

Playhouse District **PROPERTY PULSE**



MAY 2017

Business Feature

SOUTHERN CALIFORNIA CHILDREN'S MUSEUM

The Southern California Children's Museum moved into 459 E. Colorado Blvd in the latter part of 2016.

The mission of Southern California Children's Museum (SCCM) is to cultivate a child's wonder, stimulate curiosity, and motivate learning through interactive exhibits, creative experiences, and dramatic play, all while promoting the diverse cultures of Southern California. SCCM's vision consists of four main focuses: Visual Arts, Performing Arts, Culinary Arts, and My California and they are working consistently to enhance the various ways they showcase each of these four focuses through exhibits and programming.

Museum director Jennifer Preston says, "the beauty of Southern California Children's Museum is that although our focus is on the child, parents have an opportunity to let go of the daily grind in order to take a moment to reconnect and recall experiences from their childhood, while also reaping the benefits of play."

Now that the SCCM is here, Preston explained that after outgrowing the previous, temporary location, they were



"excited to find a new space in the Playhouse District that fits their growing needs. This new facility is four times the size of the previous location and has the capacity to accommodate current attendance, exhibits, and programming needs." They report they have had "an exciting year expanding within the space and continue to be inspired by conversations with sponsors, visitors, and advisors about the bright future of SCCM!"

Preston was also keen to discuss what she and her associates like about being located in the Playhouse District. "They feel very fortunate to be part of the lovely Pasadena Playhouse District. The Playhouse District Association (PDA) provides support to businesses by fostering connections and creating a real sense of community. Through thoughtful and fun mixers, open monthly meetings, and various large-scale community events, there are many ways to be involved. In 2016, SCCM offered their space for a well-attended PDA mixer and participated in the Make Music Festival, the Pasadena ARTWalk, and the event to promote local, small businesses in the District. They look forward to contributing an art experience to this summer's upcoming special event, Intersection!"

So, if you have young children it sounds and looks like it's one museum the kids will love!

SCCM, 459 E. Colorado Blvd., Pasadena CA, (626) 657-0357

CM PECK



CM Peck located next door to the historic Pasadena Playhouse has been in the Playhouse District since 2006.

Serving a broad range of project types and customers, the Peck team is committed to excellence in the three related disciplines of architecture, civil engineering and structural engineering. "We believe in developing solutions that are innovative, integrated, sustainable and represent the highest level of design," says Chris Peck, owner and principal.

When asked about the attraction of Pasadena and the district, Peck explains, "We've been in Pasadena for over 15 years. It's a good location and we draw our employees primarily from the San Fernando and San Gabriel Valleys. My wife and I moved to Pasadena because it was the midpoint between her work to the east and my projects to the West. We love the atmosphere, the architecture, the trees, and the culture. The Playhouse District was interesting to us when we moved the business back in 2006 because of the historic architecture and the beautiful space that became available on El Molino."

Peck has noted some of the changes in the Playhouse District since moving in over ten years ago. "The restaurants and street life have really taken off! The Playhouse went through a cycle of closing and re-opening. We see a lot more young people on the street due to the new housing coming on line - starting with the Trio (apartments)."

Chris echoes his enthusiasm for the Playhouse District by saying, "The more the neighborhood grows and matures, the more our employees enjoy being here!"

CM PECK, 25 S. El Molino Ave., Pasadena, CA, (626) 683-0708

Property Market Insights

DEVELOPMENT PROJECTS

Chalk Preschool Pasadena

Chalk Preschool, a preschool with activities for young children, plans to open their next location here in Pasadena by June.

700 E. Green Street



Kaiser Permanente School of Medicine

Kaiser Permanente School of Medicine is to be located at 94 S. Los Robles Ave. where Green Street enters the Playhouse District. The first-of-its-kind medical school will be a four-story, 80,000-square-foot LEED Gold building, expected to break ground in late 2017 with a projected 2019 enrollment for the first class of medical students. Nearly 200 students will eventually occupy the school, with 100 staff. The school plans to leverage the 14 regional Kaiser medical facilities to stress patient-focused education.



RECENT TRANSACTIONS & OPENINGS

- The Andalucia, the Playhouse District's newest residential development, had its official Grand Opening in April.

Representatives from Mill Creek Development



& Mack Urban Communities greeted invited guests to the ribbon cutting led by Pasadena Mayor Terry Tornek, along with city dignitaries and government representatives. Among the special guests were former Pasadena “first couple” Claire and Bill Bogaard.



Guests enjoyed the catered food & drink provided by the Playhouse District's El Portal Restaurant.



Contact Jodi Shoemake with NAI Capital at (626) 564-4800 for retail leasing information or The Andalucia at (626) 683-1200 or check their website for more information.

- Compass Realty have now opened their Pasadena residential brokerage in the Playhouse Plaza building at 680 E. Colorado Blvd.
- LAVISH California are now open in part of the space long left vacant by Bungalow news at 746 E. Colorado Blvd. LAVISH offers women's clothing and accessories.
- Basecamp Fitness opened January 1st at 38 S. El Molino Ave. within the Playhouse Plaza development.
- The Stand Restaurant serves "American Classics", replacing TLT Food at 36 S. El Molino.
- Dr. Robbin Cafe & Bistro just opened their newest location at the former Cliff's Books on Colorado Boulevard.
- Shyne Hair Studios replaces The Factory at 449 E. Colorado Blvd. They plan a May opening.
- Trejo's Cantina plans a June 1st opening in the space previously occupied by redwhite+bluezz. The new contemporary taqueria features an expansive menu of Mexican fare and cocktails.



