

# ONE COLORADO



A NEW PERSPECTIVE  
IN OLD PASADENA.

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

With 4 unique parcels and 233,576 SF of elevated retail, trending restaurant, and office space surrounding an idyllic – and soon-to-be 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.







# ONE COLORADO



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



# ONE COLORADO

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

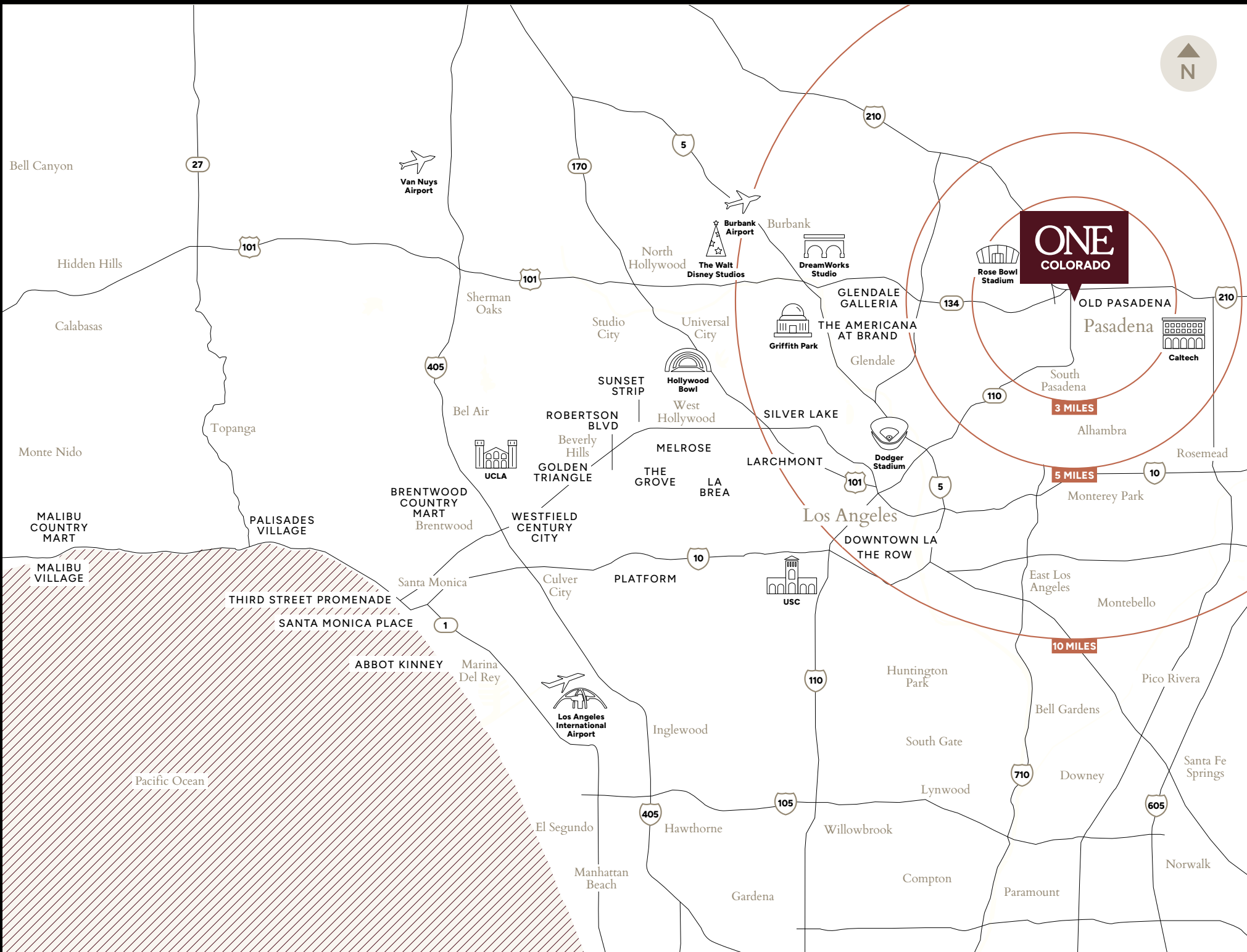
**800,000 PEOPLE** per year at the parade  
**\$245M** Rose Bowl Game economic impact  
on Pasadena (2024)

