







ONE

Aēsop.

ALFRED

allbirds

alo

ANTHROPOLOGIE

BRILLIANT EARTH®

gorjana

Javier's  
COMING SOON

INDUSTRIOUS

NIKE  
BY PASADENA

IPIC  
THEATERS

PARACHUTE

patagonia

ROTHY'S

topdrawer  
COMING SOON

SALT & STRAW

SEPHORA

VUORI



# 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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<b>Total Population</b>	41,098	282,272	809,479
<b>Average Household Income</b>	\$125,904	\$145,618	\$135,542
<b>Total Households</b>	18,723	112,406	311,772
<b>Daytime Population</b>	98,811	346,720	894,222
<b>Median Age</b>	36.9	40.4	40.9

**1.5M**

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

**44%+**

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

**206K+**

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 **11%**

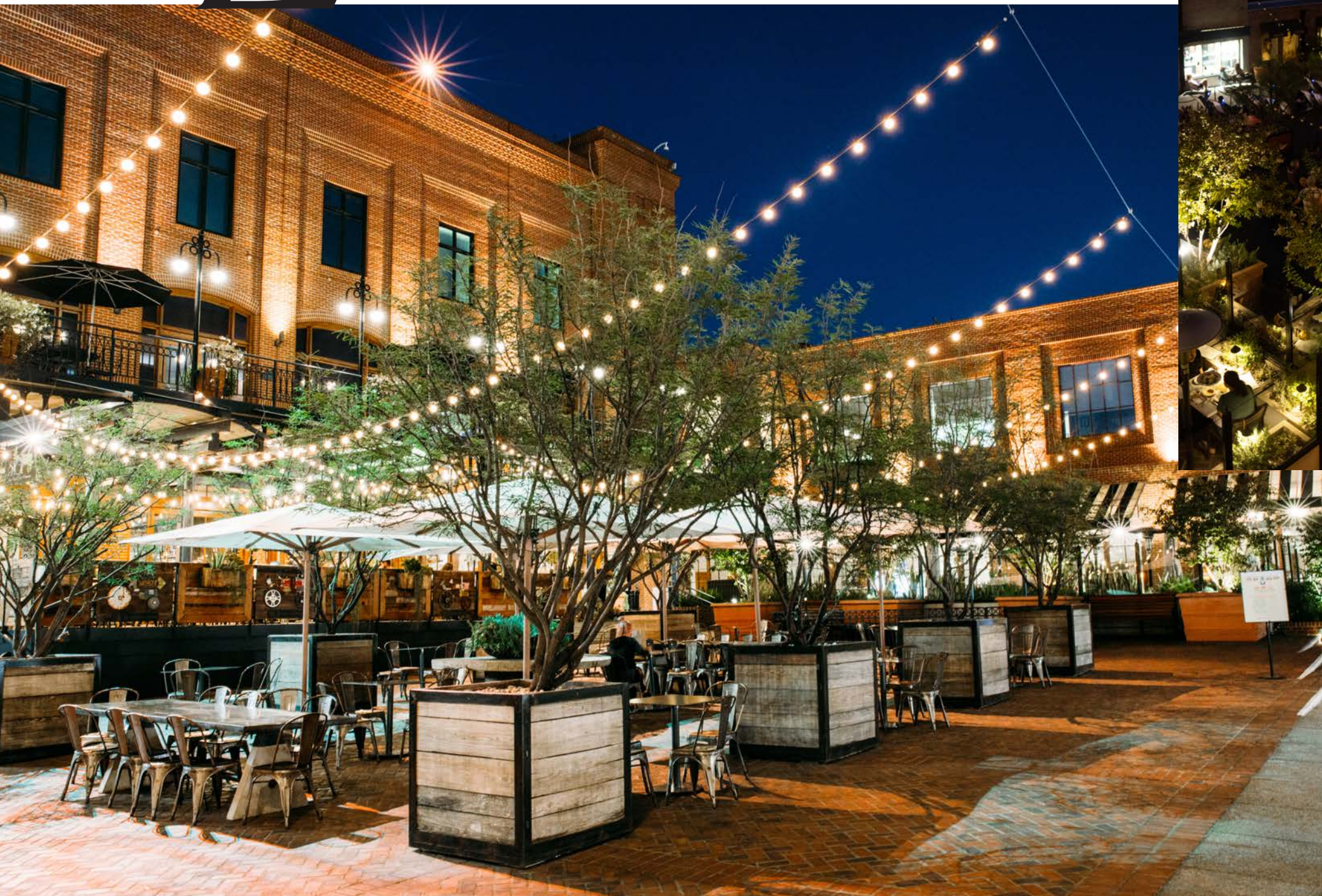
of households within a ten-minute drive time represent "America's Wealthiest" with incomes well above the national average



