



UMAMI BURGER

AGENTSIA COFFEE

COFFEE • TEA • ESPRESSO • PASTRY

Michael Patton
with his 2001 West
LA Mustang

MILKSHAKE

Craft Beer

PAY HERE

EAT ON



UMAMI BURGER

INTELLIGENTSIA

55

BOOKS



with
JULIA ROBERTS
and YOU

with
the
LA ARBORETUM

with
Michèle
Feinste

COMMERCIAL
LOADING ONLY
8 AM - 6 PM
NOID

P
HI

RESERVED
LOADING ONLY
7 AM - 4 PM
NOID

ASSA

INTELLIGENTSIA

LIME LEMON

TEA LEMON
LIME LEMON
LIME LEMON
LIME LEMON

RAYMOND AVENUE



SORRISO

HEAVENLY COUTURE

olive

VANS

LUSH

901 SPACES



Public Parking Garage
(Offers Free 90 Minutes)



Cheffery's

The Cheesecake Factory

FAIR OAKS AVENUE

Crown City

INTELLIGENTSIA

COLORADO BOULEVARD

POTTERY BARN

wanderlust

FISH ON TRIP

Mobile

EILEEN FISHER

MI PIACI

J.CREW

PIE HOLE

SUBJECT PROPERTY

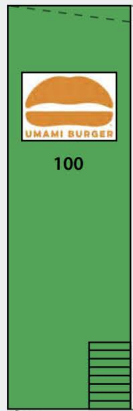
788 SPACES



Public Parking Garage
(Offers Free 90 Minutes)



GROUND LEVEL



SUITE	TENANTS	SF
100	Umami Burger	2,800
200	Moonhill Productions	1,550
TOTAL SQUARE FOOTAGE		4,350

