

ONE COLORADO



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 soon-to-be reimagined courtyard destination, One Colorado is becoming the center of it all in this best-in-class retail journey.

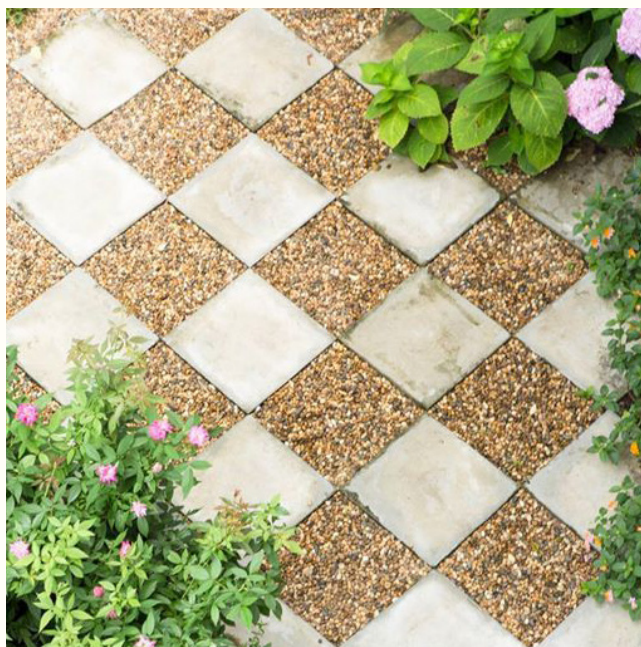
THEN.



NWQ COLORADO ST +
FAIR OAKS BLVD, CIRCA 1890

NOW.





ONE
COLORADO

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





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

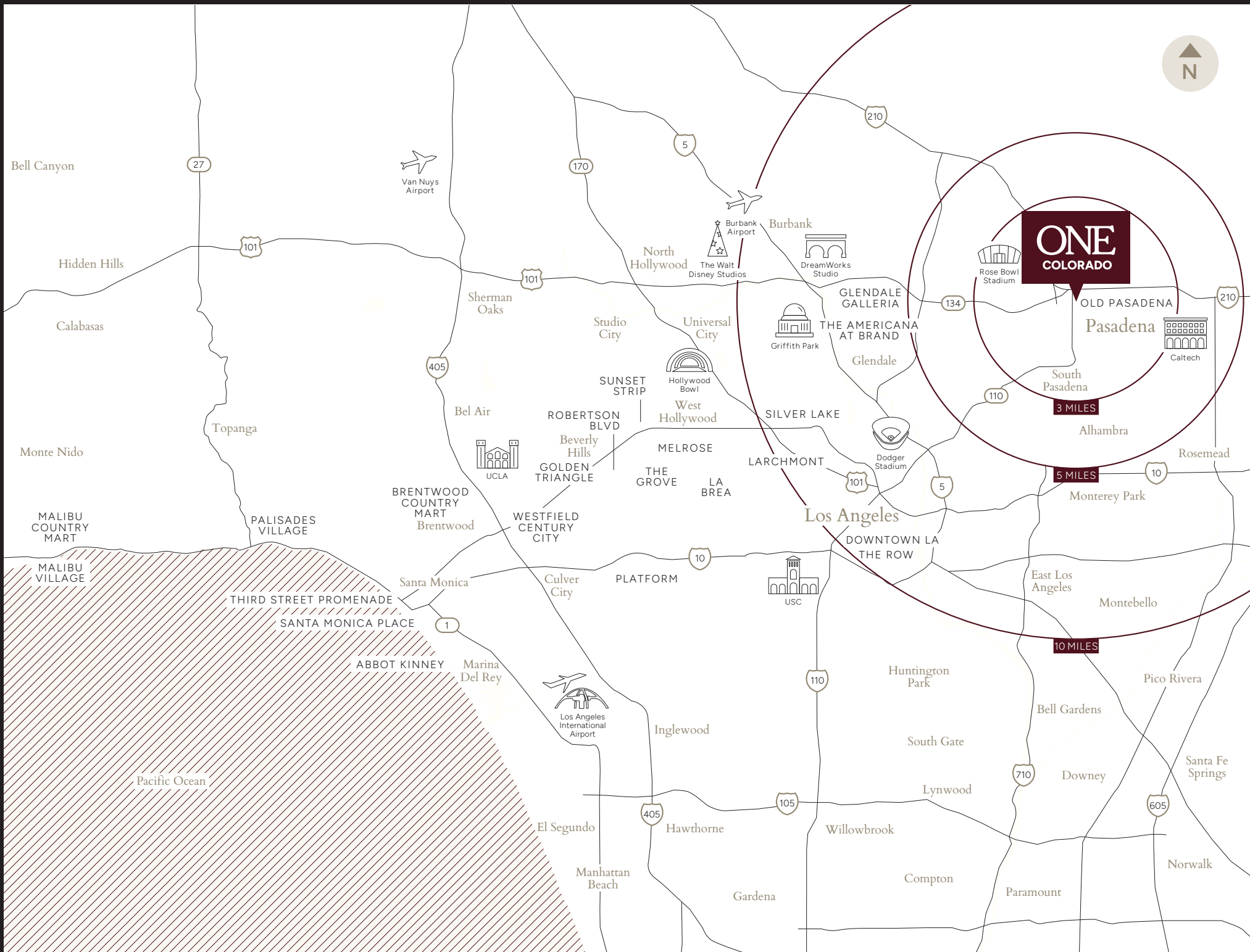
800,000 PEOPLE per year at the parade
\$245M Rose Bowl Game economic impact
on Pasadena (2024)

