

# Playhouse District **PROPERTY PULSE**



**NOVEMBER 2017**

## Business Feature

### **BATTERY BOOKS & MUSIC**

Battery Books & Music opened in the Playhouse District within the last year after moving from South Pasadena. Owned by Richard West, with a management assist by his mother, Phyllis, you can find them on the western entrance to the district on Los Robles Avenue across from the under-construction Hyatt Place Hotel at The Paseo.

Phyllis describes their bookshop as having "a little bit of everything, although we have a large wall of fiction for fiction lovers and a selection of old vintage books. If you read at all, you'll find you like [us]." They also feature a small, quality music and DVD/CD/LP section and hold live music events on various evenings.

The owners find being located in the Playhouse District of great value. "The area is very walkable which lends to finding hidden gems, for example, Ginger & Spice Café," explain the owners. The visibility on Los Robles means "new customers are finding our store every week too!"

Despite having only one parking space, street parking on Colorado & Green are good resources for customers.

26 N. Los Robles Ave., (626) 376-9913



## VP SALON ORGANIC

There are many hair salons, but few are considered a "green" salon, which distinguishes VP Salon Organic. According to Vincenzo Papisidero, owner of VP Salon Organic (VP) natural and organic products are better not just for the environment and your health, but better-looking on the client. Organic products achieve "great results with minimal chemicals. We offer thoroughly modern cuts, coloring, and styling, and we do so organically - without sacrificing the health of your hair, skin, or environment."

VP has been in the Playhouse District for about six years, and recently relocated to 760 E. Colorado (directly across Target) for about a year. Since opening, Vincenzo has observed that the Playhouse District has become the most energetic part of Pasadena, thanks to all the people who run this beautiful community. He also cites the diversity of the people and community we have here with different cultures and different people from all over the world.

His location also allows him to be "close to Lake Avenue, and not too far from Old Town. I feel I'm in the center of Pasadena, which is good for business!"

VP offers other services in addition to haircuts, such as organic blowdrys and scalp treatments. Check them out if hair health is important to you.

760 E. Colorado Blvd., (626) 356-0153

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### Property Market Insights

## DEVELOPMENT PROJECTS

### USC Pacific Asia Museum

The USC Pacific Asia Museum, at 46 N Los Robles Avenue, will celebrate its grand re-opening on December 8th after being closed for seismic retrofitting since the middle of 2016. The historic building will reopen with an updated gallery flow, a new visitor center, and additional gallery space for special exhibitions. Major fundraising, beyond funding from USC, is planned for bigger renovations & improvements.



### 177 N. Hudson Ave.

The "younger sibling" of the new Hudson EAST apartments nearby hopes to be open in the first half of 2018.

Leasing info: (626) 795-5688



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## RECENT TRANSACTIONS & OPENINGS

- Asakusa Ramen & Yakitori restaurant recently opened in October at 624 E. Colorado Blvd.
- Allium Restaurant and Bakery & Cookstor is now open at 525 E. Colorado Blvd.
- The Institute of Culinary Education (ICE) has announced that it has leased several buildings on Green Street previously occupied by Le Cordon Bleu. This will be ICE's first location outside of their original Manhattan school, and plans to accommodate approximately 500 students beginning on a rolling admissions basis in spring 2018.

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## NEW LEASING & INVESTMENT OPPORTUNITIES

### 678 E. Walnut St

The bottom floor of The Hudson - West (corner of Walnut & El Molino) has two retail spaces available of 2613 & 2375 sf. Leasing info: Arbor Realty Capital Advisors (Arcainc.US), William Stifel (323) 515-8302 or (323) 515-8361, WStifel@Arcainc.us

### 600 E. Colorado Blvd.

Originally a United Artists Theatre, this historic 1932 art-deco building is seeking new creative office and/or retail tenants. 13,435 - 14,460 sf available. Near very popular restaurants such as the Urth Caffe and Tender Greens. For office use, contact Andrew Berk (323) 603-5075 or Chase Gordon (323) 603-5045 of Avison Young (323) 851-6666. For retail use, contact Linnard Lane of Empire Realty Group (310) 806-9380, 600EColorado@GMail.com.



## PDA Activities on Behalf of Property Owners

### PDA FALL MIXER



Playhouse District property owners, businesses, residents, city officials - plus Pasadena's Mayor - gathered at the new Allium Restaurant and Bakery on November 2nd. Allium is the restaurant part of the New School of Cooking and Cookstor complex.

Adding to the mix of people were tasty small bites & drinks catered by Allium.

An exclusive benefit for Playhouse District property owners and business members, the twice-yearly mixers provide a time to meet, greet, and network with district neighbors, PDA staff, and city leaders in a relaxed and fun atmosphere. Not yet a business member? [Sign up today!](#)

### SPECIFIC PLAN ADVISORY COMMITTEE & VISION WORKSHOP

The Specific Plan Advisory Committee held a Vision Open House Workshop on October 5th, when about 60 stakeholders, residents and others shared ideas and confirmed the emerging vision of the Playhouse District. The next phase of the work plan will be to refine several catalytic projects and development site opportunities with detailed concepts and robust technical data to help prioritize improvements with the greatest potential to continue economic progress in the Playhouse District. Their draft Phase I report is available by contacting Brian Wallace, Executive Director, at [brian@playhousedistrict.org](mailto:brian@playhousedistrict.org).

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



[Playhouse District Association](#)

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