 **SUBJECT PROPERTY**

 **NOT A PART**

 **PROPERTY PARCEL**

APN: 5723-023-012

SECOND FLOOR





5-MINUTE WALK FROM PROPERTY



52K+ RIDERS

AVERAGE RIDERS PER WEEKDAY



↑ MEMORIAL PARK STATION ↓



↑ DEL MAR STATION ↓





TRUE
FOOD
KITCHEN

MI PIACE
ITALIAN KITCHEN BISTRO LOUNGE

FISH ON TAP



OLD PASADENA™

SURROUNDING TENANTS | NOT A PART



The Cheesecake
Factory

KABUKI
Japanese Restaurant

SUSHI ROKU

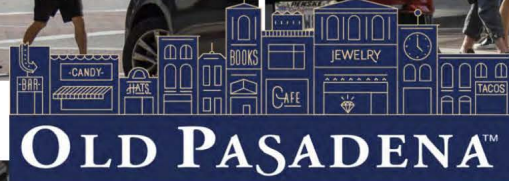




200+
RETAILERS

LOCATED IN THE
OLD TOWN
PASADENA AREA

TIFFANY & CO.  BANANA REPUBLIC 



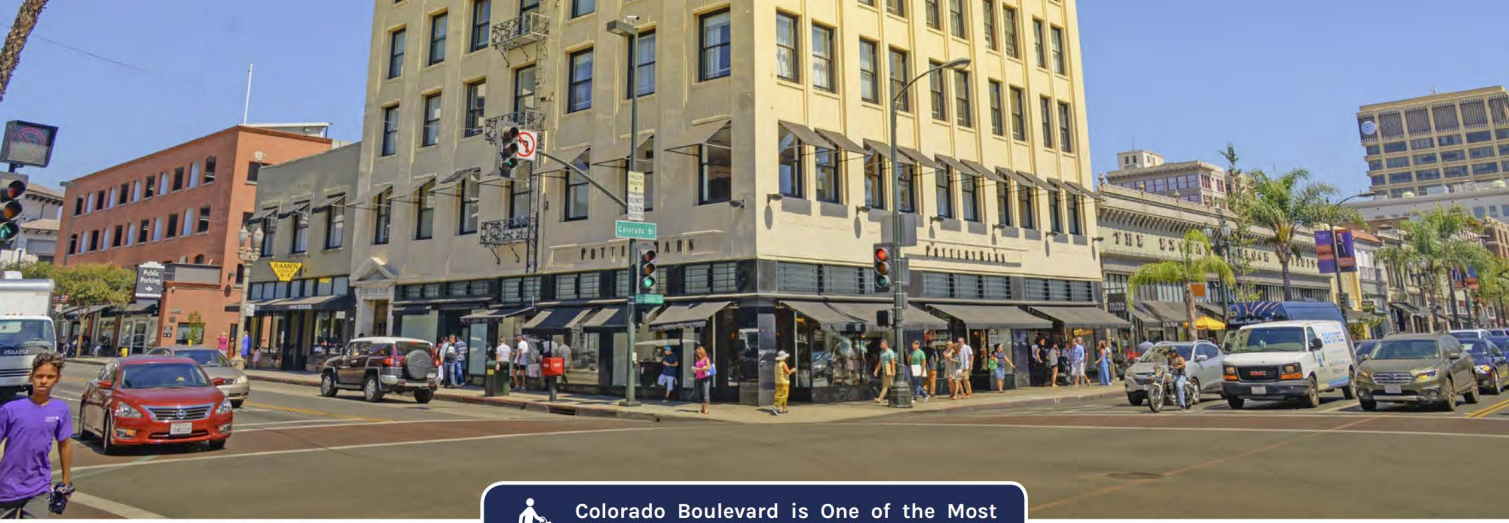
CANDY HATS BOOKS JEWELRY CAFE TACOS

OLD PASADENA™

SURROUNDING TENANTS | NOT A PART

Burke Williams lululemon  Crate&Barrel





Colorado Boulevard is One of the Most High Profile Retail Streets in Los Angeles

SURROUNDING TENANTS | NOT A PART



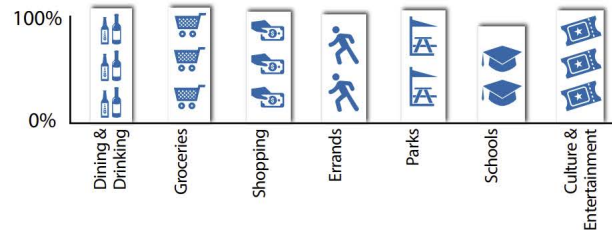


OLD PASADENA

The Metro Gold Line began operating in 2003, connecting South Pasadena to Union Station in Downtown Los Angeles. Today, the system has grown to accommodate a daily ridership that numbers in the tens of thousands. Memorial Park Station in Pasadena is an approximate 30-minute, traffic-free ride to Downtown, and further connects to all major destinations in the county, including Downtown Long Beach via the Blue Line and Santa Monica via the recently completed expansion of the Expo Line.

In March of 2016, the Metro Gold Line's Foothill expansion was completed, adding 11.5 miles of track from the already existing Sierra Madre Villa Station in Pasadena to the Azusa/Glendora border. Currently Phase 2 of the expansion projects is underway between Glendora to Montclair. Major construction is anticipated to begin in early 2020, with substantial completion anticipated in early-2026. Completion of the Glendora to Montclair segment is estimated to cost \$1.5 billion. The expansion helps to facilitate the movement of millions of residents living in the Tri-Cities area and in the larger San Gabriel Valley.

oldpasadena.org



WALKERS PARADISE
DAILY ERRANDS
DO NOT REQUIRE A CAR



97
WALK SCORE

BIKERS PARADISE
FLAT & EASY TO RIDE
EXCELLENT BIKE LANES



95
BIKE SCORE

WEEKEND VISITORS
HEAVILY VISITED BY
PEOPLE ON WEEKENDS



15K-20K
WEEKEND VISITORS

	<u>1-Mile</u>	<u>3-Mile</u>	<u>5-Mile</u>
Population			
2023 Projection	36,591	203,439	533,220
2018 Estimate	34,186	199,619	528,518
2010 Census	31,177	190,992	508,414
2000 Census	27,052	187,325	508,628
Growth 2000-2010	15.25%	1.96%	-0.04%
Growth 2010-2018	9.65%	4.52%	3.95%
Growth 2018-2023	7.04%	1.91%	0.89%
Households			
2023 Projection	18,341	81,436	197,563
2018 Estimate	16,873	78,723	193,180
2010 Census	15,194	74,311	183,706
2000 Census	12,448	70,814	178,988
Growth 2000-2010	22.06%	4.94%	2.64%
Growth 2010-2018	11.05%	5.94%	5.16%
Growth 2018-2023	8.70%	3.45%	2.27%
2018 Est. Population by Single-Classification Race			
White Alone	17,370	104,021	244,598
Black or African American Alone	3,046	17,726	31,235
American Indian and Alaska Native Alone	198	1,298	3,594
Asian Alone	6,882	36,371	140,744
Native Hawaiian and Other Pacific Islander Alone	24	220	476
Some Other Race Alone	4,909	29,065	81,392
Two or More Races	1,602	10,447	25,472
2018 Est. Population by Ethnicity (Hispanic or Latino)			
Hispanic or Latino	11,329	72,065	201,653
Not Hispanic or Latino	22,857	127,554	326,865
2018 Est. Average Household Income	\$106,097	\$120,488	\$111,274