## UNIVERSITIES

**CAL TECH** and four other colleges  
located in Pasadena  
**26,285** total students

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

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







710

210

134

**ONE**  
COLORADO

THE PASEO  
west elm

PLAYHOUSE  
DISTRICT  
sweetgreen

PASADENA  
COMMONS  
WILLIAMS SONOMA  
**SOULCYCLE**

SHOPS ON LAKE  
**TRADER JOE'S®**

SOUTH LAKE  
AVENUE  
**EREWHON**  
**EQUINOX**

SOUTH ARROYO  
PARKWAY

**WHOLE**  
**FOODS**  
MARKET

**PITFIRE**  
PIZZA FOREVER

SHAKE  SHACK

**superba**  
SNACKS - COFFEE

HOUSTON'S

1 MILE

Madison  
Heights

MAPLE STREET

CORSON STREET

WALNUT STREET

Pasadena

UNION STREET

COLORADO BLVD

GREEN STREET

CORDOVA STREET

E DEL MAR BLVD

E CALIFORNIA BLVD

UNION STREET

WALNUT S

E COLORA

E CALIFOR

ORANGE GROVE BLVD

LONG BEACH FWY

S PASADENA AVENUE

S DE LACEY AVENUE

FAIR OAK AVENUE

S ARROYO PARKWAY

S MARENGO AVENUE

LOS ROBLES AVENUE

S MADISON AVENUE

S OAK KNOLL AVENUE

S LAKE AVENUE

S HOLLISTON AVENUE

S HILL AVENUE

OLD PASADENA

 TIFFANY & CO.

 **Crate&Barrel**

 ARC'TERYX

South  
Arroyo



# A CENTER ON CENTER LOCATION.

**ONE**  
COLORADO

**3**  
LEVELS

**40+**  
RETAILERS

**233,576**  
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%**

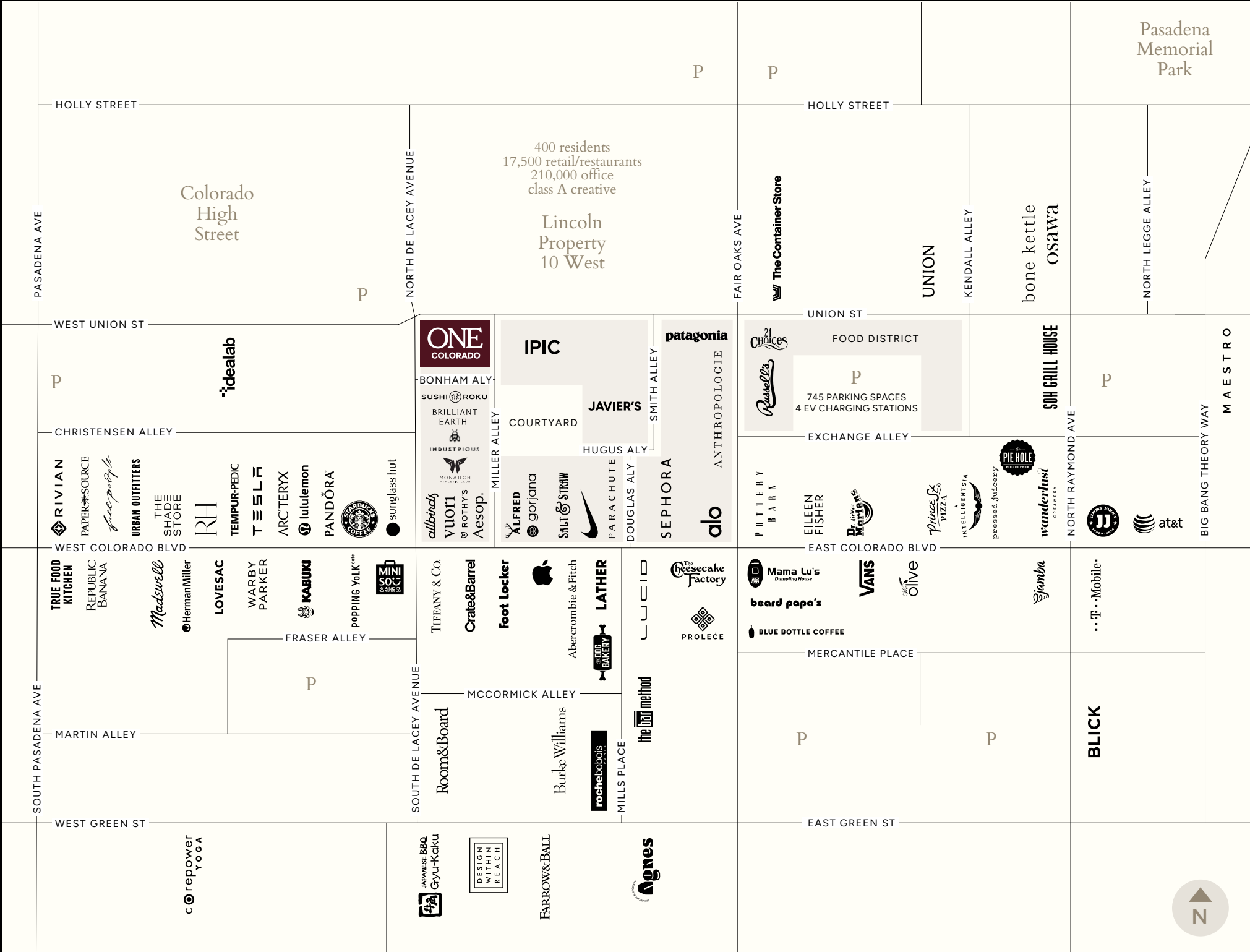
of the population in the immediate trade area has earned a Bachelor's degree or higher

