



**FOR LEASE**  
**5,629 SF**

**PREMIERE  
LOCATION  
IN OLD  
PASADENA**

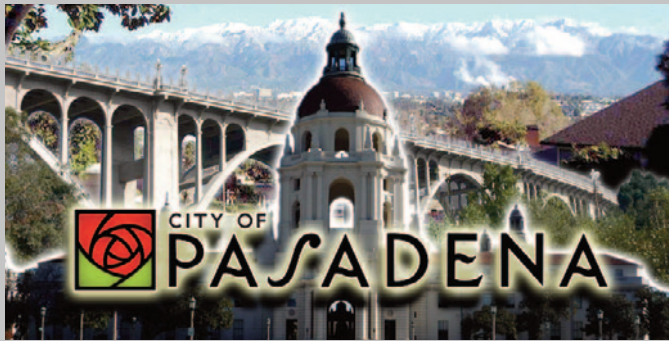
**IN THE HEART  
OF TANNER MARKET**

**DO NOT  
DISTURB TENANT**



**148 WEST COLORADO**

  
**HURST/HARRIGAN  
ASSOCIATES**



PASADENA  
ALWAYS ONE  
OF THE BEST



The *New York Times* lists Pasadena as a “Must Travel Destination in 2024.” The *Times* lauded Pasadena’s natural beauty, as well as hot new restaurants among reasons our great city is a top destination.

*Outside Magazine* named Pasadena “one of the best cities in which to live in the United States.”

*Sunset, Travel + Leisure, Food & Wine* and *National Geographic* feature Pasadena as a “highly desirable destination for shopping, entertainment and cultural amenities.”

“The area is home to Cal Tech - the #2 ranked university in the World University Rankings.”

## PASADENA IS A SCIENCE CITY



### PASADENA IS HOME TO OVER 300 SCIENCE AND TECH COMPANIES

**Caltech** - World-renowned science and engineering institute with some of the brightest minds on the planet including 46 Nobel Prize winners.

