

ONE
COLORADO

OLD PASADENA
CALIFORNIA

Owned and managed by
Perform Properties

Jessica Bruner
jess@bondrp.com
301.466.7149

Matt Moser
mmoser@retailinsite.net
858.523.2096

Chris Hodgman
chodgman@retailinsite.net
949.284.0223

ONE
COLORADO



A NEW PERSPECTIVE
IN OLD PASADENA.

A DESTINATION RICH IN HISTORY AND READY FOR WHAT'S NEXT.

With 4 unique parcels and ~230,000 SF of elevated retail, trending restaurant,
and office space surrounding an idyllic and recently reimagined courtyard destination,
One Colorado is becoming the center of it all in this best-in-class retail journey.

THEN.



NWQ COLORADO ST +
FAIR OAKS BLVD, CIRCA 1890

NOW.





A ONE-OF-A-KIND
RETAIL EXPERIENCE
WITH ATTENTION
TO EVERY DETAIL.





OLD PASADENA
CALIFORNIA

OFFICE/DAYTIME

8,555,726 SF Total

1,410,000 SF Walking distance
in Old Pasadena

HOTELS

8 Luxury resorts/modern hotels

2,100 Rooms total

RESIDENTIAL

\$1.5M average home values
adjacent to One Colorado

ROSE BOWL PARADE

800,000 PEOPLE per year at the parade

\$245M Rose Bowl Game economic impact
on Pasadena (2024)