30%
RENT INCREASE

RETAIL

Pasadena is home to two of the most exclusive and highly-trafficked retail corridors in Greater Los Angeles: Old Pasadena and South Lake Avenue. Rental demand remains strong within these districts. According to Costar, retail rents have increased 30% since 2012. Old Pasadena is a historic thoroughfare that includes an eclectic mix of over 200 specialty boutiques, restaurants, and international luxury retailers. South Lake Avenue is a unique 12-block corridor with over 600 businesses, 2 million square feet of Class A office space and a 450,000 square foot regional mall known as The Shops on Lake Avenue.



33% **3.8%**
RENT INCREASE UNEMPLOYMENT

OFFICE

Since 2010, Pasadena has made significant employment gains, primarily in the medical, engineering, technology, and financial industries. Most recent estimates peg the city's rate of unemployment at 3.8%, one of the lowest in Southern California, and, historically, the city has outpaced the region with an average rate of unemployment hovering under 6% over the last two decades. The Pasadena office market has experienced a 33% increase in rental rates since 2012. The city's pro-business attitude; lack of city business, parking, or utility taxes; along with its central location and transportation access have all contributed to attracting a diverse labor base and generating a productive business environment.



LOW VACANCY

RESIDENTIAL

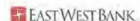
Pasadena is at or near the top of the strongest residential markets in Los Angeles. It rivals only the beach cities in West Los Angeles as the choice community for young professionals and high-income households. The Pasadena multi-family market is characterized by some of the lowest vacancy and highest rental rates in Southern California, driven by rapidly improving demographics, an influx of foreign capital, and a push to create a more transit-oriented community.

- **Easily Accessible to Public Transportation; 2 Blocks from the Metro Gold Line Station:** Conveniently located with easy access to the MTA creating ideal commuting options for Pasadena employees and residents
- **Pasadena is Los Angeles' Newest Tech Hub:** An epicenter of innovation, drawing from the California Institute of Technology (CalTech) and NASA's Jet Propulsion Laboratory (JPL), creating more sustainable rents compared to Downtown Los Angeles, Hollywood, and Silicon Beach which will continue to fuel office growth
- **Vibrant Old Pasadena Location Drawing 15,000-20,000 Weekend Visitors:** One of Southern California's premier shopping and dining destinations with over 200 specialty boutiques, restaurants, and exclusive national retailers
- **Ground Zero along the Rose Parade Route:** Situated along Colorado Boulevard in the middle of the New Year's Day Rose Parade, one of the most iconic events in American culture; the Rose Parade brings millions of people to Old Pasadena along with television viewers worldwide
- **One of Southern California's Most Walkable and Desirable Cities:** Old Pasadena has an incredible 97 out of 100 walk score, labeling the area as a "Walker's Paradise" (Walkscore.com) due to the proximity in all ranking categories including: dining, groceries, shopping, errands, parks, schools, culture, and entertainment
- **Public Parking Garage:** The subject property benefits from the immediately adjacent to two public parking garages with 1,689 total spaces public offering 90 minutes of free parking for visitors
- **Dense and Affluent Urban Location in Excess of 531,000 People with Household Income of over \$111,000 within a 5-Mile Radius**



PASADENA EMPLOYMENT

Pasadena is attractive to many Fortune 500 companies and small firms for its ability to create a pro-business environment with a high quality labor base. The city's depth of technology related institutions and world-class universities create an atmosphere where extraordinary minds unite to build successful companies large and small. Often, these companies are spin-offs from the region's larger organizations (Parsons, Jacobs Engineering, and Avery Dennison). Since 1998, over 100 start-up companies have been launched from Caltech, JPL and Art Center. Pasadena also has a growing biotech community, which makes it an attractive choice for several organizations looking to move their headquarters such as the Doheny Eye Institute and the Kaiser Permanente School of Medicine. The city's top employers are NASA Jet Propulsion Laboratory, with over 6,200 employees; Caltech, with over 3,900 employees; and Huntington Hospital, with over 3,740 employees.



