

Playhouse District **PROPERTY PULSE**



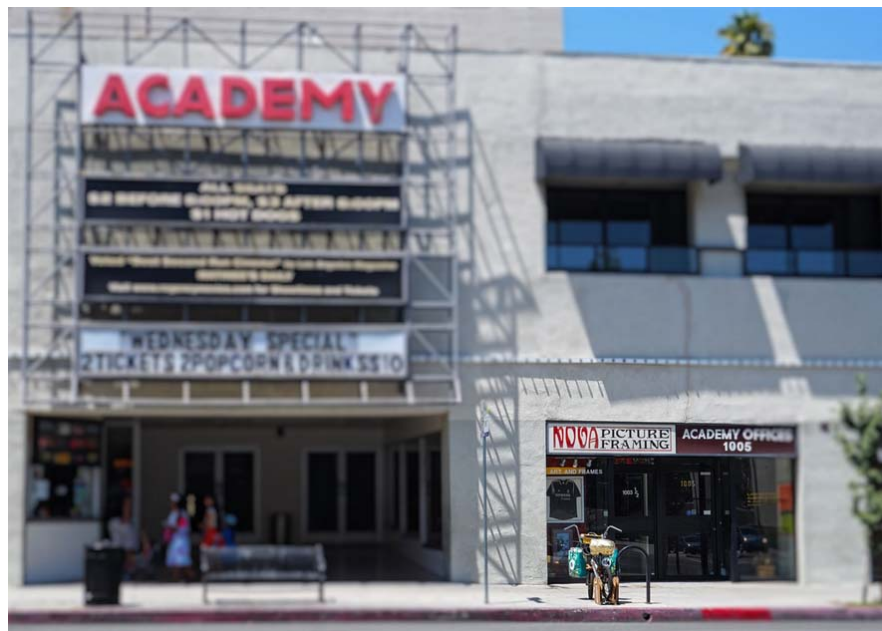
NOVEMBER 2016

Business Feature

NOVA PICTURE FRAMING & GALLERY

Location, location is a basic key to success for a business. Hector Pedraza, owner of Nova Picture Framing & Gallery, has been in the Playhouse district area for 30 years with his picture framing and art gallery business. He's seen a lot in the Pasadena area.

While his Nova Picture Framing & Gallery has been in Pasadena since the mid-80s, it's even older, having begun 10 years earlier in his native Columbia.



Nova provides a variety of services for the presentation of art and memorabilia. They specialize in framing fine art, restorations/repairs, and with their small downstairs gallery, displaying and selling art. Hector, in fact, worked a few years with a company which handled framing for the Tournament of Roses. Pedraza, a local Altadena resident, says when he first opened Nova on Colorado Boulevard the street was economically depressed.

"There were more vacancies & empty storefronts. Oh, Colorado Boulevard was more like 'desolation boulevard' compared to now. South Lake Avenue, on the other hand, was really good: classy, plenty of shoppers, more high-end stores compared to what there's now. Now today, South Lake and Colorado have sort of reversed their economic fortunes! But, the Academy theater (his next door neighbor!), I remember back then seemed to be doing well, like today."

Over the years, Pedraza has seen positive change, especially the past 15 years. "More development. And more people walking the streets. That's been huge! More trendy stores and more competition."

Nova opened in the area when it was economically down compared to today. When asked if he would still start Nova Picture Framing & Gallery today here in the Playhouse district, he replied: "Oh sure, I'd still want to come here! Especially now. The neighborhood here in the district is all set up with everything: services, restaurants, people, etc. Of course, parking could still be better. But it's unbelievable the changes they've made since I've been here!"

In recent years, he's added a small art gallery with periodic art openings/receptions for artists. Nova support the community which has supported them all these years.

Sounds like Nova Picture Framing & Gallery has no plans to leave the Playhouse District. Have you visited Nova yet? Need something framed?

Nova Picture Framing & Gallery: 1003-1/2 E. Colorado Blvd, Pasadena 91106 (626) 626-577-5875

THE ITALIAN FASHION SCHOOL



The Italian Fashion School (ITFSchool) is a relative newcomer since opening their doors in 2014.

Located only about 30 minutes from the fashion district in downtown Los Angeles, the ITFSchool teaches students of all levels who desire to learn the pattern making, clothes making and tailoring techniques used by fashion professionals in the world's largest and most influential fashion capitals.

Led by its European born founder and teacher Angela Zdelar, the ITFSchool offers flexible schedules, hands-on & one-on-one teaching, and learning directly from its master teacher - things usually missing from larger schools. "The Italian Fashion School is not like every other school", says Zdelar. If the student wants to learn fashion design, to make clothes, this school is set up for them.

