners' Association, comprised of a majority of district property owners, will help determine the PBID uses and budget each year.</p>																
District Renewal	<p>California law for PBID district formation/renewal requires the submission of petitions signed by property owners in the proposed district who will pay more than 50% of the total assessments (i.e. petitions must represent more than 50% of the \$2,179,175 to be assessed which is \$1,089,588 or greater). Petitions are submitted to the Pasadena City Council, and the City will mail ballots to all assessed property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the PBID in order for the City Council to consider approval.</p>																
Duration	<p>The renewed PBID term will be 10 years from January 1, 2026, through December 31, 2035. Any subsequent renewal of the PBID will require a new Management District Plan, petition, and ballot process.</p>																

*For a complete copy of the Management District Plan,
 please email the OPMD at
perla@oldpasadena.org*



Old Pasadena PBID

OLD PASADENA
MANAGEMENT DISTRICT

