

Playhouse District **PROPERTY PULSE**



JULY 2017

Business Feature

DR ROBBIN CAFE & BISTRO

The second Dr Robbin Café & Bistro in the USA recently opened this spring in Pasadena. Their restaurant is conveniently located on Colorado Boulevard, right around the block from the Pasadena Playhouse. You can find the first Dr Robbin in L.A.'s Koreatown, part of a group of restaurants based in South Korea. The new restaurant is clean, bright, and open with ample seating. Restaurant Manager Eunice Shin says, "We like this area because there are lots of restaurants and some well-known businesses. Plus, the area is safe and clean, with not too much traffic."

In contrast to its Korean origins and ownership, Dr. Robbin focuses on organic and healthy salads, pastas, steaks, and pizzas, as well as some Asian & vegetarian dishes. "Slim & Healthy is how I would describe our restaurant - it's part of the philosophy of Dr. Robbin. For first-time customers we recommend the pumpkin soup and the omelets," says Shin.

Dr. Robbin Café and Bistro is open seven days from 10:30 am to 10:00 pm.
630 E. Colorado Blvd, (626) 440-1009



ACADEMY TAILOR SHOP



While new business openings often garner headlines, if you look closely, the Playhouse District has a number of small businesses which have been around for many years. A prime example is the Academy Tailor Shop, which in 2016 celebrated 30 years in the Playhouse District.

Owner and tailor Noe Montoya began training to be a tailor at the age of 13 in his native Honduras. Political upheaval and many years finally took him to New York City and ultimately to California in 1979, where he found plenty of work as one of the top tailors in Hollywood. "I worked for all the big

film studios: Universal, Paramount, 20th Century Fox, Warner Brothers, but it was a dream to have my own tailor business in the USA", Montoya reports.

With Montoya's experience, he could open anywhere but he chose the Playhouse District because, "there just seemed to be a lot of good people on the streets in this area. A lot of vacancies back then but with the good people that meant this area had to get better."

So has it changed for the better over the decades? "100% changed for the better! More people walking. More new developments, which meant more people and customers."

When asked what he likes about having a business in the Playhouse District, he replies "Everything is here! And most important again: it's the people. I've met a lot of very nice, wonderful people. I love what I do, I love Pasadena and the Playhouse District, and I especially love my customers!"

Academy Tailor Shop can be found near the corner of Colorado and Catalina, in the Academy Theatres building.

23 N. Catalina Ave., (626) 578-1027

Property Market Insights

DEVELOPMENT PROJECTS

The Hudson

The new Hudson "West" at 678 E. Walnut St. has completed construction and is available for lease. Sophisticated, modern living, The Hudson offers urban studio, 1- and 2-bedroom apartment homes



with hardwood-style flooring, European cabinetry, EV charging stations, etc.

The Hudson “East”, located at Walnut and N.

Hudson Ave., has several months of construction remaining. Combined, the project will contain approximately 170 residential rental units and up to 11,000 sf of ground-floor commercial space in a rapidly-evolving corridor in close proximity to the amenities of the Playhouse District as well as the Metro Gold Line.

More info: leasing office on-site, (626) 795-5688

RECENT TRANSACTIONS & OPENINGS

- **Chalk Preschool** opened in June at 700 E. Green St. Across from Maison Akira and Sushi of Naples, they offer full and half-day programs for children ages 2-6. More info: Pasadena@ChalkPreschool.com, (626) 578-7300.
- **Technique**, the restaurant operated by Le Cordon Bleu College of Culinary Arts, has closed along with the gradual phase-out of the college campus here in the Playhouse District.
- **Total Wine & More** plans to open their newest Southern California location in the Playhouse District at the site of the current OfficeMax at 712 E. Colorado Blvd. Expect a Q3 2017 opening.
- **Trejo's Cantina** recently opened in the space formerly occupied by redwhite+bluezz at the Pasadena Playhouse. The celebrity-owned taqueria and cantina serves lunch and dinner in a contemporary, hip environment. Brunch service is expected to start soon.

NEW LEASING & INVESTMENT OPPORTUNITIES

612 E. Colorado Blvd.

Former Bollywood Masala Indian restaurant location. Total space available approximately 6,000 sf. Contact Scott Martin at NAI Capital at (626) 564-4100 x 100 or smartin@naicapital.com.

600 E. Colorado Blvd.

Originally a United Artists Theatre, and most recently Angel's School Supply, this historic art-deco building is seeking new retail/restaurant tenant(s). Near very popular restaurants such as the Urth Caffe and Tender Greens. Leasing contact: Steve Nelson of CBRE at (818) 502-6726
www.cbre.com/steve.nelson

