



MAY 2016

PDA Activities on Behalf of Property Owners

PBID RENEWAL UPDATE

The PDA is in the final phase of renewing its Property-Based Improvement District, which funds all essential services that benefit district property owners. Ballots have been sent out to the 470+ property owners, who are encouraged to return ballots with a signature to City Hall by June 6, 2016. On that date, Pasadena City Council will open and tally all received ballots; should more than 50% of the value of assessments within the returned ballots vote “yes” to recommend renewal, the PBID will be renewed for another five-year term. Please review information found on the [PDA website](#) for details regarding the renewal process and Draft 2017-2021 Management Plan. Contact Erlinda Romo at eromo@playhousedistrict.org or 626.744.0340 with questions.

STREETSCAPES AND PUBLIC ART INSTALLATIONS



The Playhouse District Association has been busy installing and updating various features to enhance our public realm. Beginning in January, the PDA purchased and refurbished 33 trash receptacles along Colorado Boulevard. Many of the receptacles date to 2000 and were in serious disrepair - the new look provides a standard design while maintaining the high-quality appearance of the streetscape.

In February, new light pole banners began making their appearance throughout the district. The new



design builds on the “harlequin” pattern first developed for the district’s identity in the 1990s, with a contemporary look and updated color palette.

In May, new public art was installed on five Colorado Boulevard utility boxes. “Utility II” by Susan Silton, is an update of the artist’s 2011 installation called “Utility”. The art carries on with the theme of freedom of speech crusaders who shaped our country such as Eleanor Roosevelt and Benjamin Franklin, while incorporating powerful statements evoking responsibility from Rev. Dr. Martin Luther King, Jr., Supreme Court Justice Benjamin Cordoza, and workers’ rights leader Cesar Chavez. The utility boxes are accessible by car and foot along Colorado Boulevard at the southeast corners of the intersections of Los Robles, Oakland, Madison, El Molino and Oak Knoll.

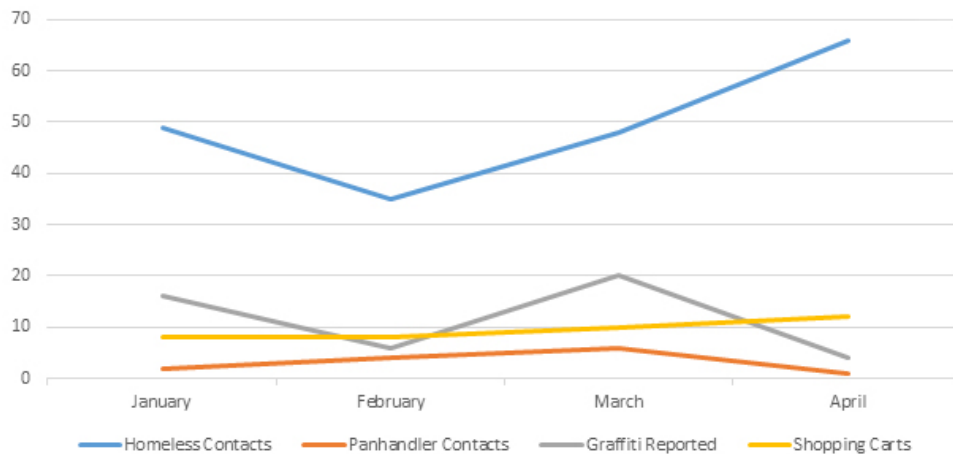
2016 SUMMER MIXER

Save the date for the 2016 PDA Summer Mixer, to be held Tuesday, June 21 from 5 to 6:30 p.m. at EPICSpaces, located within the new Playhouse Plaza office building on El Molino Avenue across from the Pasadena Playhouse. Make sure to RSVP to info@playhousedistrict.org to enjoy food, drink and networking as we welcome summer!

AMBASSADOR GUIDE STATISTICS

Working seven days a week, the PDA Ambassador Guide team adds value to the Playhouse District by ensuring a clean and safe environment in which to live, work and play. 2015 saw another busy year, with over 12,000 citizen contacts and assists as well as nearly 6,000 total business contacts. Challenges so far in 2016 continue to include activities associated with homelessness. Statistics for the first four months of 2016 are presented below.

Ambassador Guide Statistics
January - April 2016



Property Market Insights

DEVELOPMENT PROJECTS

711 Walnut

711 Walnut is a proposed mixed-use building at the northeast corner of Walnut and El Molino, across from another mixed-use project, The Hudson. The proposed project will consist of 115 residential units, including 10 designated as affordable, along with 8,000sf of ground-floor retail and restaurant uses. The development team anticipates plan review to commence by late 2016, with anticipated construction in 2017.



