



# Playhouse **Village**

In the heart of Pasadena

# 2022 Market Report





## LOCATION AND SETTING

Centrally located in the heart of Pasadena, Playhouse Village is at the nexus of the best of downtown Pasadena's economic, cultural, and residential life. With access to the greater Los Angeles region via multiple freeways and the Metro L Line, Playhouse Village is a true urban village with unmatched qualities:

- ◆ Proximity to Old Pasadena, the Civic Center/Paseo, and South Lake Avenue - collectively forming one of the region's premier destinations for shopping, dining, entertainment and working.
- ◆ A unique mix of retail and entertainment destinations, bustling restaurants, office space, historic and contemporary housing, cultural and faith-based institutions, and much more.
- ◆ A walkable urban environment encouraging interaction between our cultural institutions and the many thousands of workers, residents, students and visitors who populate Playhouse Village daily.
- ◆ Home to Pasadena's financial district with many notable national, regional and start-up tenants in more than 2 million square feet of Class A office space.
- ◆ Clean, safe, beautification, marketing and advocacy services for 34 blocks through a property-based improvement district.



**40,000**  
Average daily visitors

**92**  
Walkscore



## DEMOGRAPHICS AND PSYCHOGRAPHICS

Playhouse Village boasts a strong consumer profile as part of a thriving, diverse city. Residents enjoy living a vibrant yet comfortable urban lifestyle where people walk to work, dinner, a museum and theatres. Many are middle-aged, extremely well-educated couples and individuals whose household incomes are over \$100,000 per year. Others are active, young professionals with interests in fitness, well-being and eating out.



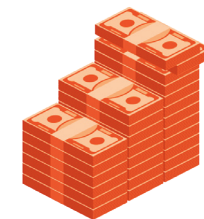
**53%**  
are single

**70%**  
hold college degree



Visitors to Playhouse Village range from lively, up-and-coming singles to progressive empty nesters and established families. The following statistics provide further insight into typical Playhouse Village patrons and visitors:

