

Spotlight on the Future

The future of Playhouse Village is already taking shape, and efforts starting in 2021 will set the stage for many more years of growth and enhancement. Key milestones on this journey include:

2021

- Winter – PBID petition phase
- Spring – PBID ballot phase, Colorado Blvd. improvements phase two
- Summer – Playhouse Village Park groundbreaking, PBID renewal complete

2022

- Playhouse Village Park grand opening
- Park maintenance and activation begins
- Metro station maintenance begins
- Lake Ave. street enhancements phase one
- Mentor Ave. street enhancements phase one

2023 and beyond

- Permanent streetscape improvements
- Madison/Playhouse catalytic project

Backstage Work

Four full-time staff oversee several volunteer-led programming committees:

Executive Committee – Fiscal responsibility & organizational effectiveness

Economic Development & Transportation – Retention, recruitment and policy advocacy

Parking Management – On- and off-street parking program oversight & outreach

Promotions & Marketing – Special events, marketing, newsletters, social media and website

Safety & Maintenance – Safety, transient outreach and street maintenance

Streetscapes & Placemaking – Public realm activation, art projects and improvement projects oversight

Reach out to learn more about our host of activities, services, and plans!

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Cast and Crew: 2020-2021

The PVA is led by an 11-member volunteer Board of Directors and three Special Advisors:

Chair: Bernard Chua, Swift Real Estate

Vice Chair: Amy Korn, KornRandolph Landscape Architects

Treasurer: Arash Danialifar, GD Realty Group

Secretary: Wayne Hunt, Commercial Property Owner

Colleen Carey, Lee & Associates

Mario Cee, Lyd & Mo Photography

Kory Kelly, Pasadena Playhouse

Margie Lindbeck, Residential Property Owner

Ken McCormick, Mill Creek Properties

Lachlan Sands, Institute of Culinary Education

Joel Sheldon, Vroman's Bookstores

Special Advisors to the Board

Michael Cook, Kaiser Permanente

Phil Hawkey, Hawkey Consulting

John Hornick, Hornick CPA

Act Now

Our success depends on you! There are many ways to get involved and support Playhouse Village:

Property owners: sign the PBID petition and vote in favor of renewal in 2021

Businesses: express your support for PVA to your landlord and continue to partner for promotions and events

Residents: vote with your feet and frequent our local shops, restaurants and amenities

Cultural and institutional partners: plan for an exciting return of activity as we develop new partnerships and activities

Brokers and investors: share the news about Playhouse Village and our exciting future

“Our partnership with Playhouse Village has raised awareness of our theatre in the community and helped cement our role as a center for powerful performances in Pasadena.”

Cheryl Rizzo, Managing Director,
Boston Court Pasadena

Playhouse Village

In the heart of Pasadena

Playhouse Village

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PLAYHOUSE VILLAGE ASSOCIATION Setting the Stage for a Strong Future

Since 1996, the Playhouse Village Association has served as the collective voice of businesses, property owners, residents, and organizations to promote the area as Pasadena's center for culture, commerce, and community.

In 2001, stakeholders created the Playhouse Village Property-based Business Improvement District (PBID). As one of three PBIDs in downtown Pasadena, the Playhouse Village Association leverages private and public resources to bring investment to the area. PBIDs revitalize local economies by allowing property owners to pool their financial resources and pay for districtwide activities and improvements.

Renewed every five years with resounding support, the PBID has provided essential services to property and business owners. Now it's time to support our encore performance!

1996: Playhouse District Association formed

2001: Initial PBID adoption

2006: PBID renewed—
New boundaries and assessment zones

2011: PBID renewed—
Growth of public art and events

2016: PBID renewed—
Transformation to Playhouse Village; expansion of Ambassador Guide program; funding for new park

2021: PBID renewal scheduled, covering 2022-2027

Bravo!

10,000
local residents

40,000
daily visitors

10,000
event attendees

32
city blocks cleaned and patrolled daily

800
residential units in development

“Having an organization like the PVA advocating for the area's improvement is essential as we invest in the future of our office buildings.”