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





ONE
COLORADO

THE PASEO
EQUINOX
west elm

PLAYHOUSE
DISTRICT
sweetgreen



PASADENA
COMMONS
WILLIAMS SONOMA
SOULCYCLE

SHOPS ON LAKE
CAVA 
TRADER JOE'S®

SOUTH LAKE
AVENUE
EREWON

SOUTH ARROYO
PARKWAY



SHAKE SHACK

superba
SNACKS • COFFEE

HOUSTON'S

1 MILE

Madison
Heights

710

210

134

OLD PASADENA



TIFFANY & CO.



Crate&Barrel



ARC'TERYX

ARHAUS

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

S LAKE AVENUE

S HOLLISTON AVENUE

S HILL AVENUE

E CALIFOR

S ARROYO PARKWAY

S MARENGO AVENUE

LOS ROBLES AVENUE

S MADISON AVENUE

S OAK KNOLL AVENUE

ORANGE GROVE BLVD

LONG BEACH FWY

S PASADENA AVENUE

FAIR OAK AVENUE

South
Arroyo



SHAKE SHACK

superba
SNACKS • COFFEE

HOUSTON'S

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%

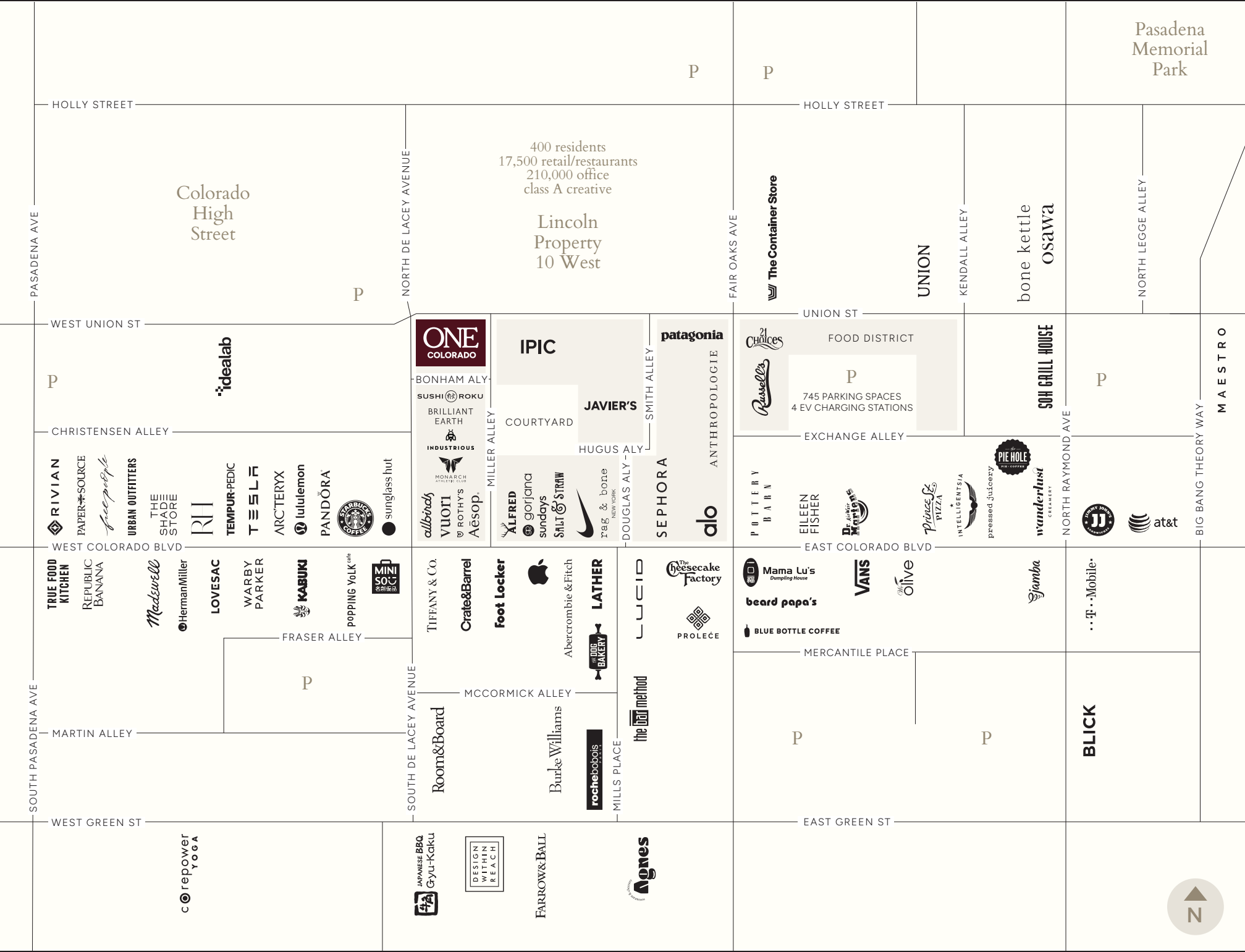
of the population in the immediate
trade area has earned a Bachelor's
degree or higher