**54%**  
between 25 and 54



**22%**  
household income of \$150,000 or more

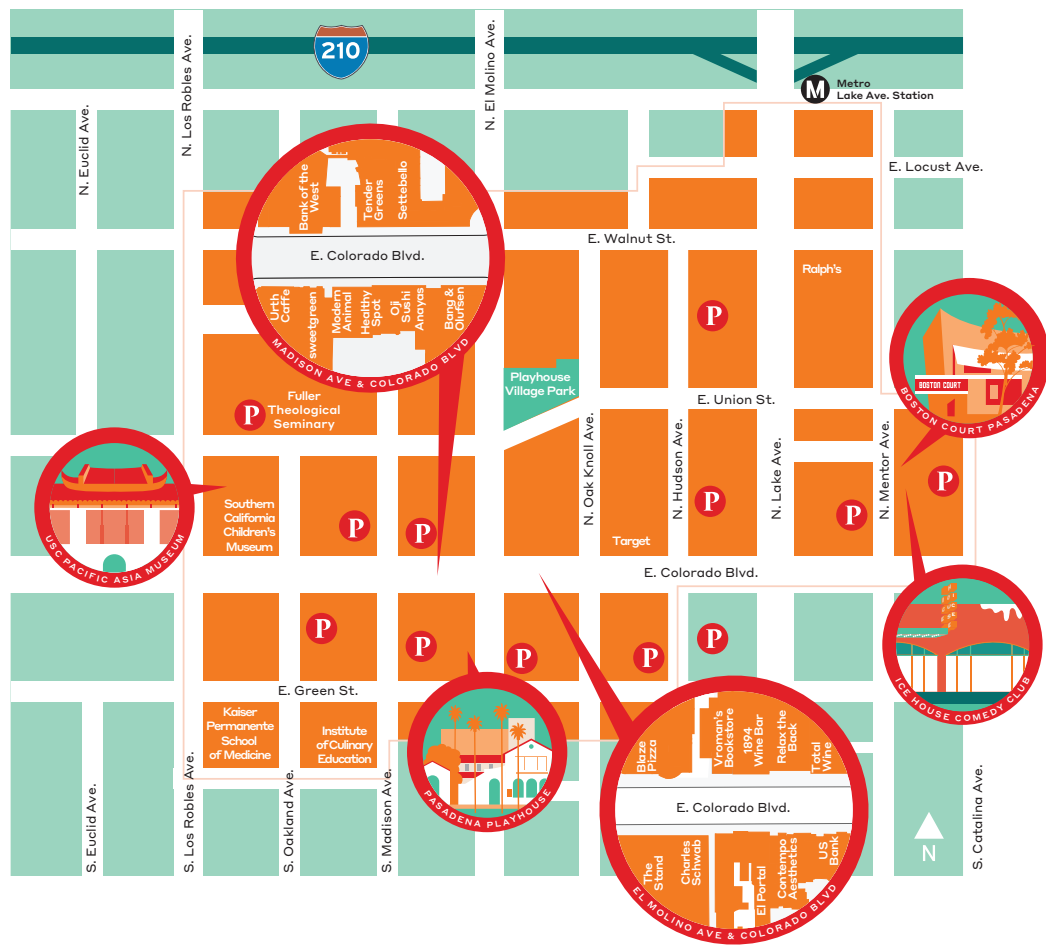






## TENANTS AND AMENITIES

Since the opening of the historic Pasadena Playhouse in 1923 – the State Theatre of California – the cultural niche, retail landscape and corporate presence in Playhouse Village have expanded into the most diverse mix found in downtown Pasadena. In addition to over 45 restaurants, bars, and coffee shops – within close proximity of museums, bookstores and theatres – notable institutions and corporate tenants are part of our vibrant community, where nearly 24,000 workers are within a half mile. National and regional retailers and restaurants, Southern California's oldest and largest independent bookstore, and numerous home furnishings and art boutiques combine to create a unique retail market.



### HOME FURNISHINGS AND ART

- ◆ Aarnun Gallery
- ◆ BAN SUP Refill
- ◆ Bang & Olufsen
- ◆ Jacob Maarse Florists
- ◆ Mercadito Monarca
- ◆ On Madison Vintage and Modern
- ◆ Patioworld
- ◆ Walt Girdner Photo Studio

### HIGHER EDUCATION

- ◆ Fuller Theological Seminary
- ◆ Institute of Culinary Education
- ◆ Kaiser Permanente School of Medicine

### HEALTH AND FITNESS

- ◆ Basecamp Fitness
- ◆ Carbon Health
- ◆ Club Lagree
- ◆ Healthy Spot
- ◆ Modern Animal
- ◆ Run With Us
- ◆ Studio Metamorphosis

### Notable tenants include:

#### CORPORATE

- ◆ Alibaba Pictures
- ◆ Blaze Pizza
- ◆ Compass Real Estate
- ◆ Lagerlof, LLP
- ◆ Miso Robotics
- ◆ OpenX
- ◆ SPACES

#### RESTAURANTS, COFFEE AND WINE

- ◆ Anaya's Flavors of Mexico
- ◆ Blaze Pizza flagship
- ◆ El Portal Mexican and Yucatan Cuisine
- ◆ Kitchen United MIX
- ◆ Monopole Wine
- ◆ Settebello Pizzeria Napoletana
- ◆ Sweetgreen
- ◆ Tender Greens
- ◆ The Stand
- ◆ Urth Caffé

#### GENERAL RETAILERS

- ◆ Ralph's
- ◆ Target
- ◆ Total Wine & More
- ◆ Vroman's Bookstore

#### CULTURE AND ENTERTAINMENT

- ◆ Boston Court Pasadena
- ◆ Ice House Comedy Club
- ◆ Pasadena Playhouse
- ◆ Southern California Children's Museum
- ◆ USC Pacific Asia Museum







# HOUSING AND DEVELOPMENT

Playhouse Village offers a walkable urban lifestyle to a growing number of residents. Housing choices include charming historic buildings, condominiums and townhouses, and modern, luxury and loft-style rental units.