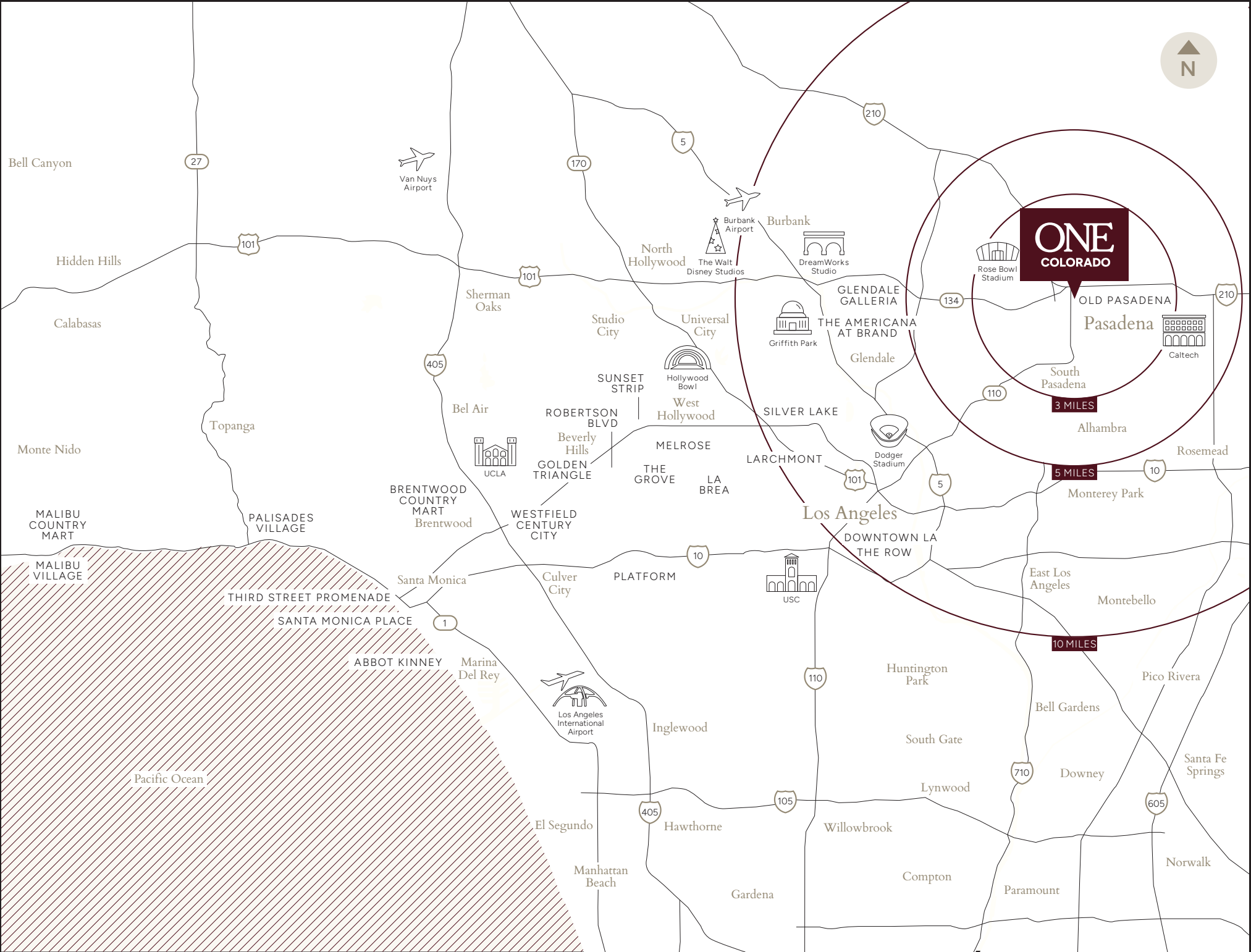
UNIVERSITIES

