

RETAIL SPACES
FOR LEASE

177

COLORADO
PASADENA



CBRE



PLAZA LEVEL STOREFRONT



Make Your Mark at 177 East Colorado

And join a prestigious group of companies that have chosen the building's progressive workspaces to grow their businesses. A dramatic transformation of the indoor-outdoor lobby is underway, focusing on modern finishes and technology integrations that will engage tenants and visitors. Located along the legendary Rose Parade, tenants can enjoy being within walking distance of 300+ restaurants and retail amenities. 177 East Colorado offers the ideal live/work balance sought-after by today's leading companies.

Perfect for Atelier and Showroom

Great for other retail, restaurant, and fitness uses. Join Mi Piacce Italian Kitchen (coming soon), Fleming's Steakhouse, Fogo De Chao, Panini Kabob Grill, The Paseo Mall – great onsite and neighboring retail in Colorado Boulevard. Also adjacent to Old Pasadena, which includes iconic retail brands that attract millions of visitors per year.



Recently renovated lobby with modern finishes and retractable glass wall



Adjacent multi-level parking structure with EV charging stations, valet parking and car detailing services available



One block from the Memorial Park Metro Gold Line station



On-site amenities including Hot 8 Yoga, Flemings Steakhouse & Citibank



Class A office building consisting of 315,410 SF



Located on historic Rose Parade route



Energy Star Rated and LEED Gold Certified

Plaza Level



Suite G040

±22,989 RSF

Invite your guests for a special shopping day or host a private showroom event. Set up your atelier away from the street noise and enjoy the outdoor patio for designer inspiration.