But a school usually needs a good location to teach and attract students. Zdelar has lived in several places besides Europe, for example Canada and a few places in the USA. So, why did she decide on Pasadena's Playhouse District, specifically at the 1920s Muller Building at Mentor & Colorado? Zdelar told me her original intent was for the school to be in Old Pasadena. But after scouting various places, encountering the high rents and difficulty in finding the type of space she required, she looked east into the Playhouse District. Besides more affordable lease rates, she found a good space to fit her fashion needs here.

Strolling through the area had been another wonderful benefit of locating here. This led to her discovering the Playhouse District has a great variety of businesses to her liking, particularly creative outlets such as tailors, photo studios, wedding designers, theaters, art galleries and of course, restaurants.

The Italian Fashion School is located across the alley from the famous Ice House Comedy club.

More information, visit <http://www.itfschool.com/> or email: info@itfschool.com

Italian Fashion School, 18 N. Mentor Ave., Pasadena CA 91106 626-319-9613

Property Market Insights

DEVELOPMENT PROJECTS

Andalucia

The Playhouse District's newest residential development has begun leasing. The Andalucia, located directly behind Vroman's Bookstore and Laemmle Playhouse 7 cinemas, features signature interior design that matches contemporary looks with a nod to traditional Spanish Revival architecture. Call (626) 683-1200 or check their website for more information:

<http://liveandalucia.com/plans-availability/>

For retail leasing availability, please contact Jodi Shoemake at NAI Capital - phone 626.204.1524 or email jshoemake@naicapital.com.

The Hudson

The Hudson, A Greystar® Elan Community, continues to make construction progress which will offer studio, 1- and 2-bedroom flats and 2-bedroom townhomes coming soon. More information at <http://livethehudson.com/>. These are two mixed-use projects, one at Walnut & Hudson, the other a block west at Walnut & El Molino. For more information on retail leasing availability, call Steve Nelson or Joyce Goldstein at (818) 502-6670.



RECENT TRANSACTIONS & OPENINGS

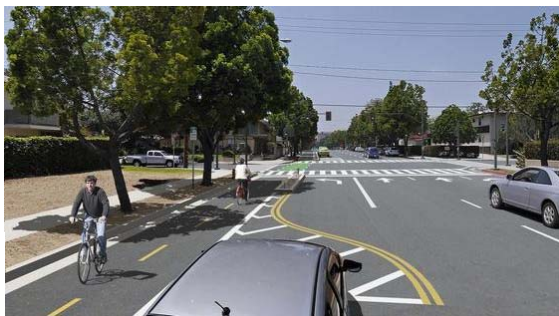
- Compass Realty plans to open in the Playhouse Plaza 680 E. Colorado Blvd. in early 2017.
- Pasadena Star News has moved to 2 N. Lake Ave.
- Battery Books left South Pasadena to relocate at 26 S. Los Robles Ave.
- Samina became the next door neighbor of Battery Books when it moved to 24 S. Los Robles Ave. from 601 E. Green St.
- Private Car Storage has opened temporarily at 650 E. Green. St. The property owner is - actively seeking a repositioning of the site into a mix of restaurant and retail spaces.
- Trio Apartments sold to the Cherng Family Trust, owners of the Panda Express restaurant chain. The property, formerly owned by TIAA Cref, sold for \$154 million, or approximately \$506,000 per unit.

Issues & Advocacy Updates

ANTI-CAMPING, AGGRESSIVE PANHANDLING ORDINANCE

On November 14, Pasadena City Council adopted amendments to the City Code to define aggressive panhandling and camping so that those activities can be regulated, enforced and ultimately prosecuted against should the situation arise. Refer to http://ww2.cityofpasadena.net/councilagendas/2016%20Agendas/Nov_14_16/agenda.asp to review the Council report and details.

UNION STREET CYCLE TRACK



On Monday, November 7, the Pasadena City Council agreed to a Letter of Agreement with Metro for Phase 1 funding of the Union Street Cycle Track, a two-way protected bicycle lane to be constructed on Union Street between Holliston Avenue and Arroyo Parkway. As a key part of the City's Bicycle Transportation Action Plan and General Plan Mobility Element, the project would traverse much of the Playhouse District between Catalina and Los

Robles avenues. The initial work on the project with available funding would go towards developing a construction-ready design, which would provide opportunities to ensure safety concerns with driveway access are addressed. Look for public meetings on the design process beginning in 2017; construction is not anticipated until sometime after 2020. Contact rdilluvio@cityofpasadena.net for more information.

PDA Activities on Behalf of Property Owners

PDA FALL MIXER

Playhouse district property owners, businesses, residents, city officials - plus Pasadena's Mayor and First Lady - gathered at the new Southern California Children's Museum (SCCM) for the PDA Fall Mixer on November 10.



Adding to the mix of people were tasty small bites catered by TLT Food, which opened this summer at 36 S. El Molino Avenue.

The mixers provide a time to meet, greet, and network with district neighbors, PDA staff, and City leaders in a relaxed and fun atmosphere. The new SCCM certainly added to that friendly environment. And Colette Miller's recently installed artwork from her Global Angel Wings Project on SCCM's front window provided ample photo opportunities for attendees to be an "angel!"