NEW LEASING & INVESTMENT OPPORTUNITIES



911 E. Colorado Blvd.

- The Pasadena Star News made relocated from the historic Lieberg Building at 911 E. Colorado Blvd. to next door at 2 N. Lake making the 1st floor available. Leasing: Cody Chiarella of CBRE (818) 502-6730.



Colorado & Catalina

- 1250 sq. ft. is available at the northwest corner of the intersection, in the ground floor of the Academy Theater building. Contact: Darren's Realty (818) 808-7816

Issues & Advocacy Updates

UNION/EL MOLINO LOT "PARKS AND PARKING" UPDATE

Pasadena Councilmember Andy Wilson has formed an informal working group to explore the possibility of a public park on all or portions of the existing City-owned public parking lot at Union and El Molino. Up until 2012, both the City and PDA had worked extensively on a proposal to develop a new subterranean public parking facility capped with a public park on the site. The working group was convened to resurrect whether such a project is still feasible and how to resolve the long-standing competing demands for the limited amount of land for both public parking and open space. The PDA is sensitive to the needs of merchants, employees and visitors who rely on the current public parking so will continue to engage closely with the hopes of creating a “win-win” situation for the site. The working group will continue to meet and outreach to affected stakeholders over the spring and early summer. Updates will be provided here as well as through PDA Newsroom and/or City updates as the process moves forward.

PDA Activities on Behalf of Property Owners

PDA SPRING MIXER

The PDA had its first mixer of the year in April at the recently opened The Andalucia. Over 100 Playhouse District property owners, businesses, residents, and city officials gathered at the apartment complex.



Adding to the mix of people were tasty sliders catered by Braise & Crumble.

The mixers provide a time to meet, greet, and network with district neighbors, PDA staff, and City leaders in a relaxed and fun atmosphere.



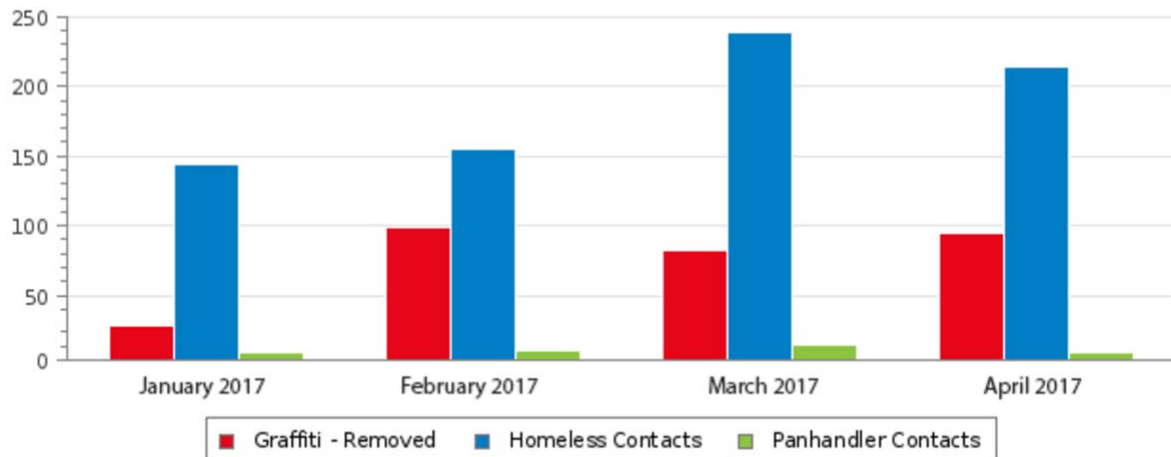
AMBASSADOR GUIDE PROGRAM IMPROVEMENTS



The PDA's clean and safe programs got a big boost late in 2016 with the arrival of a new vendor who has combined resources to provide a highly visible team who take care of the district's safety patrols and environmental maintenance. The crews have new teal-colored uniforms and a more customer-friendly appearance to help serve as the district's primary interface with businesses, property owners, residents, and visitors. The responses to the new program have been uniformly positive, and new equipment such as a pickup truck, cleaning carts

and our very own pressure washer allow the guides to respond to incidents and be pro-active with maintenance. The crew now operate out of a storefront on Green Street and can deploy at a moment's notice with the right kind of response. Their contact number remains (626) 786-1186 - be on the lookout for the newest additions and be sure to let them know if there's anything they can do to be of even better service!

For the period January-April 2017, the Ambassador Guides continued their diligence and commitment to staying on top of the growing homeless population. They respond to nearly 200 homeless contacts on average each month, while also tackling graffiti and panhandler complaints, as well as a host of cleaning and maintenance activities. The guide team continue to strengthen their coordination with homeless service providers and have been instrumental in getting two chronically homeless individuals into housing.



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



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