



2013 was a very successful year for the PDA with bigger and better events in addition to a record number of achievements and activity. The PDA Board has set their 2014 goals and work-plan in motion. To learn more about the Playhouse District's accomplishments, please plan on attending the Playhouse District Association's Annual Meeting on Tuesday, April 22 from 4:30 p.m. – 6:30 p.m. at Boston Court Performing Art Center (70 Mentor Avenue, Pasadena).

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- [PDA Priorities](#)

I look forward to seeing you at the Annual Meeting.

- Erlinda Romo, *Executive Director*



## Update on Development & Projects

# Neighborhood Notes



### Urban Village Developments to Provide Housing Near Jobs

Three residential projects will begin construction this year and will create homes in the Playhouse District. These apartment units will add to Downtown Pasadena's jobs housing balance by placing people living and within walking distance to jobs. A description of the residential projects is below:

- Greystar will be developing two apartment residential developments on Walnut at 700 East Walnut at El Molino and at 770 East Walnut at

Hudson. Each development site will feature about 6,000 square feet of commercial space on the ground floor and will add 173 residential units to the Playhouse District Urban Village – 82 at Walnut and El Molino and 91 at Walnut and Hudson.

- Union Village at the south east corner of Union & El Molino will create 118 residential rental units and feature 10,000 square feet of commercial space. This project will also offer 25 public parking spaces in the core area of the Playhouse District and a courtyard linking to Vroman's.

### January Playhouse District Parklet Media Buzz

On January 21 there was a flurry of media attention in the Playhouse District regarding the proposed parklets. The Los Angeles Times covered this story stating that the Playhouse District is exploring reconfiguring Colorado Boulevard by adding 6 – 8 mini parks (aka parklets), reducing the vehicular travel lanes, and creating angled parking between Hudson and Los Robles. The full article can be seen [HERE](#).



This article led to a media blitz by KNX radio, KABC, KCOP, KTTV, several online articles and a follow-up editorial by the Los Angeles Times endorsing the parklets and creating a more walkable Playhouse District. Clips of the news coverage can be seen on our Vimeo page by clicking [HERE](#).

The proposed parklet implementation is still at least one year away.



### More On-Street Parking Added

The Playhouse District Association is proud to announce that 37 new on-street parking spaces were added to the District in November and December 2013.

These spaces were secured on two streets: 20 new spaces were created on Colorado by reclaiming red curb areas and another 17 spaces were created on

Madison north and south of Colorado Boulevard by changing the no parking sign and allowing for 1 hour parking.



### Property Market Insights

## Real Opportunities



### 624- 630 E Colorado Boulevard Building For Sale

A key Colorado Boulevard property is now listed on the market for sale at \$4,000,000. The building is 9439 square feet built in 1922. The property is 13,948 square feet in total and features some parking behind the building that is accessed from Playhouse Alley. This is a great block with phenomenal co-

tenancies – Pasadena Playhouse, Jacob Maarse Florist and Urth Caffe. The building is the former site of

Cliff's Books and also houses La Fiesta Grande Restaurant. The property is listed with Scott Martin who can be reached at [smartin@naicapital.com](mailto:smartin@naicapital.com) or at 626-564-4800.

### **Crown City Medical to Build Playhouse District Parking**

The Crown City Medical project at 550 East Colorado Boulevard has secured planning entitlements and will be constructing 86 additional public parking spaces to be used for public parking, monthly parking and parking entitlements via a parking credit program.



The proposed project is to replace a surface parking lot on a 38,000 square foot site at the southwest corner of East Colorado Boulevard and South Madison Avenue with a five-story medical office building. The building would be 112,252 square feet in size with over 15,000 square feet of ground floor restaurant/retail space, four levels of medical office above, and five levels of subterranean parking below. Cushman & Wakefield is leasing the building. For more information, contact Steven Marcussen at [stevemarcussen@cushwake.com](mailto:stevemarcussen@cushwake.com) or at 213-629-6550



### **PDA Activities on Behalf of Property Owners**

## **PDA Priorities**

### **New Faces on the PDA Board**

The PDA Board has two new faces, Mei Chiueh and Scott Brown. Mei Chiueh of the Swig Company is the property manager of the historic bank building at 595 East Colorado Boulevard. Scott Brown is a founding partner of Partners Trust. Re-elected to the PDA Board were Amy Korn of kornrandolph and William Chu of Singpoli. Thank you for voting for the PDA Board of Directors! For a complete listing of PDA Board Members and 2014 officers, please click [HERE](#).

### **Enhanced Crosswalks**

Art is an important and unique factor in the Playhouse District which the PDA celebrates with public art. In 2013 the PDA created 6 new crosswalk art installations and repainted 5 existing crosswalk art areas. The crosswalk art enhances the walking experience in the Playhouse District in addition to solidifying the Playhouse District as Pasadena's center for culture. The PDA will be installing more public art in 2014 ... stay tuned. For more information on PDA public art installations, click [HERE](#).





Spending in the District increased significantly in this year's survey, particularly for food and drink. Not only did more pedestrians stop to eat and drink something (rising from 52% in 2008 to 71% currently), but the average expenditure on food and drink more than doubled, from \$14.30 previously to \$30.90 currently. The new restaurants which have been added contributed to this, with Tender Greens, Blaze and Settebello all being patronized by significant segments of pedestrians.

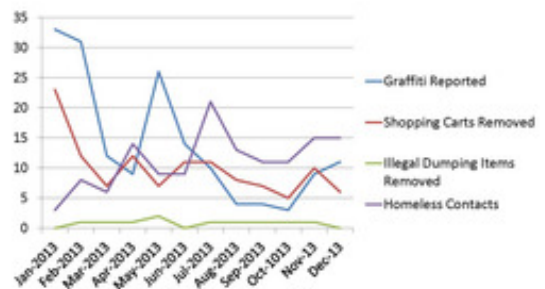
Spending on retail goods also increased, from an average of \$18.70 in 2008 to \$28.40 currently (across all pedestrians surveyed, not just those spending something). Spending on entertainment stayed the same as it had been in 2003 (an average of \$3 across all pedestrians surveyed), but that was related to the fact that no performances were held at the Playhouse during the survey week.

Here is the link to the full report: [PEDESTRIAN SURVEY](#)

### PDA Ambassador Stats

The ever present Ambassadors have done a terrific job keeping the Playhouse District clean and safe 7-days a week. Julio, Hugo, Ryan & Jose have been PDA Ambassadors for several years and know the ins and outs of the District. The last quarter of 2013 was a very busy time with over 3,000 citizens contacted and assisted. The Ambassadors also work to eradicate graffiti, remove abandon shopping carts, remove items that were dumped in the Playhouse District and deal with the homeless. The attached chart details the Amabassador Guide's activity for 2013.

**Ambassador Guide Activity**



**Playhouse District Association**  
 709 E Colorado Blvd., Suite 160, Pasadena, CA 91101  
 Tel: 626-744-0340 | Fax: 626-744-0347



709 E. Colorado Blvd. Ste. 160A | Pasadena, CA 91101 US

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