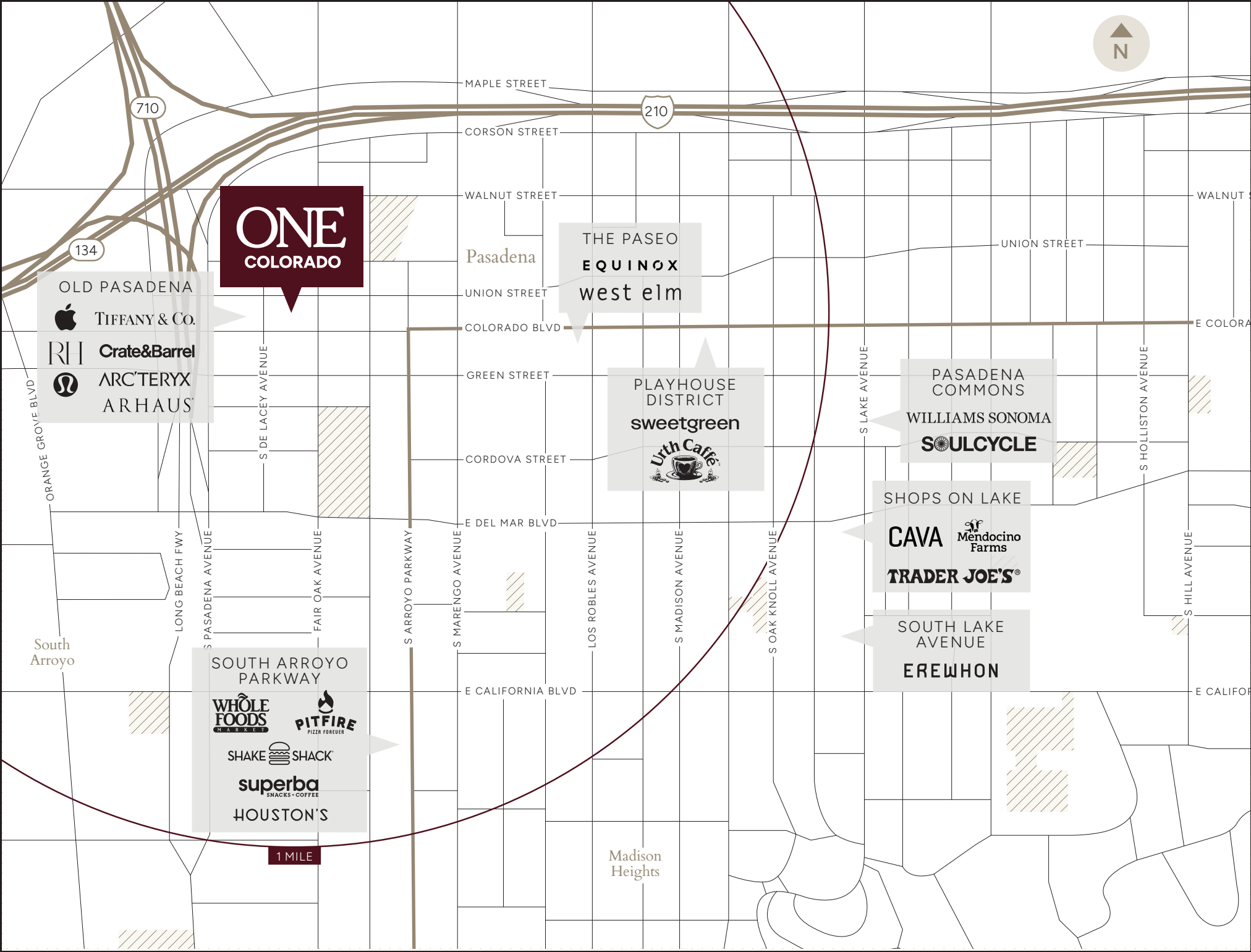
CAL TECH and four other colleges
located in Pasadena