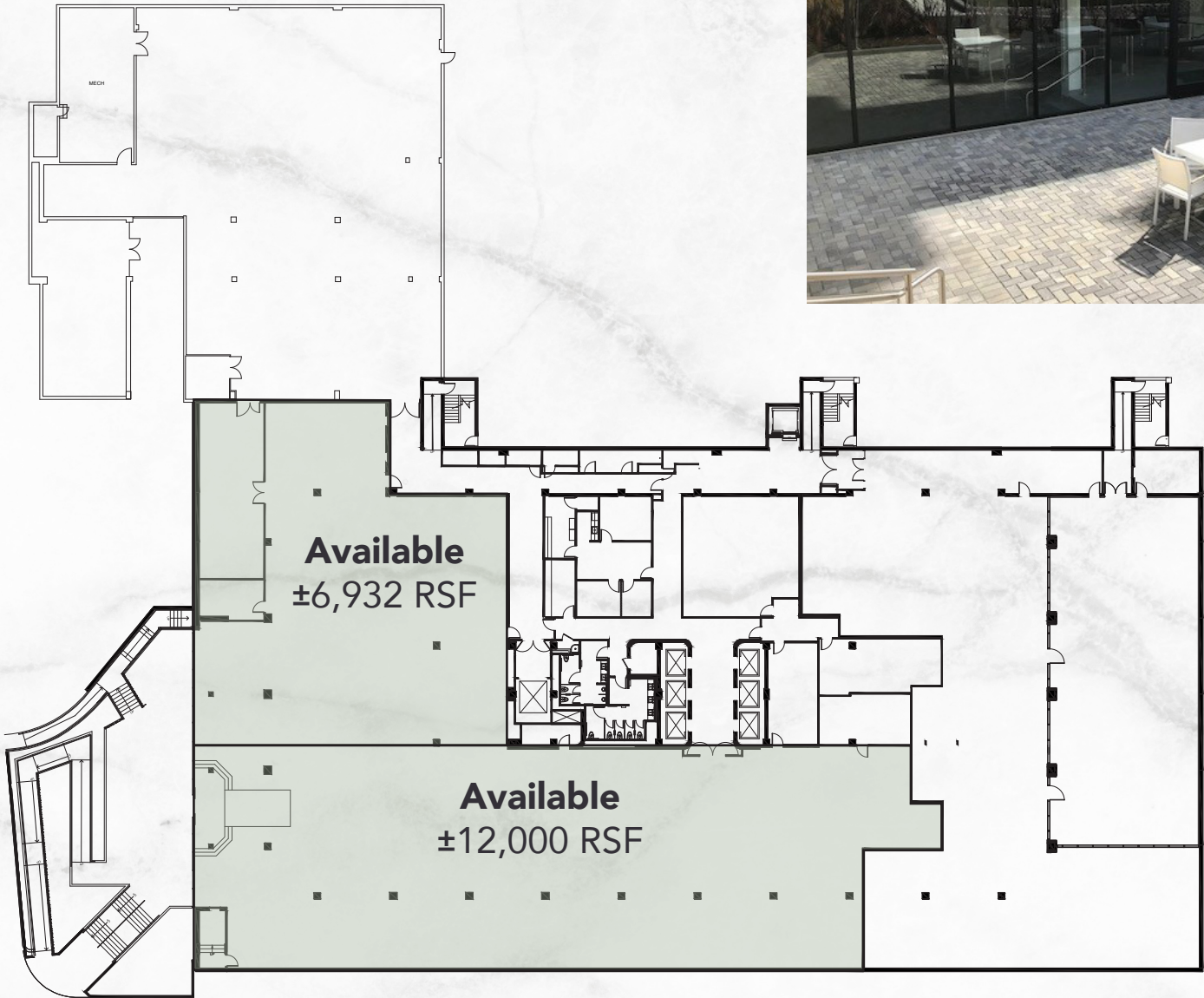
PLAZA LEVEL STOREFRONT



Plaza Level

G040

±22,989 SF



Lobby Level



Vibrant Downtown Pasadena



Dominant Tapestry Segment

3B

Metro
Renters

50.8%
Households in study area

Young, mobile, educated, or still in school, we live alone or with a roommate in rented apartments or condos in the center of the city. Long hours and hard work don't deter us; we're willing to take risks to get to the top of our professions. Most of our income goes for rent, fashions, and the latest technology; we use our cell phones and computers every day for news, entertainment, shopping, and social media. We live close to our jobs so we can either walk to work or take a cab. We buy groceries at Whole Foods and Trader Joe's and shop for clothes at Banana Republic, Nordstrom, and Gap. We practice yoga, go skiing, and attend Pilates sessions.



Dominant Life Mode Group

3

Uptown Individuals

Younger, urban singles on the move.

Dominant Urbanization Group

1

Principal Urban Center

Young, mobile, diverse in metros of
2.5 + million people.

Vibrant Downtown Pasadena

Other Top Segments

13B

International
Marketplace

11.2%

Households In Study Area

We live in culturally diverse, densely populated, urban and suburban neighborhoods in New York, New Jersey, or California. Most of us are young, Hispanic families, some with children. We rent apartments in older buildings. Many of us are foreign-born. We're hard workers; however, most of us have only a high school education and language difficulties can impede our advancement in the workplace. The city dwellers walk, bike, or take public transportation to white-collar or service jobs. We spend money on our families, so we have no extra funds for investing or saving for retirement. We go online to visit Spanish language websites, chat rooms, and social media sites, play games, and watch movies. We listen to Hispanic music and watch programs on Spanish TV networks. For family fun, we visit theme parks, go to the beach, play soccer, and eat fast food.



3A

Laptops
and Lattes

8.9%

Households in study area

We're affluent, well-educated singles and partner couples who love life in the big city and hold professional positions in business, finance, legal, computer, and entertainment. Most of us don't own a home or a vehicle; we rent apartments close to amenities, and either work from home or walk, bike, and take public transportation to get around. We're cultivating our nest-eggs instead of feathering our nests, investing in mutual funds and contributing to our retirement plans. Physical fitness is a priority, so we exercise regularly, pay attention to nutrition, and buy organic food at high-end grocers. Regular expenses include nice clothes, traveling, and treating ourselves to lattes at Starbucks or treatments at spas. Laptops, cell phones, and iPads are always on so we can stay connected. Leisure time is filled with visiting art galleries and museums; attending the theater, opera, and rock concerts; reading books and newspapers electronically; and going to bars and clubs.



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