Steve Blue, Managing Director,
Swift Real Estate Partners

Playhouse Village is a vibrant mixed-use community in the heart of Pasadena, home to arts and culture and a diverse mix of historic resources, contemporary residences, modern office space, cutting-edge institutions, and more.

Star Performances

Core to our mission of improving economic vitality in Playhouse Village, we provide special benefit services to the community. Some of these benefits include:

- Ambassador Guides safety, cleaning and public information services
- Recovery, retention, and recruitment assistance to promote investment
- Parking and pedestrian enhancement leadership
- Targeted marketing and promotional events
- Policy and partnership advocacy to City Hall and other agencies
- Installation and maintenance of public art, street trees, sidewalks and other beautification improvements

Playing a Key Role in the Pandemic

The COVID-19 pandemic caused immense disruption for businesses, institutions, and residents. In response, the Playhouse Village Association provided a host of services and programs, demonstrating the power of shared resources and commitment.

- Created Village Al Fresco on-street dining areas and angled parking on Colorado Boulevard in partnership with the City of Pasadena to provide socially-distanced dining space on our most famous street.
- Enhanced essential services including public area cleaning and transient outreach.
- Provided \$38,000 in Public Realm Enhancement Grants and other support for over 15 restaurants and businesses to create outdoor dining areas and enhanced storefronts.
- Served as a primary resource for guidance on business-related closures and reopenings.
- Awarded \$19,000 in Digital Marketing and Social Distance Event Grants to numerous businesses and cultural partners in support of their rapid shift to online platforms.

Our 25-year history of exemplary service is the stage we've set to build our vision for the future. We encourage you to join us in the next act of Playhouse Village!

Our Next Act: 2022 and Beyond

The Playhouse Village Business Improvement District helps us realize our vision and achieve our goals.

Vision and Goals

Playhouse Village will form the cultural heart of the city with a vibrant energy generated by comfortable, walkable streets and a diverse mix of retail and entertainment destinations, bustling restaurants, office space, historic and contemporary housing, cultural and faith-based institutions, and much more—combining to create a dynamic urban village in downtown Pasadena.

Unique experiences

Thriving institutions

Creative employment

Vibrant arts and culture

Strong identity

Active public realm

Open spaces and pedestrian connections

Diverse housing

Projects

Our vision includes developing a series of public spaces and paseos, encouraging catalytic development opportunities, and creating vibrant streets linking transit and parking resources. PVA will continue to focus on leveraging various funds and solidifying City support for the five projects featured below.

Programs

To fulfill our goals, the PVA is committed to several ongoing programs such as a long-term strategy to manage our parking supply for visitors, employees and others; partnerships for creative events and activities; and our vital clean and safe Ambassador Guide team.

Policies

Seeing our vision become reality will rely on policy efforts including diversifying the land use and zoning along Lake Avenue, advocating for increased public realm investment, and continuing to foster support from City Hall.