**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**



400 residents  
17,500 retail/restaurants  
210,000 office  
class A creative

Lincoln  
Property  
10 West

Colorado  
High  
Street

Pasadena  
Memorial  
Park

FOOD DISTRICT

745 PARKING SPACES  
4 EV CHARGING STATIONS

at&t

BLICK







# BECOME PART OF THE STORY.

Aēsop.

 **ALFRED**

*allbirds*

alo

ANTHROPOLOGIE

BRILLIANT  
EARTH

 gorjana

  
INDUSTRIOUS

**IPIC**®

Javier's  
COMING SOON

  
MONARCH  
ATHLETIC CLUB  
COMING SOON

**NIKE**   
BY PASADENA

PARACHUTE

**patagonia**®

 ROTHY'S

SALT & STRAW

SEPHORA

topdrawer

vuori







ALLBIRDS | VUORI | AESOP



ANTHROPOLOGIE | PATAGONIA



SALT & STRAW



GORJANA



NIKE | PARACHUTE | SEPHORA

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



SKIN LAUNDRY



# CURATING FUTURE PARTNERSHIPS WITH INSPIRING BRANDS AND EXPERIENCES.



MONARCH ATHLETIC CLUB



JAVIER'S

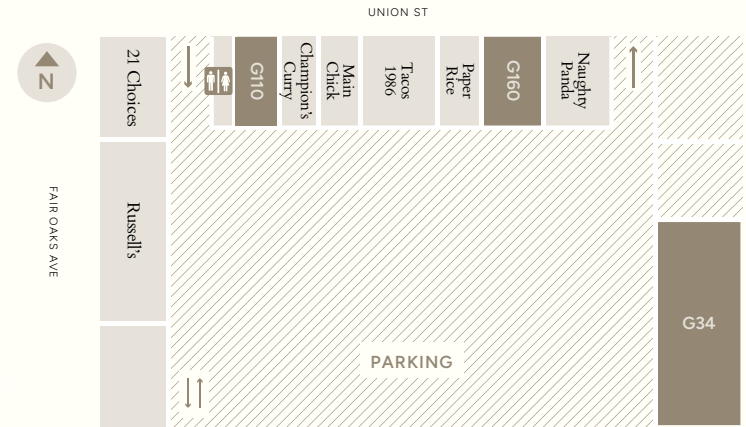
# ONE COLORADO IS RIGHT WHERE YOU BELONG.



COLORADO BLVD



COLORADO BLVD



## AVAILABLE SPACES

|                                     |                 |                |
|-------------------------------------|-----------------|----------------|
| C26   1,017 SF                      | G110   635 SF   | K34   1,112 SF |
| D21   700 SF                        | G160   1,341 SF | M47   1,099 SF |
| D22   1,612 SF                      | G34   1,420 SF  | P16   1,294 SF |
| SECOND FLOOR   8,909 SF (Divisible) |                 | Q26   1,500 SF |





# THE COURTYARD.



CONCEPTUAL RENDERING | SUBJECT TO CHANGE



STAY ALL DAY  
FOR ONE MORE  
MOMENT  
WORTH MAKING.



CONCEPTUAL RENDERING | SUBJECT TO CHANGE



# ONE COLORADO

OLD PASADENA  
CALIFORNIA

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