Metro Rail & Busway with Measure M Transit Projects

SUBJECT PROPERTY



Rail Station
Transfer Station
Busway Station

Metro Rail

- Red Line
- Purple Line
- Blue Line
- Expo Line
- Green Line
- Gold Line
- Silver Line

Metro Busway

- Orange Line
- Silver Line
- LAX Flyaway
- LAX Shuttle (free)

Regional Rail

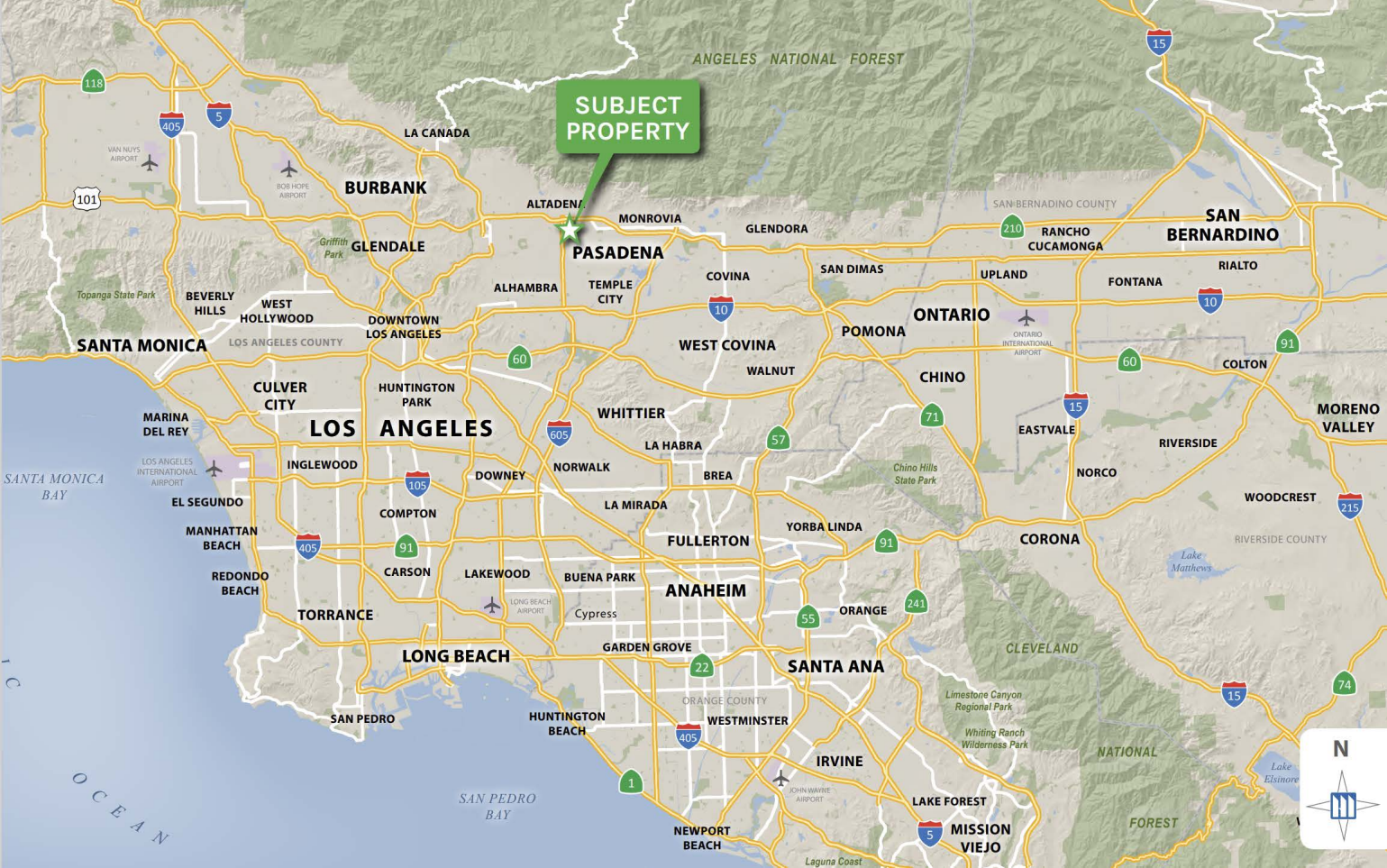
- Amtrak
- MetroLink
- Airport Shuttle



For more information, go to metro.net/sheplan.

