



April 2019

## Business Features

### LeBERRY BAKERY

Fulfilling a life-long passion is a rare opportunity for most of us, but the Playhouse District is the recent beneficiary of just such an endeavor: LeBerry Bakery. Adding to the unique taste & flavor of our community, LeBerry primarily offers on-trend donuts, but also other pastries, coffee, and, a small selection of alcohol on tap. Yes, a bakery with beer!

Owner Jennifer Le grew up in Pasadena. With family roots baking baguettes in Vietnam, she had always seen a business opportunity with Pasadena's limited confectionary options. "At that time during my elementary school years, I conjectured we needed more colorful and beautifully designed sweets with unique flavors. Well, L berry Bakery has finally arrived here!" explains Le. "We focus on handcrafted pastries and donuts made fresh daily. The freshness and colorful designs along with our goal to introduce new items every week should captivate new and return customers. Also, our hand-selected beers and mimosas are a great addition to enjoying our sweets!"

By making her pastries into "edible art" and providing organic, vegan- & gluten-free friendly options, Le's focus on traditional pastries, donuts and desserts with a modern twist aligns perfectly with the Playhouse District's blend of "tradition and class with cool modernity". Visit them today.



445 E. Colorado Blvd. | (626) 993-9898  
| [facebook.com/leberrybakery](https://www.facebook.com/leberrybakery)



## THE MIXX PASADENA

Nightly live music and standout food are only two factors that have gone into recent addition, The Mixx, to stake its claim at the western entry into the Playhouse District.

Located next door to the new LeBerry Bakery, on the northeast corner of Colorado & Los Robles, The Mixx is headed by Ed Minassian, who relocated the business from nearby Old Pasadena. “The Mixx is a modern Bar & Restaurant featuring live music five days-a-week, from Blues to Jazz, R&B, Motown, Disco, Funk, and Classic Rock. Whether you’re looking for a romantic rendezvous, a place to unwind for happy hour or a lively hangout, you’ll find the perfect spot at The Mixx,” states Minassian.



Minassian’s new location in the Playhouse District is bearing fruit. “It feels like we’re in the center of the best of Pasadena. The new Hyatt Place hotel opened across from us, and new businesses and buildings are still in the process of being built. Our area here in the Playhouse District is going to be quite the place to be, with affordable rents, convenient street parking, good restaurant options - and not to mention the museums and hotels within walking distance. Get into the Playhouse District before it’s too late!”

The Mixx was recognized recently in Pasadena Weekly’s poll as Reader’s Choice for their “favorite” & “recommended” Best New Restaurant, Best New Bar, and Best Local Bar in 2018.

443 E. Colorado Blvd. | (626) 500-021 | [themixxclub.com](http://themixxclub.com)

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### Property Market Insights

## LEASING & INVESTMENT OPPORTUNITIES

### 440-458 E. Colorado Blvd.

This gateway building at the southeast corner of Colorado Boulevard and Los Robles Avenue (across from the featured businesses in this issue) presents a rare opportunity to combine multiple available spaces for an anchor corner tenant at this highly visible intersection, with proximity to the Hyatt Place and Paseo expansion immediately to the west. Over 10,000sf available for lease or sublease.



Contact Leon Saroff, Sauve Riegel at [leons@sauveriegel.com](mailto:leons@sauveriegel.com) or 626.585.4321

### 468 E. Colorado Blvd.

In-line retail space in a historic building. 2400 sf, \$5664/month.

Contact: David Rose at 626-639-6667

### 704 E. Walnut St.

Ground floor office/retail space facing the heavily trafficked Walnut Ave.

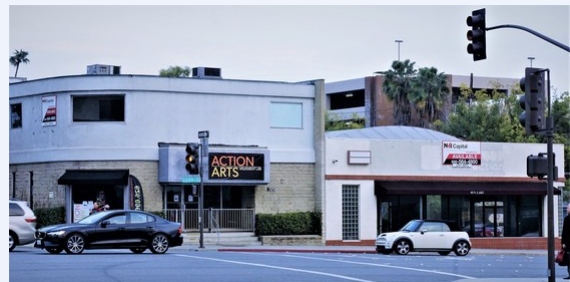
Contact: William Stifel of Arbor Realty Capital Advisors at 323-515-8302. [arcainc.us](http://arcainc.us)



## RECENT TRANSACTIONS & OPENINGS

### 100 N. Lake Ave.

Action Arts Movement Lab opened in February and adds to the cultural niche of the Playhouse District including nearby Boston Court Pasadena. AAML is a new performance art school that focuses its classes & program content on all forms of contemporary dance, physical narrative & musical theater.