# DE

## BRANDING THROUGH REAL ESTATE.

RI

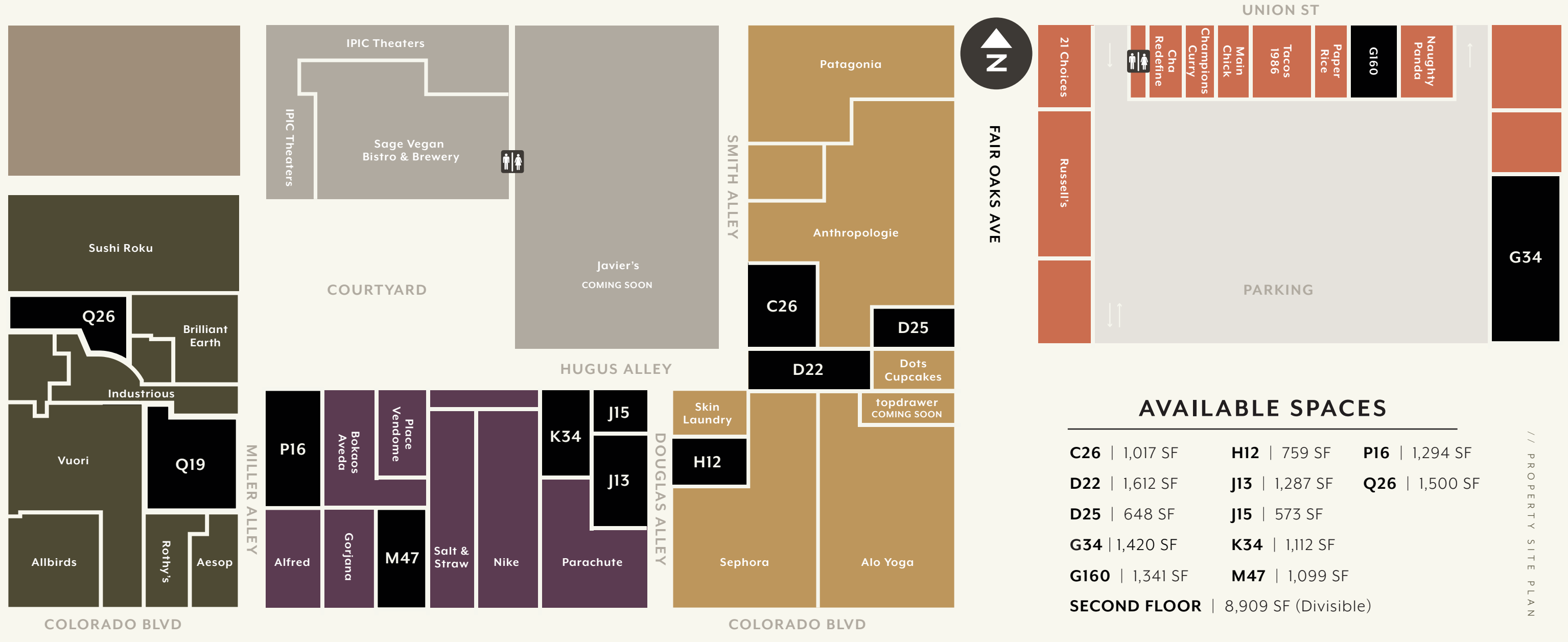


ONE  
COLORADO





# DIRECTORY



## AVAILABLE SPACES

<b>C26</b>   1,017 SF	<b>H12</b>   759 SF	<b>P16</b>   1,294 SF
<b>D22</b>   1,612 SF	<b>J13</b>   1,287 SF	<b>Q26</b>   1,500 SF
<b>D25</b>   648 SF	<b>J15</b>   573 SF	
<b>G34</b>   1,420 SF	<b>K34</b>   1,112 SF	
<b>G160</b>   1,341 SF	<b>M47</b>   1,099 SF	
<b>SECOND FLOOR</b>   8,909 SF (Divisible)		

// PROPERTY SITE PLAN





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Owned and managed by

