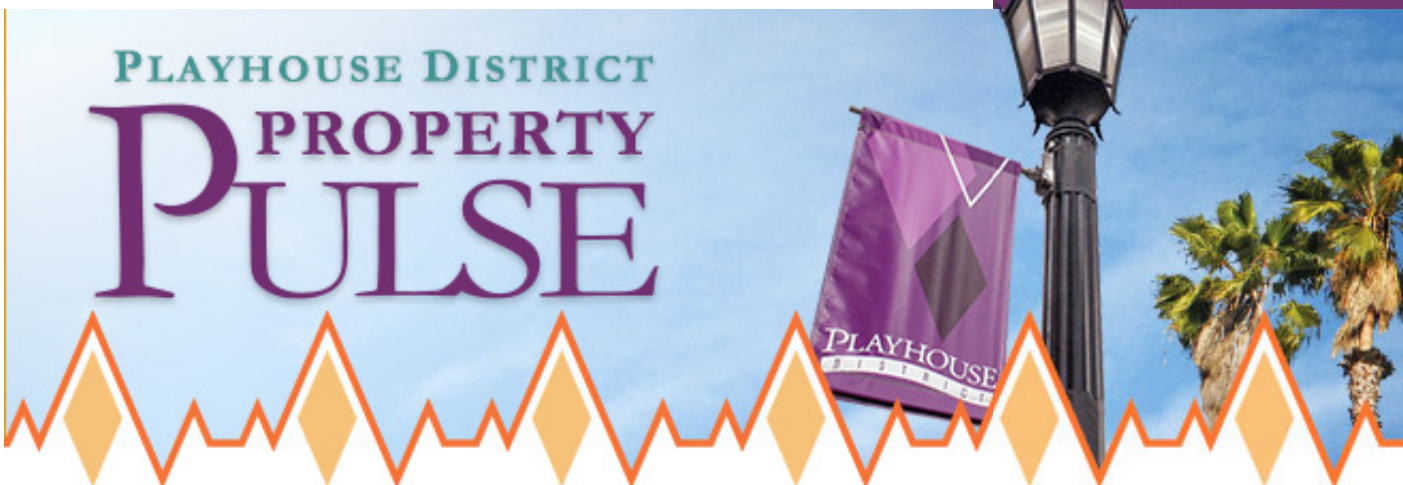


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Trouble Viewing Email?

Welcome to the first edition of The Pulse, a quarterly newsletter for owners of property in the Playhouse District. Each issue will feature brief, bite-sized items that highlight what's new in the district, priorities of the Playhouse District Association and other topics we know will be of interest to you.

- [Neighborhood Notes](#)
- [Real Opportunities](#)
- [PDA Priorities](#)

Click on any headline below for more detailed information about that item. Your feedback is welcomed: simply respond to this email to let us know what you think.



Update on Development & Projects

Neighborhood Notes



Drumroll, Please: Playhouse Plaza Construction Begins Aug. 1

Pasadena's newest building will be at the southeast corner of Colorado Boulevard and El Molino Avenue. The five-story complex, with 155,000 square feet of office, retail and restaurant opportunities, includes appealing courtyards and open space. Add architecture that complements its surroundings plus a view corridor to the iconic Pasadena Playhouse on the El Molino side, and this new project is a win-win.

Urth Caffe Opens Aug. 18...Free Food!



The very popular Urth Caffe, with four locations in downtown L.A. and the west side, is bringing the successful concept to the Playhouse District. Healthy food and its own brand of fresh roasted coffees are the hallmarks of the Urth Caffe. Free food on opening day is sure to draw plenty of customers to this latest location in a new two-story, Spanish style building at the southeast corner of Colorado Boulevard and Madison Avenue.



PropertyMarket Insights

Real Opportunities



New Investment Brochure Helps You Fill Vacancies!

The addition of Playhouse Plaza and Urth Caffe is great news that helps strengthen the Playhouse District's reputation as a popular destination. To help you get out the word, a new brochure has been created (designed for potential investors, developers, businesses, residents and others looking at the District). The attractive and informative piece highlights the Playhouse District's locality, demographics, walkability, notable anchors and opportunities for tenant and infill development.

[Click here to download a PDF from the PDA website](#) - [or contact us directly if you would like](#) to have printed copies.



"The Survey Says!"

Convenient location, pleasant atmosphere, safety and cleanliness are among the attributes that received high ratings in the 2013 Playhouse Pedestrian Survey. Our last survey was in 2008, so this year's data provides a fresh look at important information and trends. We'll be highlighting a number of changes over the next months, but (for starters) current District visitors and residents are better educated, earn more money and spend more money in the District than ever before!

[Click here to see a full report.](#)



PDA Activities on behalf of Property Owners

PDA Priorities

Expanding the Pedestrian Zone

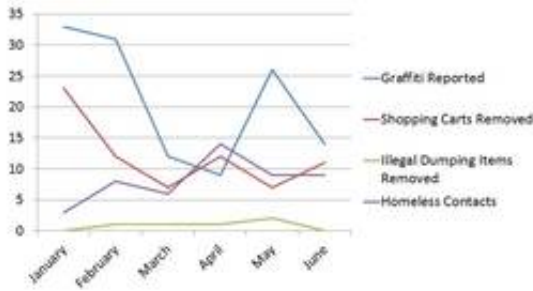


The Playhouse District Association is working closely with the City of Pasadena on an exciting initiative to help transform the character of our neighborhood from a former highway into an amenity-rich, pedestrian-friendly destination. With a necklace of Parklets to set the stage, we'll further activate the Playhouse District core by replacing select parking spots with small urban parks offering gardens, public art and performance

space.

[Click here to view a 1-page overview of the initiative.](#) For even more information, please contact Greg Gunther - ggunther@frogkick.com or Erlinda Romo - eromo@playhousedistrict.org.

Ambassador Guide Activity



Keeping It Clean and Safe

Through daily interaction with the public, the PDA Ambassador Guides serve as friendly goodwill ambassadors welcoming residents, workers, and visitors by giving directions to hotels and shopping or recommending a great restaurant.

The Ambassadors also assist in overall crime prevention and reduction by working closely with the Pasadena Police Department. Because of their visibility, they act as additional "eyes and ears" in the District. The Ambassadors are diligent in removing graffiti and illegally dumped items making the Playhouse District a much 'safer and cleaner' environment and enhancing the quality of life for all.

[Click here for the latest Ambassador Guide Report.](#)



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