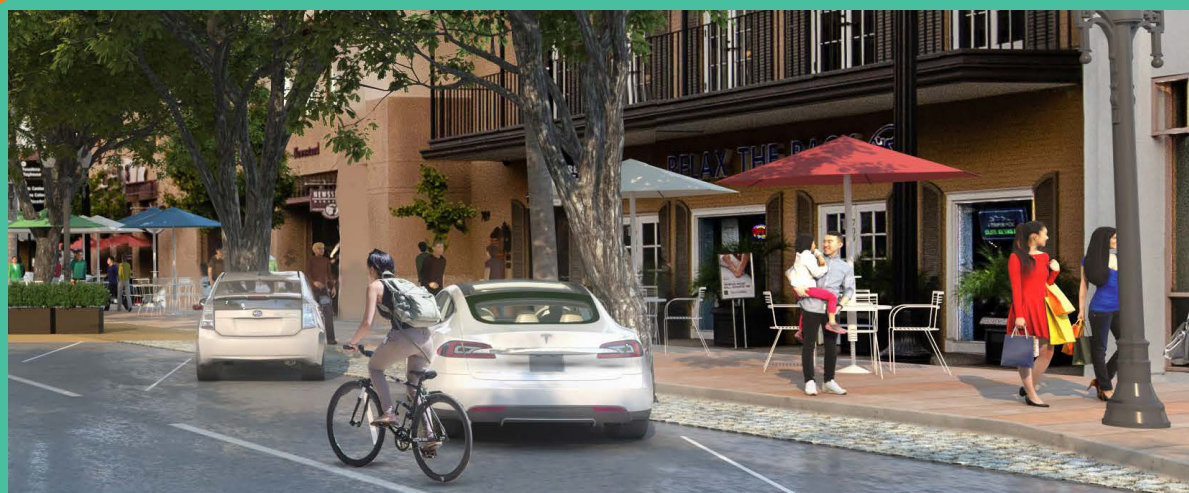
1 Playhouse Village Park



PROJECT OBJECTIVES:

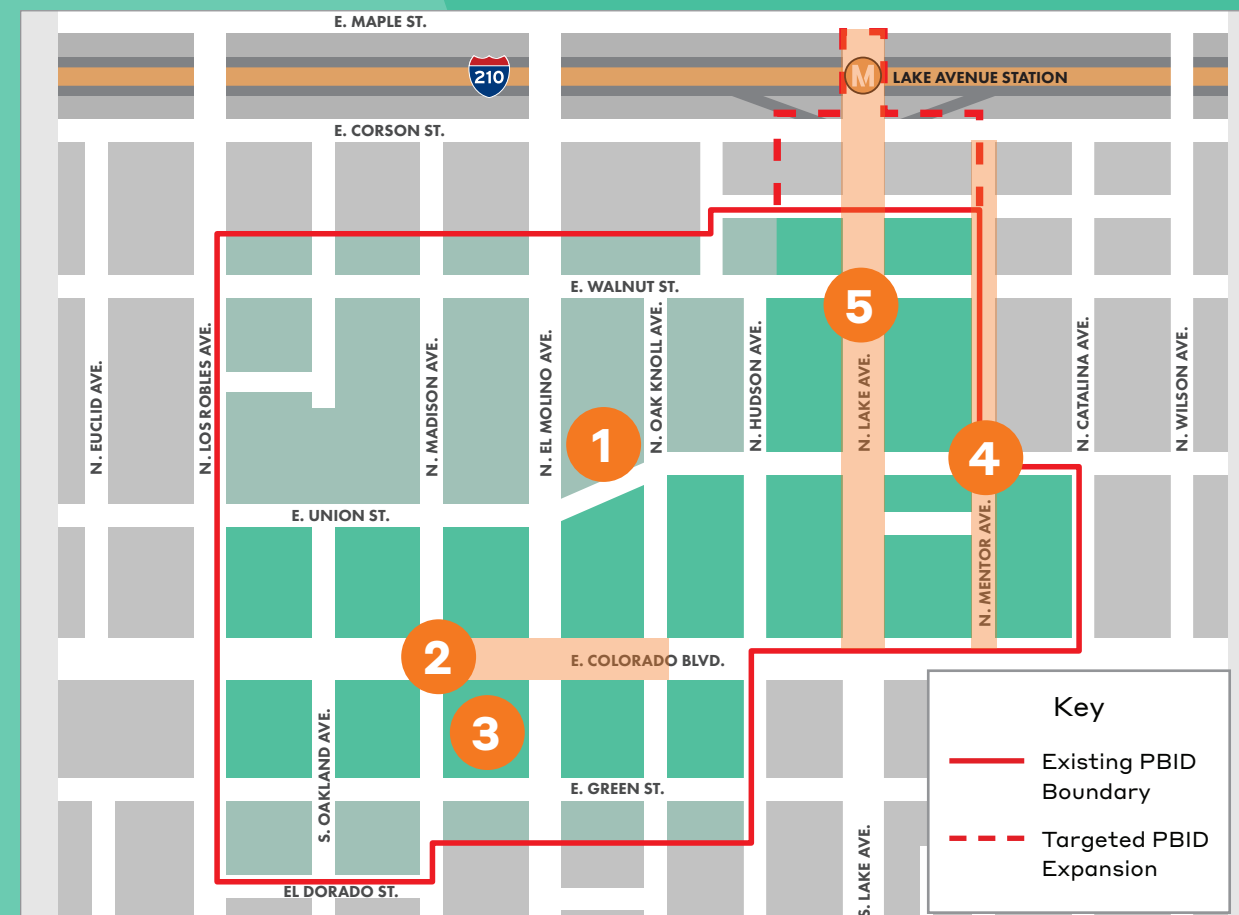
- Support the evolution of Playhouse Village and its growing residential community through the construction of the planned park and parking plaza at the Union/El Molino site
- Provide day-to-day management and maintenance in partnership with the City of Pasadena, ensuring a clean, safe and activated open space