The mission of the 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. Currently in its "soft" opening, the SCCM expects to have an official grand opening in early 2017. So, if you have a child it's a place to visit! We thank SCCM's Jennifer Preston, Director, for ensuring a nice time was had by all that evening.

<http://socalkids.org/>

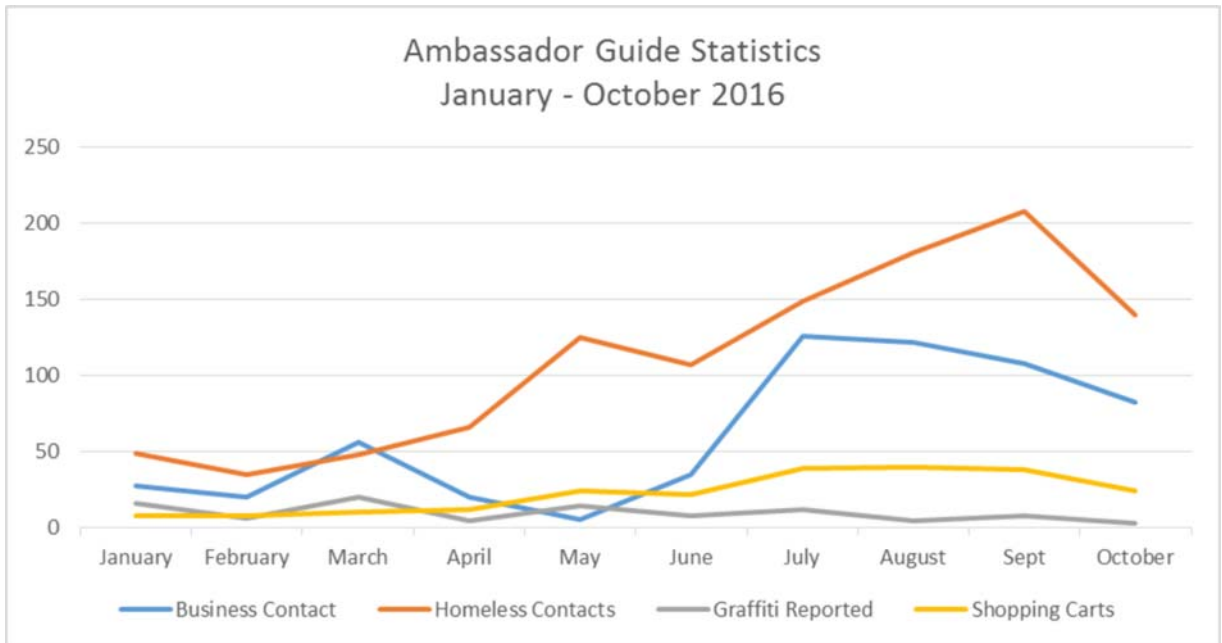
INVESTMENT GUIDE



The NEW 2016-2017 guide is now out with new information and an updated look. It provides an overview description of the Playhouse District and highlights its opportunities for investment and growth. The new issue focuses on the arts and culture niche for the district as a unique feature to leverage investment, from recruiting new retailers, encouraging ownership investment, and increasing regional exposure. Sent to local brokers and to all property owners, it can be accessed via internet download and is available in hard copy at the PDA office.

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. Beginning in December, a new vendor will start service in the district, with the aim of enhancing visibility in both "clean and safe" categories to expand coverage and efficiency of our Ambassador Guides. Look for a new uniformed crew and a more thorough update on the changes beginning with the January PDA Newsroom and future issues of the Property Pulse. 2016 continues to keep the existing team busy, with a steady rise in encounters and observations of homeless individuals. Statistics for the first 10 months of 2016 are presented below.



PARKLETS PILOT PROJECT

On September 28, the PDA Board voted to proceed with a recommended 24-month pilot project along Colorado Boulevard between Los Robles and Hudson avenues. The pilot would consist of a “road diet” - eliminating one existing travel lane in each direction - and the installation of reverse-angled parking and pedestrian “bulbouts” or curb extensions at each intersection. In addition, the PDA would leverage public and private-sector donations to construct and maintain two Parklets between El Molino and Oak Knoll, along with some aesthetic and safety enhancements to bulbouts at those intersections. The project will next proceed to Design Commission for review of the Parklets, and the entire project will need to be approved by Pasadena City Council in early 2017. Please visit <http://www.playhouseparklets.org/> for details and to stay up to date as the project moves forward.

Extras

AUTHOR WALK OF FAME IN THE PLAYHOUSE DISTRICT

On the eve of the second anniversary of her induction into the Author Walk of Fame (WOF), located at Vroman's Bookstore in the district, which inaugurated the WOF on November 8, 2014, author Lisa See "sat down" for a little photoshoot.



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



[Playhouse District Association](#)

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