

Playhouse District **PROPERTY PULSE**



November 2018

PDA Activities On Behalf of Property Owners

VISION FRAMEWORK IMPLEMENTATION AND ANNUAL MEETING

The PDA Board-appointed Vision Implementation Advisory Committee - formed earlier this year to help implement the next phase of last year's Vision Framework - has continued to work with a team of consultants on a set of emerging priorities and design concepts for key initiatives and sites. On November 14, the PDA held community open house workshops to solicit feedback on emerging priority initiatives and design concepts, including:

- Public realm enhancements including Colorado Boulevard
- Open space and parking opportunities at the Union/El Molino site
- Catalytic site development concepts for the Madison/Playhouse municipal parking lot
- Comprehensive parking management solution
- Economic development strategies including branding, event programming, and more



The emerging recommendations - available on the [project webpage](#) - will be presented at the upcoming PDA Annual Meeting on Thursday,

December 6 at 4:30 pm at Boston Court Pasadena. Please RSVP your attendance or any comments to: info@playhousedistrict.org. The ideas generated will set up the PDA's 2019 work program which will help inform future public investment decisions and direct input into the City's ongoing update of the Central District Specific Plan.

Property Market Insights

DEVELOPMENT PROJECTS

Los Angeles-based Jade Enterprises continues to press ahead with the design and entitlements phases of its proposed project at 740 E. Green Street. This 273-unit mixed use project would redevelop a core block of the Playhouse District with a mix of flats, loft units, retail space and an on-site public pocket park.

RECENT TRANSACTIONS & OPENINGS

600 E. Colorado Blvd. was purchased by Continental Development Group, who plan an adaptive re-use of this historic movie theatre into a mix of retail, food and office space.

618 E. Colorado Blvd. was purchased by GD Realty Group, who plan an extensive rehabilitation and re-tenanting of this building with retail and food tenants.

Donut Bar on 445 E. Colorado Blvd, has had soft openings in November and plans a formal opening before the end of the year.

Business Feature

SALON XIA

An indication of the desirability of a place is when a business makes a move with the goal of staying in the area. Salon Xia owner Mark Mayner remarks, "Our journey started in the eastern end of Playhouse District. Recently, I decided to take advantage of the opportunity to make the move to The Andalucia to be closer to the Playhouse and have more visibility."

Within the highly competitive and ever-changing world of salons, Mayner attributes his 16 years of success to carrying out a family-run philosophy with employees. "We run our business as a democracy - every stylist has a voice. We strive, ourselves, for excellence by continuing our education in this forever changing industry."



Salon Xia anchors the ground floor of The Andalucia, in the heart of Pasadena's Playhouse District and steps from cultural and dining amenities. When asked about recommending prospective

businesses to locate here, Mayner remarks, "Since we've been at our new location, we have experienced being a part of a community that is thriving. Vroman's, Blaze Pizza, Jones Coffee, and Laemmle Theatres have been very supportive. We would encourage other businesses to locate here due to the amazing support we have experienced!"

686 E. Union St. Suite 170 | (626) 796-0616 | salonxia.com

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



[Playhouse District Association](#)

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