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## Update on Development & Projects

# Neighborhood Notes



### Foodies Show Their Love

With a great diversity of restaurant options in the Playhouse District, sales have grown consistently since 2006 with a whopping 175 percent increase in restaurant sales. Restaurants opening during this period included [Roy's Hawaiian Fusion](#), [red white + bluezz](#), [Tender Greens](#), [Settebello Pizzeria](#), [Blaze Pizza](#), [Rounds Premium Burgers](#), [Urth Caffe](#) and others that are kindling new excitement in the District and setting the tone for future success. They have joined mainstays such as El Portal, Sushi of Naples, Maison Akira and so many more. It's no wonder people are flocking here for great meals!

### Extra, Extra, Read All About It!

The Playhouse District has been getting great coverage in Pasadena and Los Angeles media. Since the previous edition of Playhouse District Pulse, there have been several feature articles about happenings in the District, including the Playhouse Plaza project in the [Los Angeles Times](#), five new developments (Playhouse Plaza, Constance Hotel, Union Village and two others) in the [Pasadena Star-News](#) and a wonderful feature about Playhouse District Association Executive Director Erlinda Romo in [Arroyo Monthly](#). This increased visibility is a win-win.



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**Make Music Pasadena Breaks All Records**



On June 7, tens of thousands filled the streets of the Playhouse District, Civic Center area and Old Pasadena for the seventh annual Make Music Pasadena – the largest free music festival in Southern California – featuring 500 musical acts performing more than 100 free concerts at 30 venues. Music lovers flocked to the main stage in the Playhouse

District on South Madison Avenue, sponsored by dusitD2 Constance Pasadena Hotel, to hear eclectic live music performed by Surfer Blood, Tennis, Sonsoles, Sylvan Esso, Andy Allo and Moses Sumney. Other stages in the District were at the courtyard outside Vroman’s Bookstore, Fuller Seminary, Boston Court Performing Arts Center, Zona Rosa, Monopole Wine, little junebugs, First United Methodist Church, Pasadena Presbyterian Church and The Factory. The best part of all: New audiences from the greater L.A. area and beyond came to the District and discovered everything we have to offer!



## Property Market Insights

# Real Opportunities



### Coming Soon: Another Restaurant Joins Our Diverse Mix

Michael Sharp has sold his property at 624 - 630 E. Colorado Blvd. The building will be the future home of Dr. Robbin Bistro, a Korean coffee shop chain that will offer an organic menu with less calories and carbs. The restaurant owners, who also have a location in Los Angeles, looked at several Playhouse District sites before deciding this building would be best for them. We realize they had options throughout Pasadena and in other cities, so we are grateful they chose the District.

### Increased Pedestrian Traffic = Economic Impact

With the growing popularity of the Playhouse District, the number of people walking along streets and walkways to shop, dine and be entertained has increased. Pedestrian counts conducted by the House of Marketing last summer and this summer show a 34 percent increase on weekdays from noon to 8 p.m. and a 12 percent increase on weekends from 4 to 8 p.m. This kind of data is useful to developers and commercial real estate brokers because it translates directly to economic impact. The Playhouse District Association is planning another pedestrian count in 2015 to further analyze pedestrian traffic trends. Click [HERE](#) for more information on the pedestrian counts.



## PDA Activities on Behalf of Property Owners

# PDA Priorities



### Annual Meeting Highlights

The Playhouse District Association’s 19th annual meeting took place April 22 at Boston Court Performing Arts Center. With nearly 100 people in attendance, the PDA’s successes in 2013 were celebrated. little junebugs, Run with Us and Twigzz received special recognition for embodying the PDA’s motto “Culture, Commerce and Community” through their generosity and community spirit. Keynote speaker Dan Zack, Redwood City’s

downtown development coordinator, highlighted the ways that Redwood City has focused development downtown to protect natural areas around the bay. He explained this has been effective in bringing jobs and housing to the core of Redwood City. Details about 2013 PDA accomplishments can be found in the [Annual Report](#). Our 20th anniversary celebration and annual meeting in 2015 will be an event not to be missed.

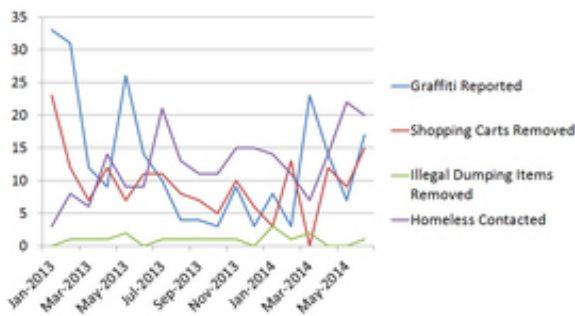
### Parklets Update

A one-day parklet mockup installation will occur on Friday, September 19. The theme of the installation is *Shakespeare in the PARK(let)* and will feature recitals of one of the Bard's sonnets, electric vehicle displays and other fun activities. The Playhouse District Association is partnering with the Pasadena Playhouse and Twigzz to make this event possible on International PARK(ing) Day, a worldwide effort to showcase the need for urban open space, generate debate about the creation and allocation of public spaces and improve the quality of urban human habitat. Be sure to stop by between 10:30 a.m. – 4:00 p.m.!



A parklet tool kit is being developed by [Meléndrez Design Landscape Architecture, Planning & Urban Design](#) and will define the size of proposed parklets along with options for decking, railing, safety features, landscaping, furniture and cost estimates. This data will be important for demonstrating the Playhouse District Parklets concept and securing funding from grants and sponsors.

### Ambassador Guide Activity



### Ambassadors: Taking Care of Business

We are all fortunate that Ambassadors identify and address issues before they can get out of hand so the economic vitality of the Playhouse District can be continually strong and healthy. The chart below shows the number of a variety of incidents, none of which followed a pattern of widespread consistency. Next time you see an Ambassador, be sure to offer a word of thanks.



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