**JPL/NASA** - Managed by Caltech  
Seismological Laboratory

Global network of observatories

**LIGO** - Finding black holes

### A hub for the bioscience industry

Alexandria

Idealab

Innovate Pasadena

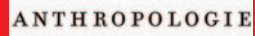
Pasadena BIO Incubator

Biocom California

Pasadena City College

ArtCenter College of Design

THE HEART OF OLD PASADENA



148 WEST COLORADO AERIAL



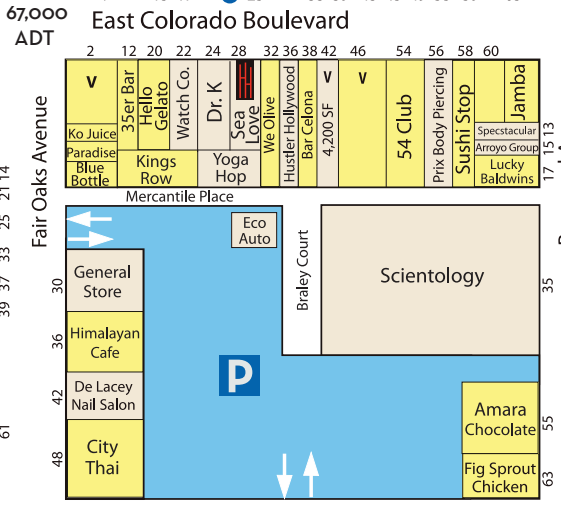
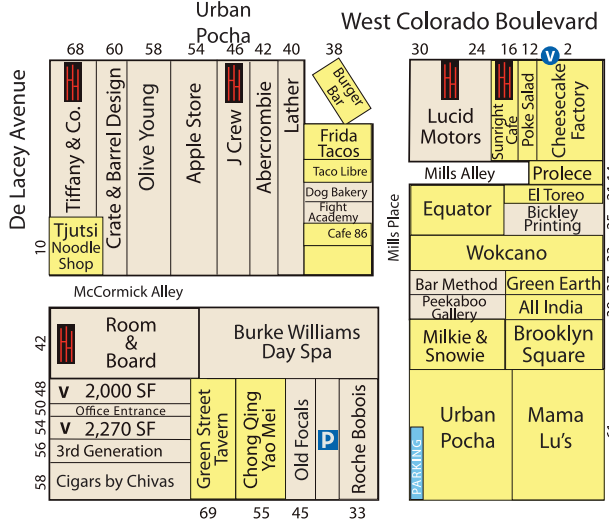
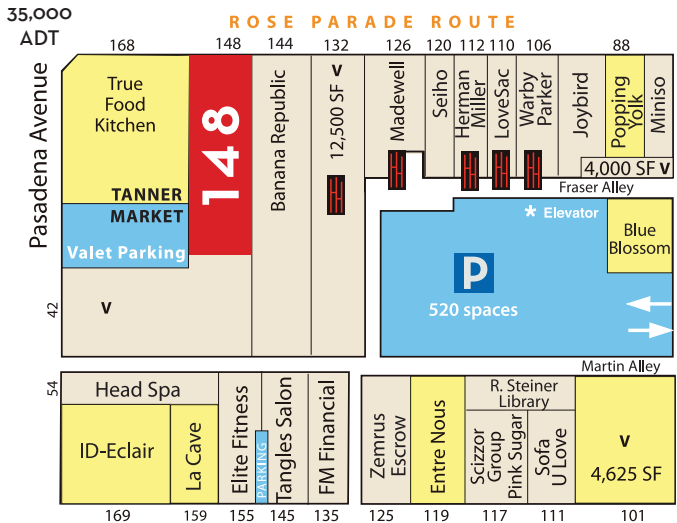
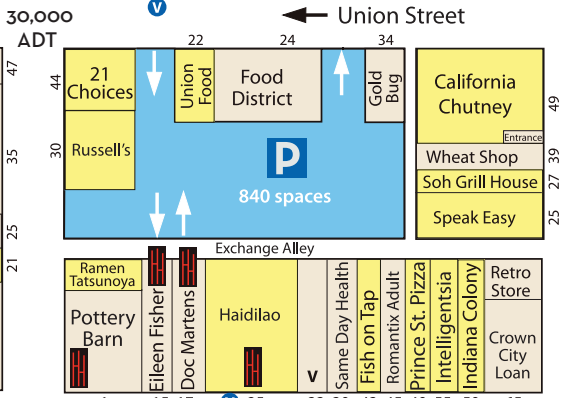
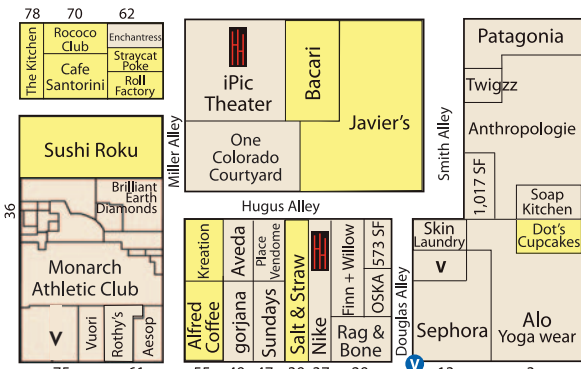
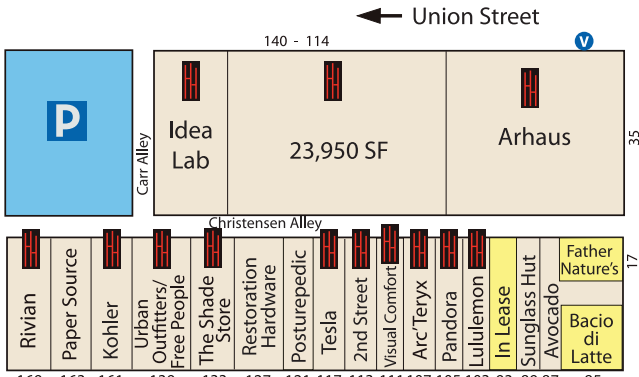
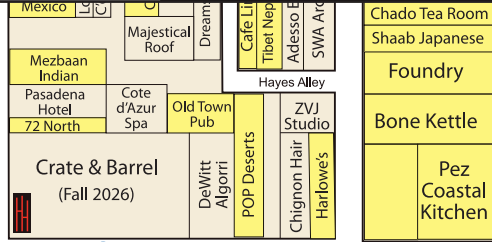
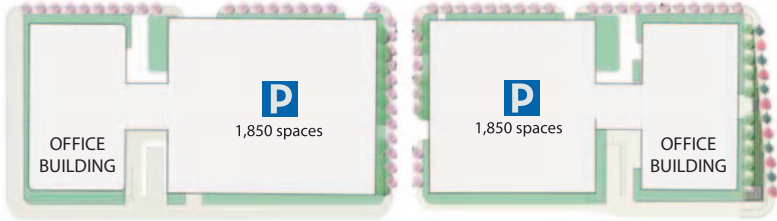
Adjacent to major parking structures throughout Old Pasadena... and... to the biggest names in retail.