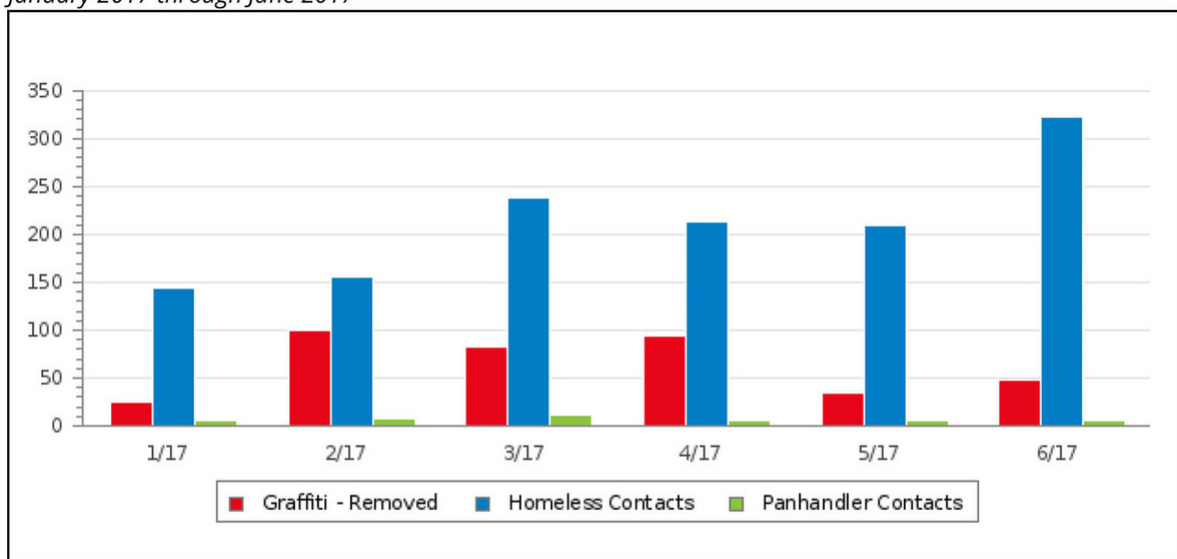


PDA Activities on Behalf of Property Owners

AMBASSADOR GUIDE STATISTICS

For the first six months of 2017, the PDA’s Ambassador Guides continue to record an uptick in the amount of homelessness visible on district streets. They are busy responding to concerns and being pro-active in coordinating with service providers. Two long-time street residents have been housed, supported by ongoing outreach and assistance the guide team provide. The guide team are also on the ground daily cleaning spills, power-washing sidewalks and removing graffiti, in addition to their roles as customer service liaisons for the district. Look for them in their teal shirts every day here in the district!

January 2017 through June 2017



January 2017 through June 2017

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Graffiti - Removed	'17	23	98	83	95	32	50	--	--	--	--	--	--	381
Homeless Contacts	'17	134	159	243	211	208	317	--	--	--	--	--	--	1272
Panhandler Contacts	'17	5	6	11	6	6	6	--	--	--	--	--	--	40

PDA 2017 ANNUAL MEETING

The Boston Court Performing Arts Center was host venue for the 2017 Annual Meeting on June 28. The mainstage theatre was filled by Playhouse District stakeholders, residents, and various political & community leaders.



Pasadena Mayor Terry Tornek gave the opening address, welcoming the partnership between the PDA and City Hall in key issues that confront the district. PDA Chairman Brian A. Baker spoke on the state of the district, and provided an update on the prospect for a public park as we continue to find innovative parking solutions - items that have been identified priorities for the PDA for many years. This year's Culture, Commerce & Community Award went to the Pasadena Playhouse to commemorate



their 100th anniversary. Special recognition went to the Pasadena Museum of California Art on their 15th anniversary, and to William Chu of Singpoli and Amy Korn of kornrandolph in recognition of their recently-completed terms on the PDA Board of Directors.

Keynote speaker Vaughan Davies, formerly of AECOM Design+Planning, gave an inspiring presentation on five key steps towards building the downtown that we want to see here.

Many thanks to Jessica Kubzansky & Boston Court for their generous hosting, and PDA members Monopole Wine and Roy's Restaurant for catering the event.



PDA 2016 ANNUAL REPORT

The 2016 PDA Annual Report was introduced at the Annual Meeting and is in the process of being sent to PDA members. Presented in an easy, quick read, graphic format, you can also pick up a copy at the PDA office and online.

Issues & Advocacy Updates

SPECIFIC PLAN ADVISORY COMMITTEE

At its May meeting, the PDA Board established a new Specific Plan Advisory Committee in advance of the City's update to the Central District Specific Plan, which governs public and private design and development in this part of Pasadena. While the City's process is anticipated to begin this fall and last for up to three years, the new advisory committee will also lead an effort to re-confirm the vision for the Playhouse District. This will ensure that our ideas of where we want the district to go can be supported by additional PDA plans and studies, and ultimately by the City's Specific Plan. The new group has met twice and will likely be recommending the visioning process to commence in fall 2017.

PARKS & PARKING WORKING GROUP

The PDA continues to engage with a working group established by Councilmember Andy Wilson to explore opportunities for public parks in and around the Playhouse District. Two sites that rise to the top of the availability list include both City-owned parking lots. PDA staff and stakeholders, area residents, City staff and others continue to research replacement parking options that would serve the needs of Playhouse District businesses and patrons to ensure a “win-win” should a park get constructed on either site. While no formal arrangements have been inked, realistic options include the possibilities of creating replacement and additional public parking at a number of adjacent sites to minimize the impact of any loss on either existing lot. More progress, including public meetings and a report to the PDA Board and City Council, will continue into the fall.



METRO BIKE SHARE ARRIVES

On July 14th METRO officially kicked off its public bike rental program in our district and throughout Pasadena via their Bike Share program. Four bike share kiosks are located throughout the Playhouse District, giving visitors, employees and residents even easier access to district destinations and to the Metro Gold Line. For more information, visit [Metro.net/bikeshare](https://metro.net/bikeshare).

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



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