### 600 E. Colorado Blvd.

Originally built in 1931 as a United Artists Theatre, the art deco building was recently acquired by Morton (Continental) Development Group. New leases have been made with Anytime Fitness and an urgent care facility.

For additional availability contact:  
Samantha Ripinsky of Continental Development Group at 310-253-9998.

[continentaldevelopmentgroup.com](http://continentaldevelopmentgroup.com)



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## ISSUES AND ADVOCACY UPDATES

### UNION/EL MOLINO PARK + PARKING PROJECT

Pasadena City Council unanimously approved moving forward with the formal planning phase for the Union/El Molino Park+Parking effort. Based largely on the PDA's stakeholder outreach and consensus-building for this key site, the proposed project will now enter a formal design phase utilizing funds from the City's Residential Impact Fees paid by recent residential developments in and near the Playhouse District. A design firm will be hired to work closely with the PDA and other stakeholders by way of a steering committee and together will solicit broader public input on a specific design, layout and programming for this long-desired park. Importantly, Council's approval and the community design process will integrate a to-be-determined number of surface parking spaces to continue serving Playhouse District businesses and visitors. As public meetings are announced, the PDA will continue to keep stakeholders informed about this exciting new project for our district.

### COUNCIL DISTRICT 3 COMMUNITY MEETING

Pasadena Vice Mayor and Council District 3 representative John Kennedy will hold a community meeting on Wednesday, May 1st at 6:00 pm Pasadena Presbyterian Church to share information with Playhouse District and area residents. The PDA will highlight upcoming events, City staff will discuss the park planning process for the recently-approved Union/El Molino park+parking and Union Street Protected Bike Lane projects and other updates will focus on Census 2020 and the latest from the Pasadena Fire and Police departments.

The meeting is free and open to the public; no RSVP required.

### UNION STREET PROTECTED BIKE LANE COMMUNITY MEETING

City staff and its consultant team will hold a public meeting on the concept design for the Union Street Protected Bike Lane project on Thursday, May 2 at 6:30 pm at City Hall in the downstairs Training Room (S018). The public is invited to view the latest concepts for the corridor project from Hill Avenue to Arroyo Parkway, including many blocks within the Playhouse District.

The meeting is free and open to the public; no RSVP required.

## ISSUES AND ADVOCACY UPDATES

### GRANT PROGRAM LAUNCH

The PDA's is excited to launch two grant programs for district property and business owners to enliven our streets and buildings. A separate, detailed email explains more; please visit [playhousedistrict.org/grants](http://playhousedistrict.org/grants) for more information and to apply.

### PDA ANNUAL MEETING

The PDA 2019 Annual Meeting will be held Wednesday, May 15 from 4:30PM - 6:30PM at Boston Court Pasadena.

This annual gathering for the entire PDA membership will feature wine and snacks, networking, and an opportunity to hear from Mayor Terry Tornek, PDA Chair Bernard Chua, and an expert from Project for Public Spaces who will focus on opportunities for urban park design and management for the Union/El Molino site. Please RSVP [tochristine@playhousedistrict.org](mailto:tochristine@playhousedistrict.org).



### AMBASSADOR GUIDE REPORT/STATISTICS

#### Maintenance Statistics

January 2019 through March 2019

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Bills/Stickers Removed	'19	51	8	31	--	--	--	--	--	--	--	--	--	90
Biohazard Clean Up	'19	58	52	62	--	--	--	--	--	--	--	--	--	172
Graffiti - Removed	'19	9	10	15	--	--	--	--	--	--	--	--	--	34
Graffiti - Reported	'19	7	7	4	--	--	--	--	--	--	--	--	--	18
Illegal Dumping	'19	7	2	4	--	--	--	--	--	--	--	--	--	13
Maintenance Request	'19	2	2	--	--	--	--	--	--	--	--	--	--	4
Power Washing (block faces)	'19	4	--	9	--	--	--	--	--	--	--	--	--	13
Power Washing - Hot Spots	'19	180	80	91	--	--	--	--	--	--	--	--	--	351
Shopping Carts	'19	56	44	44	--	--	--	--	--	--	--	--	--	144
Trash (lbs)	'19	116	65	67	--	--	--	--	--	--	--	--	--	248
Trash Removal	'19	7210	5153	5585	--	--	--	--	--	--	--	--	--	17948
Tree Wells Cleaned	'19	--	2	8	--	--	--	--	--	--	--	--	--	10

Thanks to Mike Pashistorian for contributing content and research to this issue.



[Playhouse District Association](#)

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