



ONE

Aēsop.

ALFRED

allbirds

alo

ANTHROPOLOGIE

BRILLIANT EARTH®

gorjana

Javier's
COMING SOON

INDUSTRIOUS

NIKE
BY PASADENA

IPIC
THEATERS

PARACHUTE

patagonia

ROTHY'S

topdrawer

SALT & STRAW

SEPHORA

VUOR1

BYE

THE PROJECT.

ONE COLORADO

is one of LA's iconic retail + office projects, located in Old Pasadena. One Colorado is home to over 40 stores over 3 levels with a total GLA of 243,252 square feet and a 745-space parking structure.



// A RARE OPPORTUNITY



THEN.

// NWQ COLORADO ST +
FAIR OAKS BLVD, CIRCA 1890

PASADENA

A TOWN WITH RICH HISTORY

// NWQ COLORADO ST +
FAIR OAKS BLVD

NOW.





ONE

AREA STATISTICS



THE LOCATION.

// OLD PASADENA, CA

Rose Bowl Parade:

- » 800,000 people per year at the parade
- » Rose Bowl Stadium Projected operating revenues are \$33.7M (2022)

Office/Daytime:

- » Total: 8,555,726 SF
- » Old Pasadena (walking distance): 1,410,000 SF

Hotels:

- » 8 luxury resorts/modern hotels
- » 2,100 rooms total

Universities:

- » Cal Tech and 4 other colleges located in Pasadena
- » Total students: 26,285

Residential:

- » 400 new apartments recently completed adjacent to One Colorado



ONE COLORADO

OLD PASADENA, CALIFORNIA

AREA DEMOGRAPHICS



	5 MINUTES	10 MINUTES	15 MINUTES
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Total Population	68,900	401,600	952,900
Average Household Income	\$126,000	\$136,000	\$130,000
Total Households	30,000	151,100	344,300
Daytime Population	124,000	473,200	1,000,000
Median Age	36.9	38.9	38.5

1.5M

people in the primary trade area with **554,434** households making over **\$82,883** per year