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





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

rag & bone
NEW YORK
COMING SOON

patagonia®

ROTHY'S

SALT & STRAW

SEPHORA

topdrawer

vuori





ALLBIRDS | VUORI | AESOP



ANTHROPOLOGIE | PATAGONIA



SALT & STRAW



GORJANA



NIKE | SEPHORA

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



SKIN LAUNDRY

CURATING FUTURE PARTNERSHIPS WITH INSPIRING BRANDS AND EXPERIENCES.

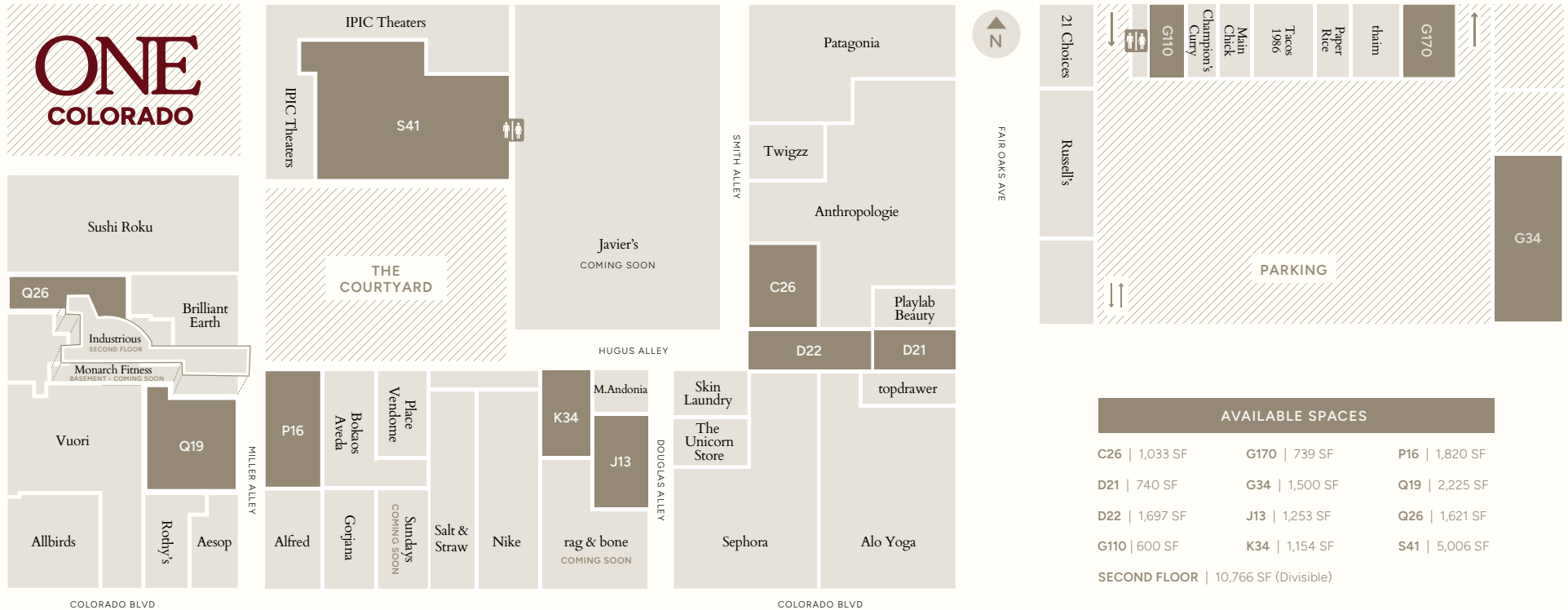


MONARCH ATHLETIC CLUB



JAVIER'S

ONE COLORADO IS RIGHT WHERE YOU BELONG.



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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PROPERTIES

