

Los Angeles Report

March 2014

CONTENTS

* Project 1: Old Pasadena's redevelopment

1. Old Pasadena’s redevelopment

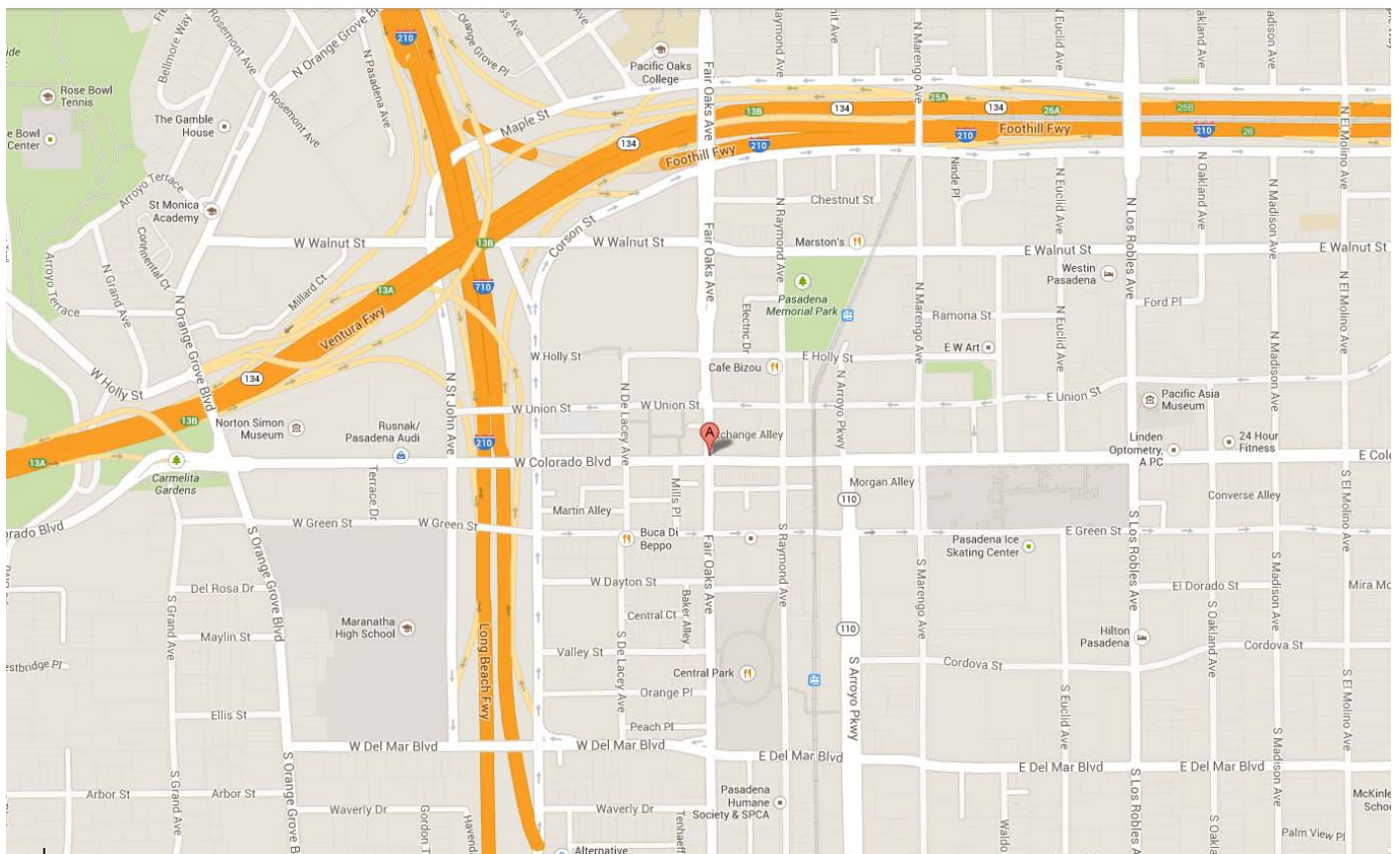
Project Overview

Old Pasadena is undergoing a redevelopment that is transforming the area into a commercial center in Pasadena, California. The area, after a period of decay, is becoming a business district with mixed-use buildings, a shopping mall and open-air restaurants. The master plan of the old town was designed with several public parking spaces and the revenue from these parking spaces is giving financial support to the renovation.

Project Details

1. Type of Business: Commercial center
2. Location: Pasadena, California, U.S.
3. Target Customer: upscale consumers, tourists
4. Store Concept: store mix with outdoor seating

Location Map





Alleys in Old Pasadena. iPic (right pictures) is a movie theater with dinner served during the show.



The bus called 'chiibus' in front of the popular Italian restaurant Mi Piacce.



Restaurant Il Forno and old buildings with outdoor seating.



A parking space with a retail store at first floor. The parking space has two floors below ground level, and four floors above ground level



Van's selection of Beatles' Yellow submarine shoes. Barnes & Noble will be replaced by Tesla car dealer.



Twin Palm restaurant owned by Mr. Kevin Cosner has a roof designed like yacht sails



Japanese restaurants and sushi shops like Gyu-kaku are very popular.