39%

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

124K+

daytime employees within five minutes

30+

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

1.2M SF

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

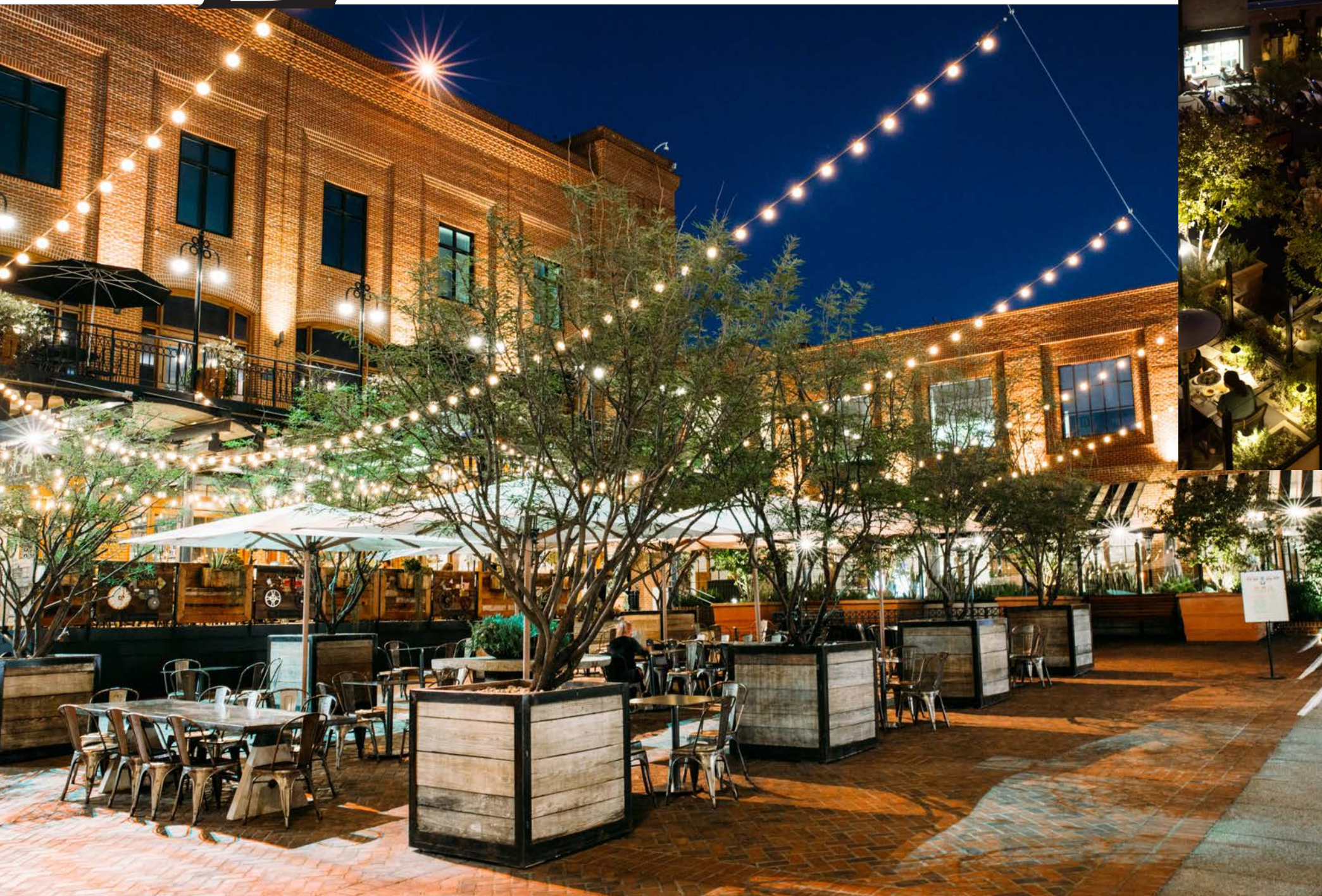
More than **17%**

of households within a ten-minute drive time represent "America's Wealthiest" with incomes well above the national average

DE

BRANDING THROUGH REAL ESTATE.

RI



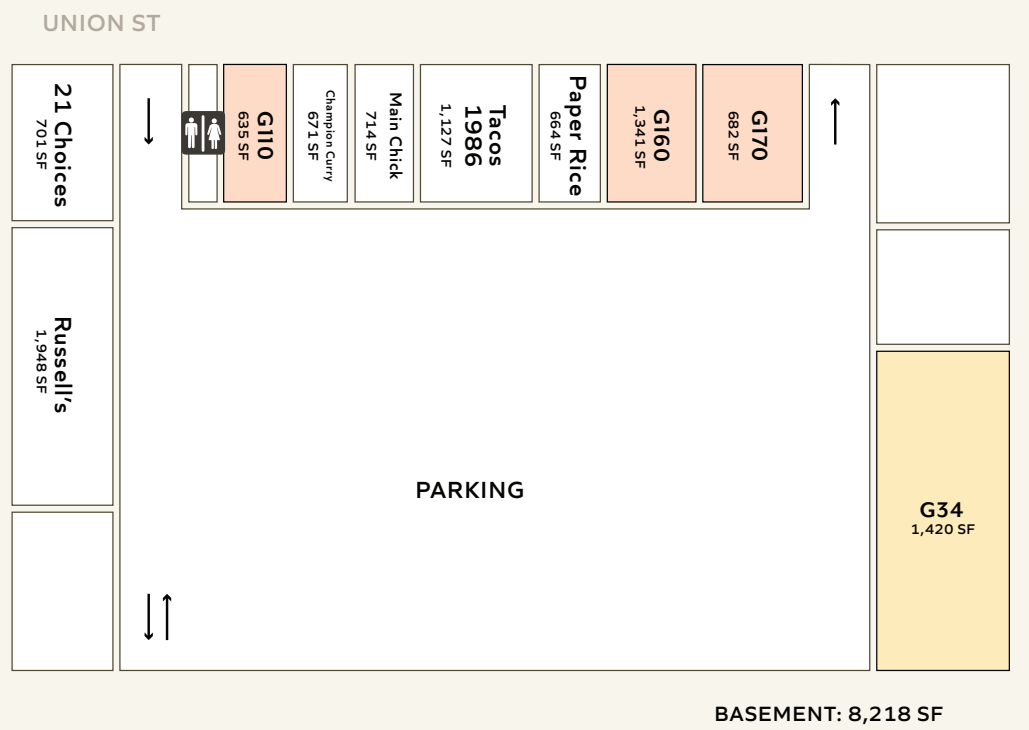
ONE
COLORADO



DIRECTORY



FAIR OAKS AVE



AVAILABLE SPACES

RETAIL:		RESTAURANT:	
C26 1,017 SF	K34 1,112 SF	D21 700 SF	G110 635 SF
D22 1,612 SF	M47 1,286 SF	G160 1,341 SF	G170 682 SF
D25 648 SF	M48 1,647 SF	P16 1,294 SF	
G34 1,420 SF	Q19 1,800 SF		
H12 759 SF	Q26 1,500 SF		
J13 1,287 SF	BASEMENT 8,218 SF		
J15 573 SF			
SECOND FLOOR 8,909 SF (Divisible)			

// PROPERTY SITE PLAN



RI RETAIL INSITE

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Owned and managed by