MAY 2017 Subject to Change

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**SUBJECT
PROPERTY**



MONROVIA
- AHHI: \$99,600 -

ARCADIA
- AHHI: \$129,600 -

SAN MARINO
- AHHI: \$238,415 -

31-Mile
Light Rail



ROSE PARADE ROUTE
Worldwide Broadcast in Over 100
International Countries & Territories



LAKE STATION



MEMORIAL PARK STATION



DEL MAR STATION



210

COLORADO BOULEVARD

PASEO COLORADO

west elm | A.C. LIGHT | H&M
WHITE | BLACK | CHICO'S | DSW
Jacardi | J.Jill | VICTORIA'S SECRET

HUNTINGTON LIBRARY

PASADENA CONVENTION CENTER

RAYMOND AVENUE

FAIR OAKS AVENUE

100 WEST WALNUT
- PARSONS CORPORATE WORLD HQ -
- 600,000 SF OFFICE -
- 475 RESIDENTIAL UNITS -
- 40,000 SF RETAIL -

SUBJECT PROPERTY



LA CANADA
- AHJI: \$222,300 -

NASA JET
PROPULSION LABORATORY
- 6,200 FULL-TIME EMPLOYEES -

31-Mile
Light Rail



ROSE PARADE ROUTE
Worldwide Broadcast in Over 100
International Countries & Territories

Rose Bowl
- CAPACITY 92,000 -



100 WEST WALNUT
- PARSONS CORPORATE WORLD HQ -
- 600,000 SF OFFICE -
- 475 RESIDENTIAL UNITS -
- 40,000 SF RETAIL -

FAIR OAKS AVENUE

RAYMOND AVENUE



MEMORIAL
PARK STATION

Sur la table
Free People
URBAN OUTFITTERS
TESLA
FOREVER 21
PAPER SOURCE
lululemon
athletica
RESTORATION HARDWARE

Anthropologie
SEPHORA
patagonia
MAC
VINCE.
Crate&Barrel
Joie
J.CREW
The Farnam
iPic
NIKE

POTTERY BARN
EILEEN FISHER
PIE HOLE
MI. PIACE

at&t
ix-lapa
HOME BREWED
King Face

COLORADO BOULEVARD

LUCKY BRAND
Madswill
KABUKI
ZARA
True Food
Lou Grey

TIFFANY & CO.
ATHLETA
COTTON ON fresh
Foot Locker
Apple

WONGSANG
AUX DELICES
Yogurtland
The Cheesecake Factory
Bank of America
85C

VANS
HEAVENLY CULTURE
olive
LUSH

SUBJECT
PROPERTY

Sprint
CROSSROADS
TRADING CO



**DOWNTOWN
LOS ANGELES**

GLENDALE
- AHHI: \$95,850

ALHAMBRA
- AHHI: \$81,800 -

EAGLE ROCK
- AHHI: \$102,050 -




ROSE PARADE ROUTE
 Worldwide Broadcast in Over 100
 International Countries & Territories



FAIR OAKS AVENUE
RAYMOND AVENUE

COLORADO BOULEVARD




100 WEST WALNUT
 - PARSONS CORPORATE WORLD HQ
 - 600,000 SF OFFICE
 - 475 RESIDENTIAL UNITS
 - 40,000 SF RETAIL


**SUBJECT
PROPERTY**

2018 DEMOGRAPHICS

Population:

	1-Mile Radius	34,186
	3-Mile Radius	199,619
	5-Mile Radius	528,518

Household Income:

	1-Mile Radius	\$106,097
	3-Mile Radius	\$120,488
	5-Mile Radius	\$111,274



ARCADIA
- AHHI: \$129,600 -

TEMPLE CITY
- AHHI: \$95,200 -

SAN MARINO
- AHHI: \$238,415 -



PASADENA CITY COLLEGE
- 30,250 STUDENTS -



CALIFORNIA INSTITUTE OF TECHNOLOGY

TIMES HIGHER EDUCATION 2018 WORLD RANK
- #2 ENGINEERING -
- #6 COMPUTER SCIENCE



FILLMORE STATION



DEL MAR STATION



MEMORIAL PARK STATION

SUBJECT PROPERTY

COLORADO BOULEVARD

RAYMOND AVENUE

FAIR OAKS AVENUE

31-Mile
Light Rail



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