

The Playhouse District is swarming with activity. Since the last issue [Urth Caffe](#) has opened and is in high gear, and we have the [Playhouse Plaza](#) project in construction mode. Our goal with the Pulse is to 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](#)

Your feedback is welcomed: simply respond to this email to let us know what you think.



## Update on Development & Projects

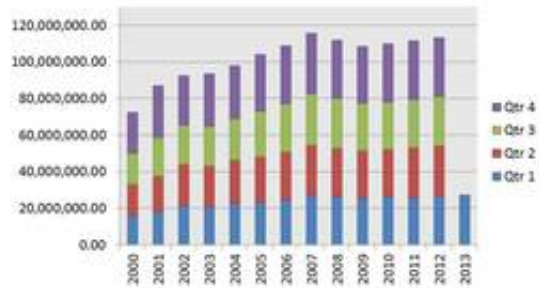
# Neighborhood Notes

### First-Quarter Sales: An All-Time High

Revitalization of the Playhouse District is increasing sales! This upward trend follows a drop nationwide in 2008 and 2009, so the growth in sales here is positive news with first-quarter sales at an all-time high of nearly \$27.5 million – an increase of about \$1 million over last

year's first-quarter total.

## Playhouse District Sales



### Arcade Lane Is Invigorated

Arcade Lane at 696 East Colorado was transformed by activating several formerly vacant store fronts. Here are the transformations that increase the viability and foot traffic to the building and the District. The owner of Sachi Sushi retired but the head chef and most of the staff have stayed on at what is now [Takuya Japanese Restaurant](#) with a renovated dining room and new sushi menu. The Paris-inspired shop [Mimi et Cie](#) has expanded in size to showcase even more jewelry and other items. New to Arcade Lane are [Madport Wine Lounge](#) offering wine, microbrews and informal food in a comfortable, stylish setting; [Abuelita's Knitting & Needlepoint](#) with products for sale and classes for all skill levels; and EyeDazzle Lash specializing in eyelash enhancement, eyebrow shaping, skin care and more.



### Property Market Insights

## Real Opportunities



### Iconic Building for Sale

The historic 14,460-square-foot United Artists theater building at 600 E. Colorado Blvd. has been owned since the 1990s by Angel's School Supply, which beautifully restored the iconic, art deco-era facade. Potential uses include retail, commercial and office. The property is listed with Colleen Carey of Coldwell Banker Commercial. For more information on the property click [here](#).

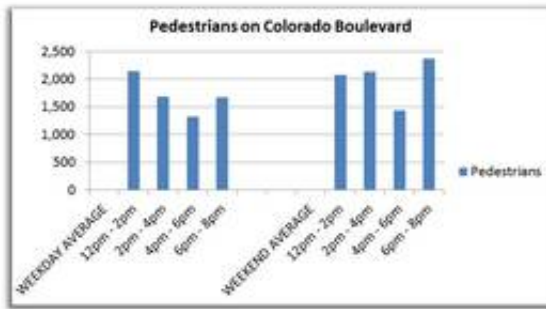


### The Survey Says...Part Two

In the last issue of Pulse, we provided a general overview of the 2013 Playhouse Pedestrian Survey. More specifically, pedestrians who were surveyed entered one or more tenant locations during their visits: 64 percent came into restaurants, 25 percent to Vroman's, 23 percent to Target, 17 percent to theaters and 13 percent entered locations that offer services. We'll provide additional facts in the next issue of Pulse. In the meantime, you can view complete survey results [here](#).

## Our Walkable District

### Playhouse District Pedestrian Counts



Pedestrians are a vitalizing force in the Playhouse District. Over the course of four days in late July, the Playhouse District Association sponsored the first of three annual pedestrian counts to track and measure activity on three blocks of Colorado Boulevard between Hudson and Madison. The side graph shows average weekday and weekend counts; these will be compared to future counts, and all three will provide a comprehensive view of pedestrian activity and trends.



## PDA Activities on behalf of Property Owners

### PDA Priorities



#### Celebrating Our Success at a Long, Long Table

The highly anticipated Long Table event on Aug. 24 brought 240 people together on Green Street for a celebration of food and wine provided by [Le Cordon Bleu](#), [Roy's](#), [El Portal](#), [Tender Greens](#), [Settebello Pizzeria](#), [Urth Caffe](#) and [Monopole Wine](#). Everyone enjoyed the camaraderie, fare and entertainment, and plans are in the works for another event next summer – by popular demand!



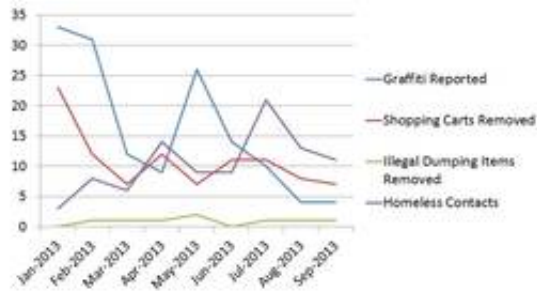
#### International Park(ing) Day Celebration

The Playhouse District was part of this annual, worldwide event on Sept. 20 when artists, designers and citizens helped transform street parking spaces into temporary public parks. Yahaira's provided food and beverages in their reimagined spot and Vroman's provided a storyteller, an artist and other special touches at theirs. Pending approval by the Pasadena City Council, parklets along Colorado Boulevard between Hudson and Los Robles, in the heart of the Playhouse District, would bring more pedestrians and bicyclists to Colorado Boulevard, attract new customers, slow vehicular traffic and increase total parking spaces. You can learn more [here](#).

#### Ambassador Guides Increase Goodwill

PDA Ambassador Guides walk the district seven days a week, greeting people, providing directions and addressing issues such as graffiti, shopping carts, homelessness and illegal dumping – all with friendly smiles on their faces and a willingness to lend a helping hand. From July to September there was a decrease in

## Ambassador Guide Activity



incidents. Please take a moment to thank Ambassador Guides whenever you encounter them and call them at 626.786.1186 to report safety concerns.



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