

Playhouse District **PROPERTY PULSE**



JANUARY 2018

Business Feature

It's been said Pasadena may have more restaurants per capita than any other American city. With this newsletter we discover perhaps the Playhouse District will be able to lay claim to also having more culinary schools per capita too. Two new cooking schools have recently announced opening in the Playhouse District after the recent closure of Le Cordon Bleu cooking school.

NEW SCHOOL OF COOKING

The New Cooking School opened at 525 East Colorado Boulevard, part of the former Le Cordon Bleu campus. In addition to classroom and lab space, the location houses their Allium restaurant and Cookstor cooking/kitchen supply store.

In response to questions about opening their second location (they also have a campus in Culver City), New School of Cooking representatives Pam Andreas and Tatiana Viquez say "Opening another location was easy. There's a need for culinary education here. We want our students to learn to achieve & innovate in the culinary world."

Both have recently moved to Pasadena and claim, "[Pasadena] has everything we need here, just about every type of business. It's a wonderful place to live and quite advantageous to be here with lots of growth happening - a center for education, arts & culture."

For students who just want to learn to cook or bake better, NSC has a program, class or series for



every skill level and area of interest from single-themed classes and series to their ProCooking and ProBaking programs.

New School of Cooking is approved by the Bureau for Private Postsecondary Education. They have full-time professional programs in culinary arts and baking and pastry arts which are approved by the State of California.

525 E. Colorado Blvd, Pasadena CA 91101
(844) 895-4224 contact@newschoolofcooking.com

INSTITUTE OF CULINARY EDUCATION (ICE)



With a planned opening in the first half of 2018, ICE will begin operating its culinary school in the Green Street building vacated by Le Cordon Bleu (LCB) early last year.

Founded in New York in 1975, Pasadena will be its first school outside of New York. The school offers highly regarded six to 13-month career training

programs in Culinary Arts, Pastry & Baking, Culinary Management and Hospitality Management, as well as continuing education programs for culinary professionals.

President of the Pasadena ICE campus, Lachlan Sands, former head of the Le Cordon Bleu Pasadena Campus, explains that ICE is well-known for "its quality. We have a very strong reputation in New York."

ICE chose Pasadena, Sands explains, because "Pasadena has become a culinary center and has a good reputation. This area is a center for education with other schools around, and a cultural center [with] opportunities that most cities, even larger ones, don't have. High-end restaurants have been opening up."

Also beneficial for ICE was the complete kitchen available in the building from the prior school here already. According to Sands, "There's a real shortage of trained cooks in the United States. We have classes for all types of students and skills." Once opened they will strive for good community engagement particularly with restaurants.

ICE is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) and the California Bureau of Private Postsecondary Education. Beyond their professional programs, ICE's recreational cooking, baking and wine education courses train additional students each year. Their special events division also hosts hundreds of corporate and private cooking events from client entertaining and sales dinners to press events, product launches and film shoots.

521 E. Green Street, Pasadena CA 91101
(626) 765-1959

Property Market Insights

DEVELOPMENT PROJECTS

635 E. Union St.

A Southern California-based developer who purchased the existing site of HMRI is undergoing design review and entitlement permitting for a 40-unit residential building with nearly 3,300 sf of ground-floor commercial space. Underground parking will be provided, and the developer is exploring the feasibility of developing additional publicly-accessible parking.



RECENT TRANSACTIONS & OPENINGS

- Green Street Cafe at 730 E. Green Street, is a small casual cafe which opened in late 2017. Stop in for Mediterranean and Greek takeaway cuisine.
- F45 Fitness recently opened at The Hudson on Walnut Street just east of El Molino. With locations throughout Southern California, F45 provides a valuable new service to the growing residential population along Walnut Street.
- Magic Cleaners & Laundry moved this month to 111 N. Lake (NW corner of N.Lake & Union) from their previous location across the street.

NEW LEASING & INVESTMENT OPPORTUNITIES

686 E. Union St.

Prime restaurant site available in new Andalusia mixed-use development behind Laemmle Theatres and Vroman's Bookstore. 3,373 sf plus 1,512 sf patio space. Leasing info: Hal Bastian at (213) 440-0242

827 E. Colorado Blvd.

Formerly a Japanese restaurant. Co-located in building with existing Subway near the major intersection of Colorado & Lake. Approximately 500 sf. Leasing info: (909) 293-8866

PDA Activities on Behalf of Property Owners

AMBASSADOR GUIDE 2017 STATISTICS



Through the PDA's contract with Block by Block for 2017, the PDA Ambassador Guides have demonstrated superior service, visibility and effectiveness for the Playhouse District. For 2017, Ambassador Guides dealt with:

Over 2,900 homeless contacts, assisting with the permanent housing of two chronic street residents;

Monitoring and advocating for change at three homeless hotspots (Target, Mentor Avenue, and First United Methodist Church);

Nearly 3,000 business contacts, responding to inquiries for assistance and being pro-active with our business community;

Removing an estimated 146,000 items of litter and rubbish along our streets, sidewalks, alleys and properties;

Removing over 900 unpermitted handbills and stickers from both public and private property, and addressing over 800 incidents of graffiti to either remove or report to relevant parties;

Regular pressure washing and focus on over 600 hotspot incident locations due to spills, tree debris, health and safety issues; and

Over 1,000 biohazard cleanups including pet waste, human excrement and other unsanitary conditions.

Under the leadership of program manager Shea Gibson, our Block by Block team will continue to provide excellent service to stakeholders, visitors and workers throughout 2018. Please contact the Ambassador Guide office at (626) 786-1186 if you need their service!

PARKS AND PARKING UPDATE

The City of Pasadena is expected to close on their purchase of the current site of Banner Bank at 715 E. Union St. The parcel is being acquired for purposes of development of open space, and is likely to be considered alongside the adjacent Union/El Molino municipal parking lot for a comprehensive approach to the needs for open space and public parking in the Playhouse District. City staff will be holding the first of several public meetings to outline the planning process on February 22 from 6:30 to 8:00 pm at the Gamble Lounge at Pasadena Presbyterian Church, 585 E. Colorado Boulevard. City staff can be reached at (626) 744-7311 for further information.

SPECIFIC PLAN ADVISORY COMMITTEE UPDATE

The Specific Plan Advisory Committee presented its final recommendations in the form of a Vision Framework document, which was approved by the PDA Board of Directors at the January 24, 2018 Board meeting. The document outlines a broad vision for the future of the Playhouse District and identifies many catalytic projects, development site opportunities and detailed studies for implementation, along with a timeframe and anticipated resources and committee assignments. Several “quick win” items listed are already underway by various PDA committees, while other longer-term priorities will require additional time, resources and political opportunity to fulfill - all helping to shape the PDA work plan. The report is available by contacting Brian Wallace, Executive Director, at brian@playhousedistrict.org.



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



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