26,285 total students

	3 MILES	5 MILES	10 MILES
TOTAL POPULATION	192,500	507,900	2M
AVERAGE HH INCOME	\$162,100	\$151,900	\$120,100
TOTAL HOUSEHOLDS	77,500	191,100	705,500
AVERAGE HOME VALUE	\$1.5M	\$1.4M	\$1.1M
DAYTIME POPULATION	276,300	564,300	2.2M
MEDIAN AGE	43	44	41

Data Sources: Placer.ai | RetailStat | Dec’23 – Nov’24





A CENTER ON CENTER LOCATION.

ONE
COLORADO

3
LEVELS

40+
RETAILERS

~230K
TOTAL SF
(RETAIL & OFFICE)

745
SPACE PARKING
STRUCTURE

1.7M

people in the primary trade area
with **42%** of households making
over **\$100,000** per year

125K

daytime employees within
five minutes

1.2M SF

Parson's development with creative
office & **400 residential units**
being built is adjacent to site

41.6%

of the population in the immediate
trade area has earned a Bachelor's
degree or higher

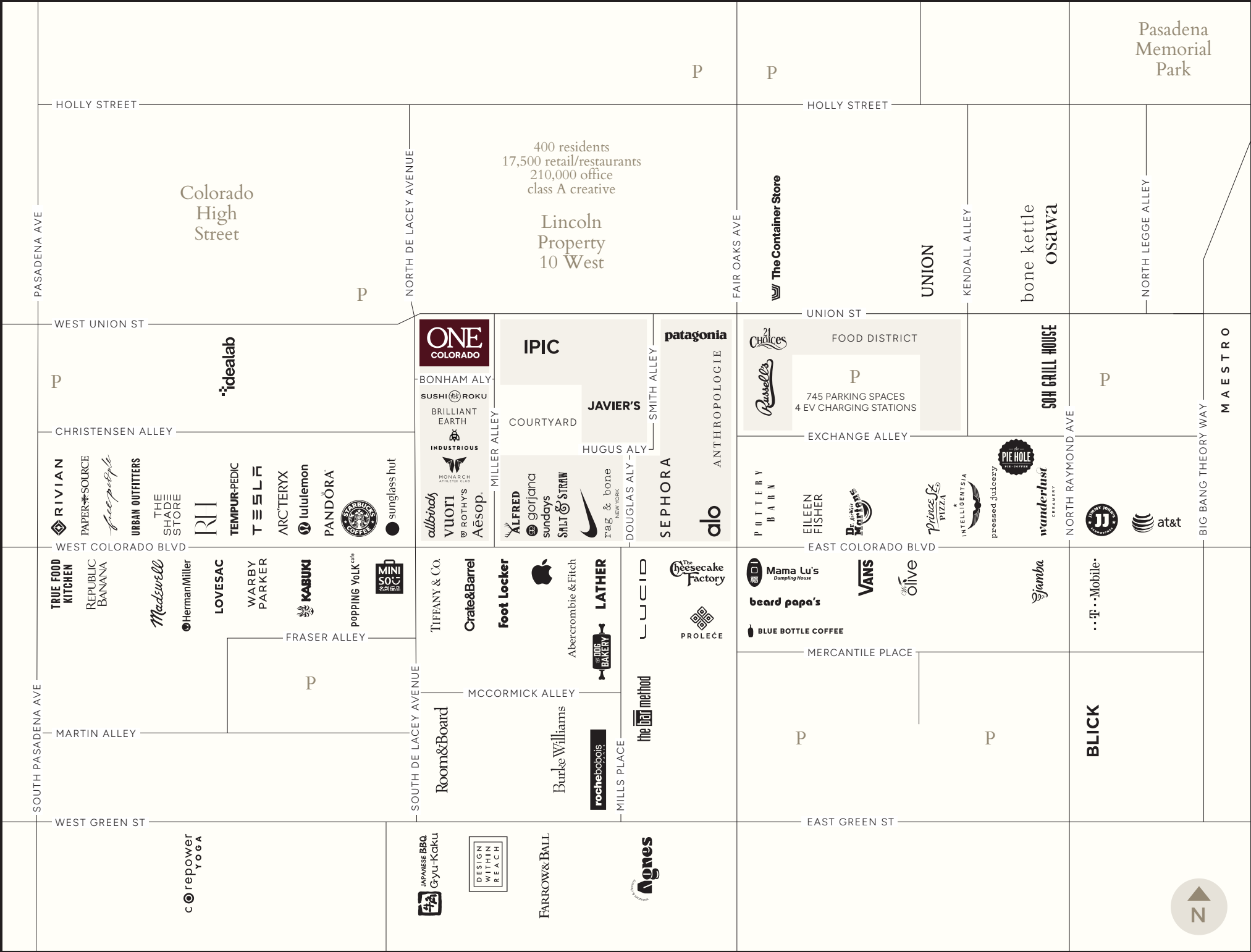
30+

events planned with approximately
20,895 guests over the course
of a year

3.5M

visitors arrive in Pasadena
annually, generating
\$700M visitor spending

Data Sources: Placer.ai | RetailStat | Dec'23 - Nov'24



BECOME PART OF THE STORY.