Featuring a 97 out of 100 Walk Score  
- Walker's Paradise -

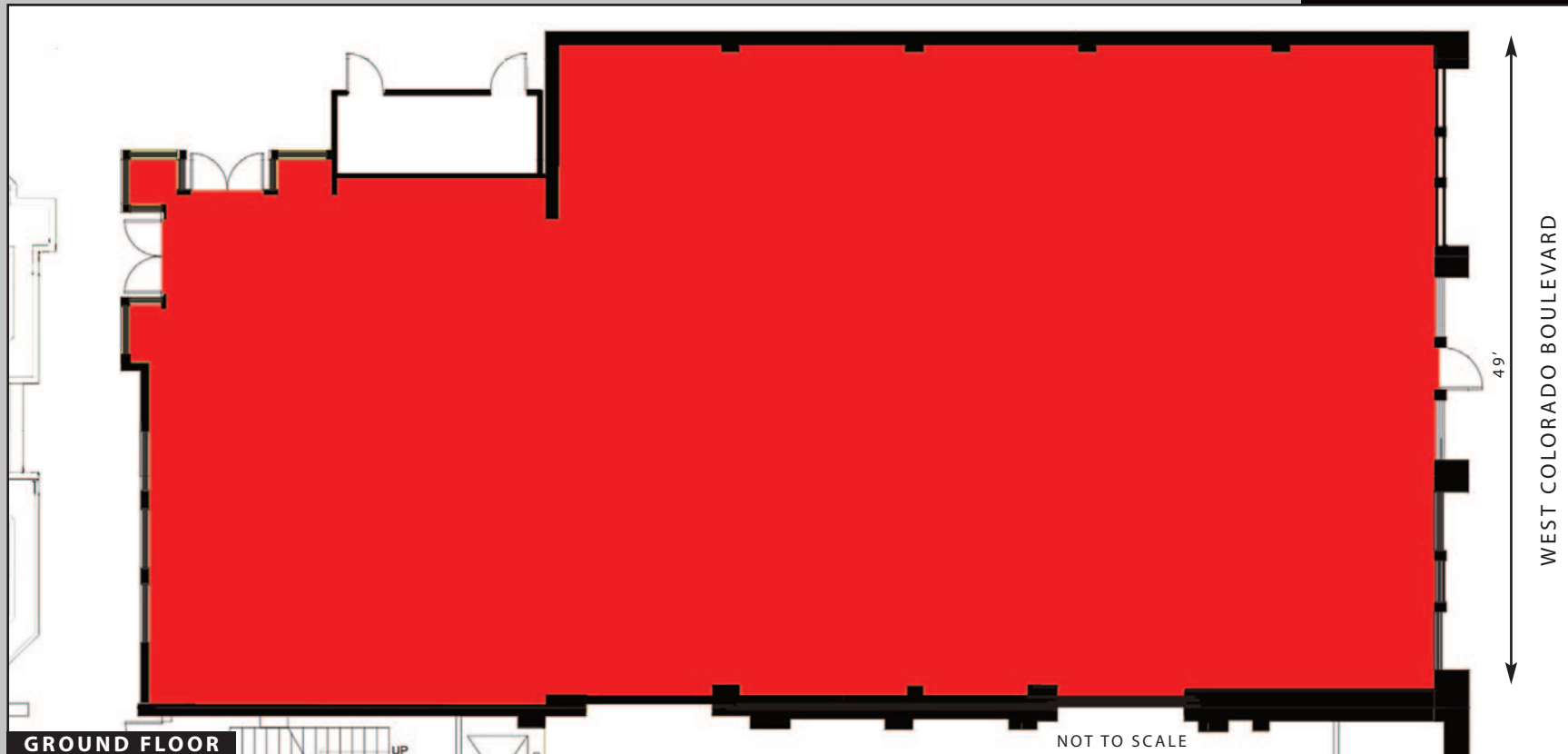
Traffic count of 35,000 cars per day\*

Pasadena is the 20th most prosperous city in the U.S.  
- RentCafe -

# COLORADO BOULEVARD - LOCAL RETAIL MAP



148 WESTCOLORADO - FLOOR PLAN





PASADENA  
HAS STRONG  
PSYCHO-  
GRAPHICS

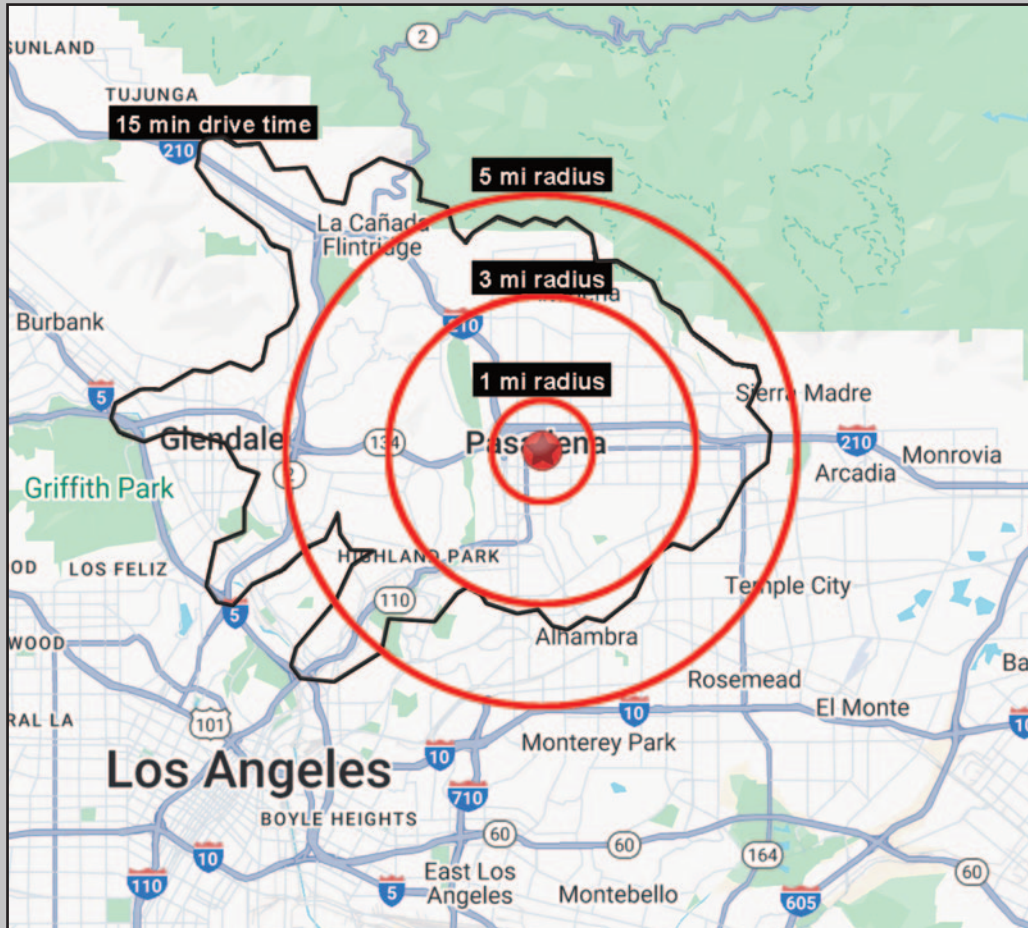


Pasadena supports some of the strongest psychographic profiles in the nation. In addition to being well educated, well employed, well informed, well established and very ambitious, Pasadena consumers seek out quality high end products and experiences.

Shoppers in Pasadena are:

- 244% more likely to buy luxury or foreign vehicles
- 214% more likely to use luxury beauty products
- Diners are 136% more likely to prefer gourmet, artful food