2 Colorado Boulevard

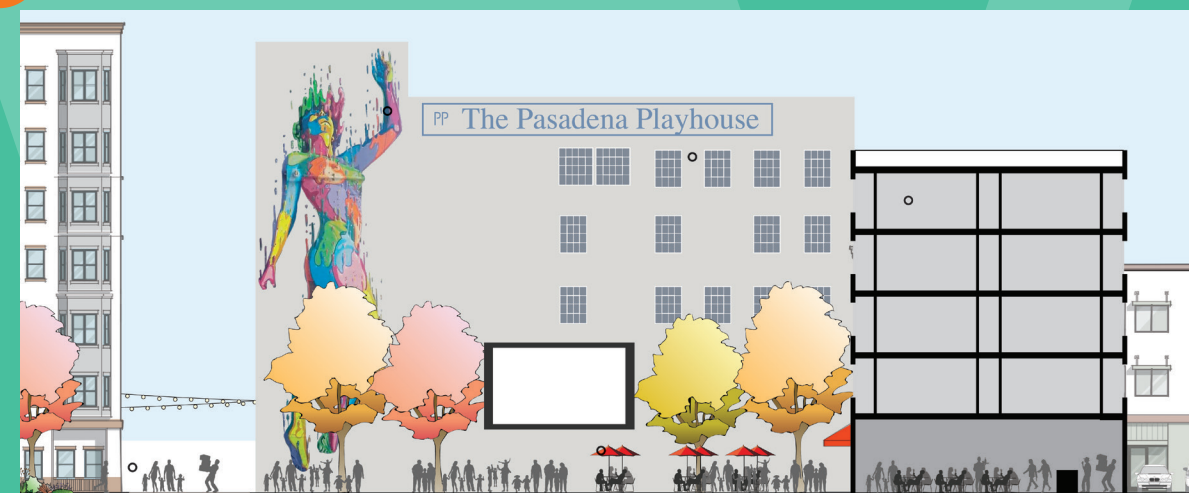


PROJECT OBJECTIVES:

- Distinguish the heart of Playhouse Village as a unique, pedestrian-oriented place with robust sidewalk activity, active storefronts, and areas for art and interactive displays
- Build on the recent transformation of the blocks between Madison and Oak Knoll with enhanced dining plazas, expanded sidewalks, new street trees with shade, and mid-block crossings



3 Playhouse/Madison Catalytic Development



PROJECT OBJECTIVES:

- Advocate for the continued revitalization of Pasadena Playhouse as the anchor for an arts-centered development with artist housing in the core of Playhouse Village
- Convert the current public parking lot at the rear of the Playhouse into a public plaza to serve as a civic gathering and performance space

5 North Lake Avenue



PROJECT OBJECTIVES:

- Beautify the street with improvements including a tree-lined median, enhanced sidewalks, additional street trees, and mid-block crossings
- Provide additional much-needed maintenance of the Lake Avenue Metro Station area to improve its appearance, safety and desirability through a targeted PBID expansion north along Lake Avenue
- Revise the land use and zoning policy to promote mixed-use development on this critical, high-visibility corridor

4 Mentor Avenue



PROJECT OBJECTIVES:

- Celebrate the unique cultural and historic character of the area near Boston Court Pasadena and the legendary Ice House Comedy Club
- Create a new pedestrian-oriented destination for performance and events by converting the street to two-way traffic, constructing a plaza and shade structure, and providing for frequent street closures