Aēsop

alo

gorjana

Javier's

rag & bone
NEW YORK

SALT & STRAW

sundays

ALFRED

anthropologie

INDUSTRIOUS

MONARCH
ATHLETIC CLUB
COMING SOON

patagonia

SEPHORA

topdrawer

allbirds

BRILLIANT
EARTH

IPIC

NIKE
BY PASADENA

ROTHY'S

SOCKERBIT
Est. 2010
COMING SOON

vuor1



ALLBIRDS | VUORI | AESOP



ANTHROPOLOGIE | PATAGONIA



SALT & STRAW



GORJANA

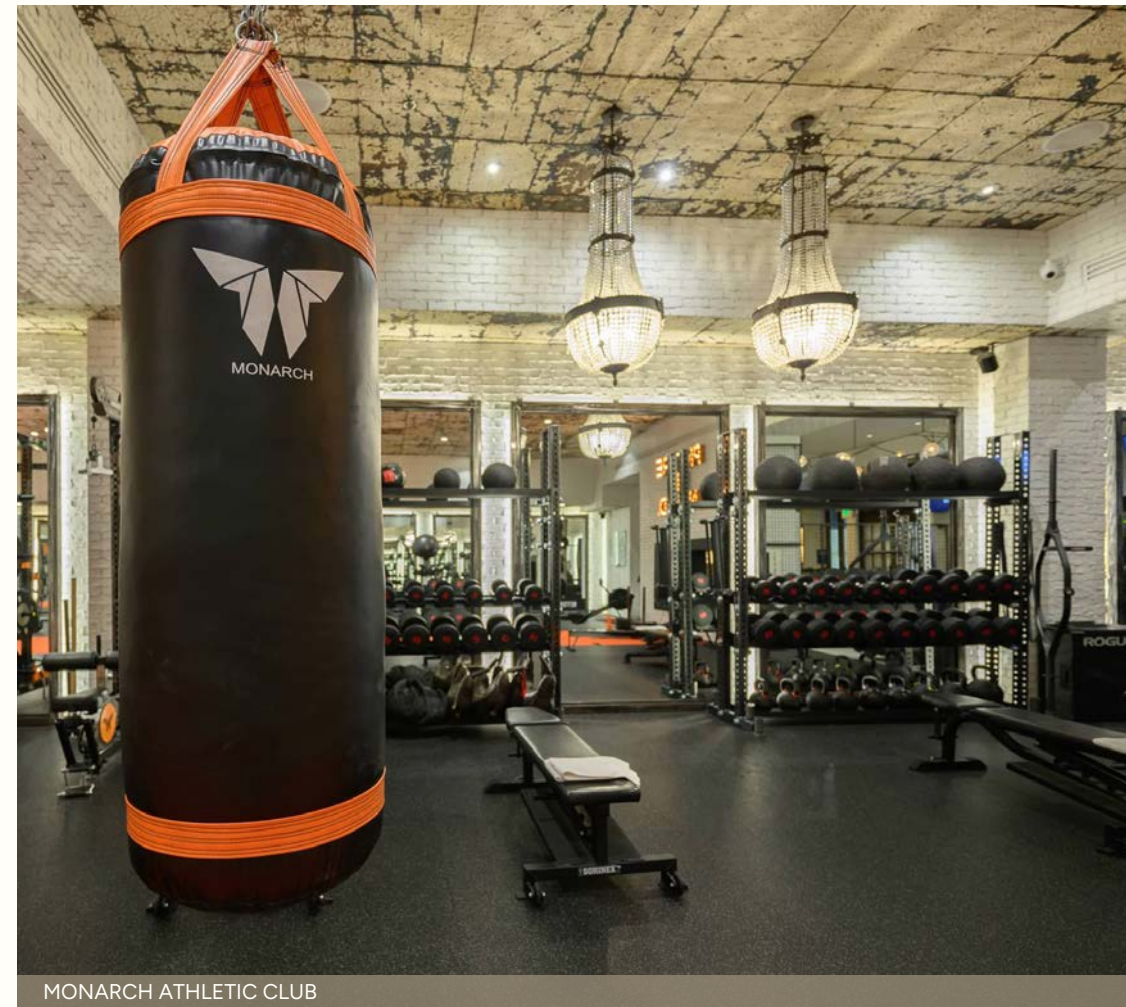


NIKE | rag&bone | iPIC Theaters | SEPHORA



SKIN LAUNDRY

CURATING NEW
PARTNERSHIPS
WITH INSPIRING
BRANDS AND
EXPERIENCES.