## PASADENA DEMOGRAPHICS

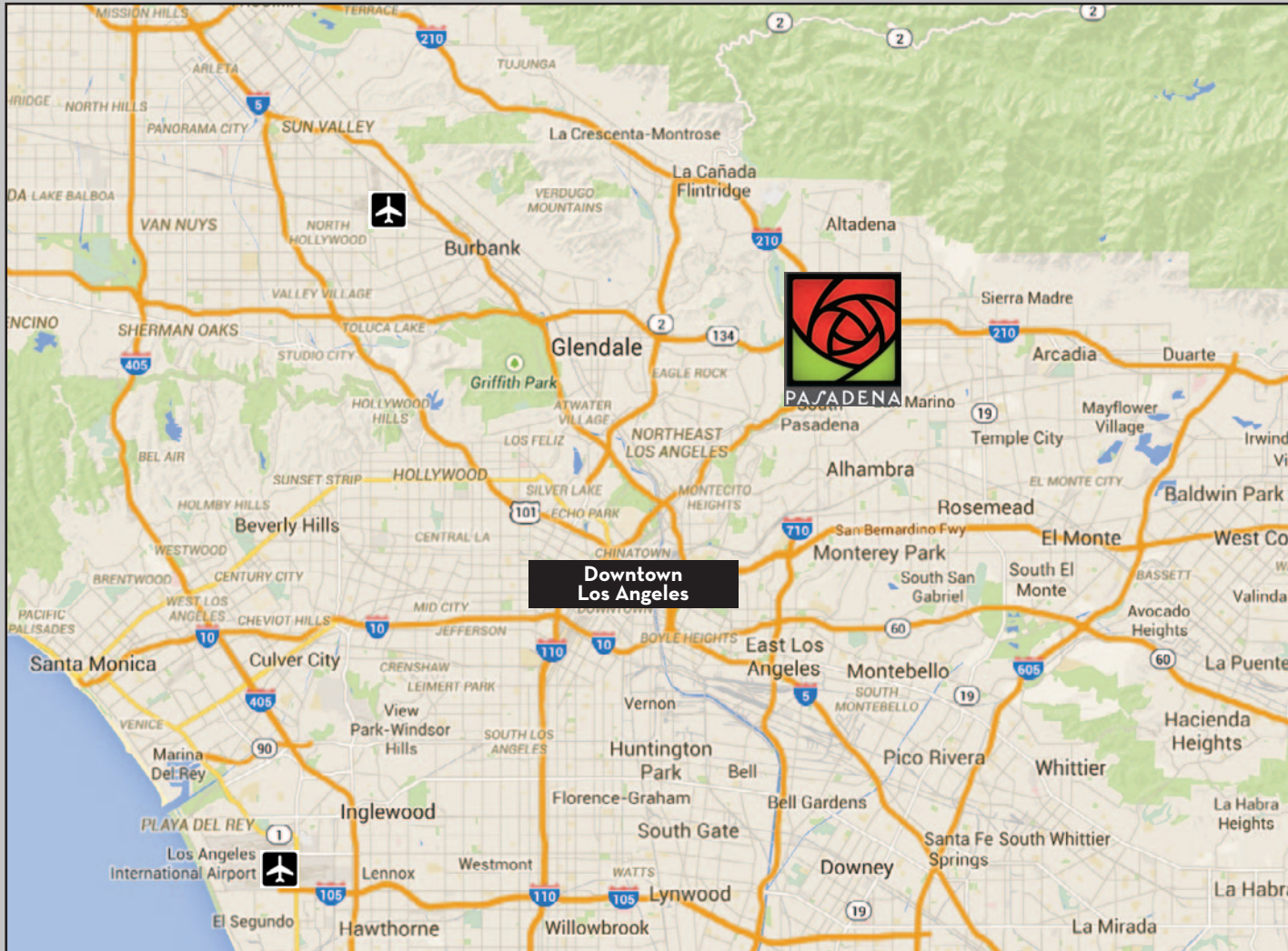


## 148 West Colorado DEMOGRAPHIC SUMMARY

	5 Miles	15 Minutes
<b>POPULATION</b>		
2025 Estimated Population	499,521	490,722
2030 Projected Population	477,137	467,532
2020 Census Population	512,809	504,027
2010 Census Population	507,795	496,535
<b>HOUSEHOLDS</b>		
2025 Estimated Households	188,988	196,235
2030 Projected Households	185,258	187,126
2020 Census Households	189,365	191,934
2010 Census Households	183,054	183,788
<b>HOUSEHOLD INCOME</b>		
2030 Projected Average HH Income	\$161,451	\$164,822
2025 Estimated Median HH Income	\$163,596	\$166,983
2030 Projected Per Capita Income	\$62,907	\$66,162
Any College + (Grade 13+)	70.0%	73.7%
Housing Units, Owner-Occupied	48.7%	46.3%

Source: Sites USA

## PASADENA - REGIONAL MAP



Pasadena is located just ten miles northeast of downtown Los Angeles at the base of the San Gabriel Foothills and is easily accessible via auto and the Metro's Gold Line light rail transit system. Pasadena is serviced by two airports located within 25 miles of the city.

## THE BUILDING



148 West Colorado is a blank canvas. It can be whatever you want it to be. It's located in the center of Old Pasadena... one of the greatest shopping and dining areas in the country. And don't forget the Rose Parade happens in front of the building.

148 West Colorado is 5,629 square feet of possibilities.



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