

Playhouse District **PROPERTY PULSE**



MAY 2018

Business Feature

UNIVERSITY CLUB OF PASADENA

"The University Club of Pasadena is now in existence!" headlined the Pasadena Star-News on April 22, 1922. This Playhouse District institution is one of the premier clubs in Pasadena, offering a relaxed environment for social and business gatherings. Among the many special guests in its long history are Nobel Laureate Albert Einstein, and the Royal Court of the Tournament of Roses.

The facility is ideal for hosting events, with rooms to accommodate large or small groups, such as for the Pasadena Rotary, Quarterbacks, and Lions clubs. Management of daily club activities is led by Cyrus Afshin, whose very efficient and friendly staff create tasty offerings for meetings, weddings, special events, or a daily lunch, meeting the needs of members and guests.

When asked about members' experiences in the Playhouse District, Afshin notes, "They like this area! You know, the access to many things without having to go to Los Angeles is wonderful! It's been a good location to attract members and employees. It's so clean...and the good restaurants."

Afshin recommends the area for new businesses: "I'd say it's great for business! Everything you need is nearby - no need to go into downtown L.A. It's a beautiful place with great educational institutions and friendly, knowledgeable, educated people."

175 North Oakland Ave., Pasadena, CA 91101 | (626) 793-5157 frontdesk@universityclubpasadena.com



GREEN STREET CAFE

Filling the shoes of a long-time neighborhood favorite restaurant is not easy, but the new Green Street Café, located at a busy corner at Green and Oak Knoll, has made its mark. And judging by their numerous customer [Yelp](#) reviews this is already a "5-Star" place to eat!

Their Armenian Mediterranean menu features falafel, kebabs, pita wraps, salads, and pastries. Husband and wife ownership team, Rafi and Dianna, share their impressions of their new location: "It's a great neighborhood - good foot traffic! Being a safe area was attractive to us to move here." Their experience in the Playhouse District "allows us to be very close to residents and other businesses. The people around here are friendly, they're educated and understanding."

In addition to the favorable location, the owners also proudly share, "We make everything from scratch. Homemade, homestyle."

In a few short months, their level of success was a surprise even to them: "Oh, better. Much better [than we expected]! We'd definitely, 100% recommend locating your business here - I know we love being here!"

Check out their cafe. We think you'll love what they have to offer!

730 E. Green Street, Pasadena CA 91101 | (626) 314-3500



Property Market Insights

DEVELOPMENT PROJECTS

[Homeboy Industries](#) plans to develop a catering facility and café at the former Amalgamated Bank site at 472 E. Colorado Blvd. This ministry, founded by Father Greg Boyle, trains at-risk and former incarcerated individuals in a non-profit food operation with tremendous regional success via their Homeboy Café and Homegirl Catering operations throughout Los Angeles. As they secure additional financing and permits, they hope to be open by late 2018.

RECENT TRANSACTIONS & OPENINGS

[Total Wine & More](#) had its grand opening on the weekend of May 2-6. This is the first location in the core Los Angeles area, and has already garnered a following in the Playhouse District and beyond.

721 E. Colorado Blvd., Pasadena, CA 91101



Z Living Concepts opened on East Colorado near Pashgian Rugs and the Academy Theatres. This home furnishings store offers handmade furniture in a modern, contemporary setting.

979 E. Colorado Blvd., Pasadena, CA 91106

888 Walnut

This 235,000 sf Class A office building at Lake and Walnut near the 210 Freeway and Metro Gold Line station recently sold for \$112 million to ACCO Engineering who will move its headquarters from Glendale to occupy this prime location in the Playhouse District.



LEASING & INVESTMENT OPPORTUNITIES

600 E. Colorado Blvd

This historic landmark art deco United Artists theatre and recent home to Angel's School Supply is listed for sale. This is a unique opportunity for investors interested in adaptive re-use adjacent to Urth Caffe and across from Tender Greens.

For more information:
Andrew Berk, Avison Young
323.603.5075



Issues and Advocacy Updates

UNION STREET PROTECTED BIKE LANE

The City of Pasadena held its initial public meeting on the design of the proposed Union Street Protected Bike Lane on Wednesday, May 9 at 6:30PM at Pasadena Presbyterian Church. Many Playhouse District stakeholders and dozens of Pasadena residents, cyclists, and others attended to share ideas and concerns with City staff and the design team. At its May 23 meeting, the PDA Board authored a letter consolidating various concerns with driveway and delivery truck access, impacts to parking, pedestrian conflicts, as well as recognizing the opportunities to capitalize on greater cycling access to the Playhouse District. The design process is anticipated to last at least another 12 months and the PDA will continue to meet with City staff and the design team to ensure the best possible outcome for the project.

For more information [visit the City's project website](#).

UNION/EL MOLINO - BANNER BANK SITE

The PDA continues on a research and design effort to determine the amount and configuration of parking needed to support economic vitality while balancing the recognized need and value of a new public space that could be transformative for the Playhouse District. The PDA anticipates preparing a recommendation by late June that could be delivered to City Council to help shape the public decision-making on this critical site.

PDA ACTIVITIES ON BEHALF OF PROPERTY OWNERS

AMBASSADOR GUIDE LATE NIGHT SERVICE

As part of the PDA's ongoing pro-active measures regarding safety issues, the Ambassador Guides will begin a pilot program of late-night service patrols beginning June 1st. The guides will be matched in pairs and able to cover the district on new bicycles. The new service hours for the pilot program will run from 6:00AM to 2:00AM on Wednesdays, Fridays and Saturdays for approximately 10 weeks. Depending on the data reported and feedback, the PDA may consider this additional service at least seasonally, and possibly year-round. Reports on the new service hours will be available at regular Safety Subcommittee meetings.



VISION FRAMEWORK

To help implement key ideas in the [Vision Framework](#) adopted in January, the PDA is working with a team of consultants who are advising on strategic short-term decisions/opportunities and

creating detailed plans for various parts of the district. The early focus continues to analyze parking demands and financing options along with design concepts to arrive at a preferred recommendation on the Union/El Molino - Banner Bank site.



Additionally, other catalytic sites and a broader look at Playhouse District open spaces, paseos and streets will help inform future public investment decisions and direct input into the City's update of the Central District Specific Plan. In late April, PDA staff and stakeholders led a tour of the district for the consultant team, observing key issues and opportunities and exploring possibilities with potentially catalytic developments. Various events and milestones will continue to be reported in future editions of Property Pulse as the work unfolds in the coming weeks.

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



[Playhouse District Association](#)

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