With availability of development sites and favorable residential infill zoning, Playhouse Village is one of the region's top locations for multifamily and mixed-use development and investment.

### Developments currently underway include:

**645 E UNION**  
40 rental units, 3,300 sf retail  
*Estimated completion Q3 2022*

**MW LOFTS**  
115 rental units, 9,800 sf retail  
*Estimated completion Q1 2023*

**OLIVEWOOD VILLAGE**  
141 rental units, 19,400 sf retail  
*Estimated completion Q2 2023*



In support of the growing community, significant public investment is underway and planned.

### Active projects include:

**PLAYHOUSE VILLAGE PARK**  
1.05 acres  
Van Halen performance stage, lawn, concessions, playground, dog runs  
48 parking spaces (5 EV chargers), usable for events  
*Estimated completion summer 2022*

**UNION STREET PROTECTED BIKE LANE**  
1.5 mile two-way protected bike lane  
Connects downtown Pasadena to Pasadena City College  
*Estimated completion summer/fall 2023*

**LAKE AVENUE ENHANCEMENTS**  
1.5 mile corridor  
Pedestrian lighting, trees, sidewalk improvements  
*Estimated completion summer/fall 2023*

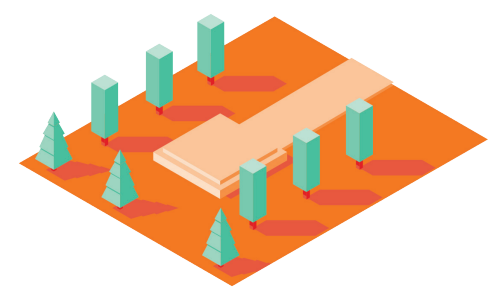
**800**  
residential units  
in development



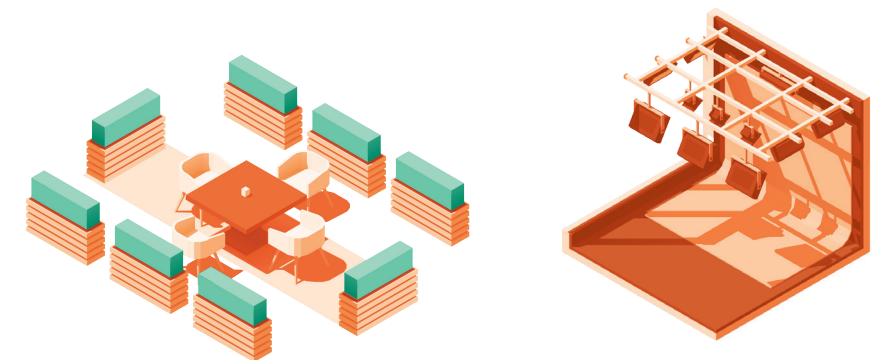
**\$754**  
per square foot  
average sales price



**\$23 million**  
in public projects underway



**3** additional streetscapes  
projects envisioned







# A Dynamic Blend of Culture, Commerce and Community

## Testimonials

*"We're excited to invest in Playhouse Village with our repositioned office properties, which we know will add long-term value and growth for Pasadena."*

— **Steve Blue, Managing Director,  
Swift Real Estate Partners**

*"Playhouse Village is an ideal location because it offers the rare combination of an urban location with diverse amenities, workplaces, and of course history and culture."*

— **Jade Enterprises**



# Playhouse Village

In the heart of Pasadena

## Playhouse Village Association

709 E. Colorado Blvd., Suite 160  
Pasadena, CA 91101

Phone: 626.744.0340

[playhousevillage.org](http://playhousevillage.org)

[f](#) [@](#) [playhousevillage](#) [t](#) [playhousevlg](#)