Andalucia (formerly Union Village)

The Playhouse District's newest residential offering is beginning pre-leasing activity. Visit the [project website](#) to learn more. The project is a joint venture between Mack Urban and Pasadena-based Mill Creek Properties.



RECENT TRANSACTIONS & OPENINGS

Notable leases confirmed and business openings in Q1 of 2016 within the Playhouse District include:

- The Next Chapter opened in the former Zeli's location at Vromans' Bookstore. The new coffee house is the latest outpost from Pasadena-based Jones Coffee Roasters
- Foodie Cube will hold their formal grand opening on May 31, bringing quick-service Japanese cuisine to Lake and Colorado
- Samina sleep systems opened their US sales center at 601 E. Green
- Tutu School opened in Arcade Lane, offering ballet and dance for toddlers and children
- Singpoli Companies acquired the Coco's/Del Taco site at Union and Lake with a long-term vision for development
- 600 E. Colorado (former Angel's School Supply/United Artists Theatre building) was sold to new investors who are seeking a tenant



NEW LEASING & INVESTMENT OPPORTUNITIES

440 East Colorado Boulevard

4,979 square feet

Asking \$2.00/sf + \$.15/sf NNN

Notes: Landlord performing upgrades including new façade with floor-to-ceiling windows, ADA restrooms; Seeking retail tenant for this entry corner into the Playhouse District, across from redevelopment of Paseo Colorado with shops and condominiums

Contact: Leon Saroff @ 626.864.0313 or leons@sauveriegel.com



Business Feature

EASTSIDE ENTERTAINMENT



Pasadena is not typically known for its ties to the entertainment industry, despite its role as a strong regional employment center within greater Los Angeles. That may be changing with the arrival of Alibaba Pictures, who have just opened their US operations at the new Playhouse Plaza building at

Colorado and El Molino in the heart of the Playhouse District.

Alibaba Pictures is part of the huge [Alibaba Group](#), essentially the “Amazon of China”. With a focus on funding and producing films a bit different than major Hollywood studios, Alibaba Pictures, which recently helped produce and distribute the newest “Mission Impossible” film in 2015, intends to grow its presence and tap into the growing Asian marketplace. “Being in Pasadena lets us get connected to the Asian base nearby,” explains office manager Monica Wu, who also recently relocated to Pasadena with her family. “The Playhouse District makes it easy to entertain and have meetings with all the nearby restaurants - people keep saying they’re jealous of all the places we can go just outside the office!”

With a small staff to start, Alibaba plans to grow into over 10,000 square feet of space on the top floor of Playhouse Plaza, with opportunities to accommodate co-working or collaborative space for technical and creative partners. The space not only provides ample growing room, but inspiration in the meantime with multiple terraces to enjoy the view of vibrant Colorado Boulevard below and the San Gabriel Mountains beyond. As Wu explains, “For us, Pasadena was an easy choice - plus, the traffic is so much better than the Westside!” Let’s hope that being located in a walkable environment like the Playhouse District will foster the community, connections and productivity for years of success for this new stakeholder.

Issues & Advocacy Updates

2016 PASADENA HOMELESS COUNT

On January 27, 2016, Pasadena participated in an annual count of homeless persons throughout LA County. PDA Ambassador Guide staff assisted local counters to identify locations in the Playhouse District where homeless activity had been occurring to ensure an accurate count in our part of the city. In late April, the annual [Pasadena Homeless Count](#) report was released, noting 530 individuals who were deemed homeless on that date in January within the City of Pasadena. While this continues a decline in the overall homeless count first seen in 2012, the proportion of individuals who are deemed “chronically homeless”, the vast majority of whom are unsheltered, rose from last year. This situation exacerbates the perception that homelessness is increasing, leading to initiatives and support measures such as those under consideration by the City of Pasadena (see story below).

MEASURES TO ADDRESS HOMELESSNESS

To address specific behaviors sometimes associated with homelessness and provide resources and tools to help end homelessness in our community, Pasadena City Council approved a series of measures to address homelessness in April 2016. Included were several initiatives to increase housing and outreach assistance with a goal of more Permanent Supportive Housing, as well as directions to the City prosecutor's office to recommend modifications to the Municipal Code to better define (and thus deter) camping and aggressive panhandling, particularly within many of the City's business districts such as the Playhouse District. Please refer to the City's [Public Safety Committee](#) to follow these discussions.



[Playhouse District Association](#)

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