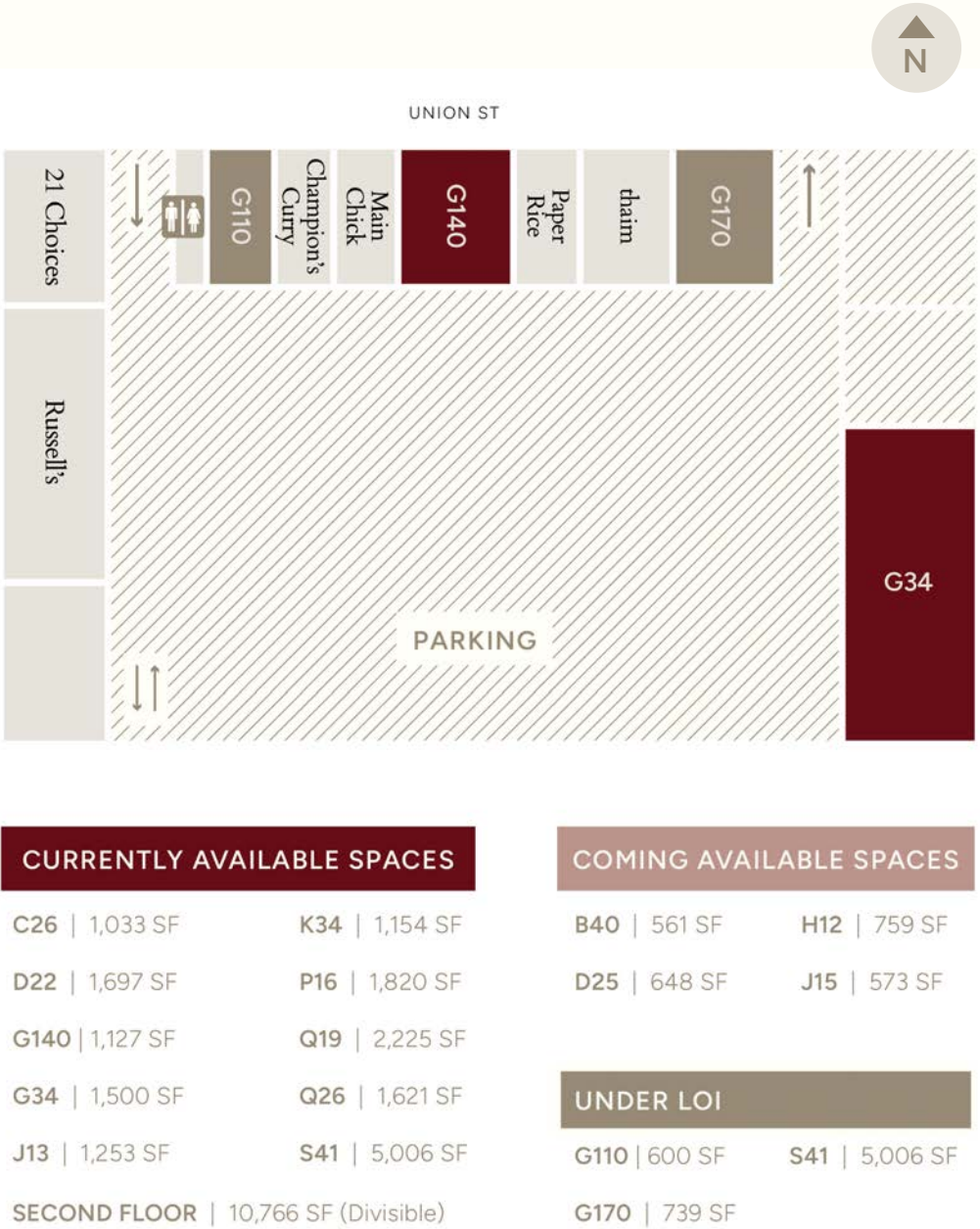
MONARCH ATHLETIC CLUB



JAVIER'S

WITH SOUGHT-AFTER
RETAILERS THAT
MAKE THIS A DESTINATION
WORTH CONSIDERING.

ONE COLORADO IS RIGHT WHERE YOU BELONG.



THE COURTYARD.



AN INSPIRING VISION
BROUGHT TO LIFE.

THE COURTYARD

STAY ALL DAY
FOR ONE MORE
MOMENT
WORTH MAKING.