



# ONE EAST COLORADO BLVD.

Intersection of Colorado Blvd. & Fair Oaks Ave.  
Old Pasadena, CA





# LOCAL HIGHLIGHTS

Old Pasadena is nationally recognized for its vibrant main street revitalization and preserved historic charm. The historic streets and alleyways, rustic brick facades and architectural accents of Pasadena's original business district have come to create a unique and lively entertainment focal point for both residence and tourists. Home of the world-famous Rose Parade, Old Pasadena is situated along the main thoroughfare of Colorado Blvd. spanning 22 blocks and featuring more than 300 businesses including over 120 restaurants, shops and entertainment venues, numerous specialty retail stores, hotels and several other leading attractions.



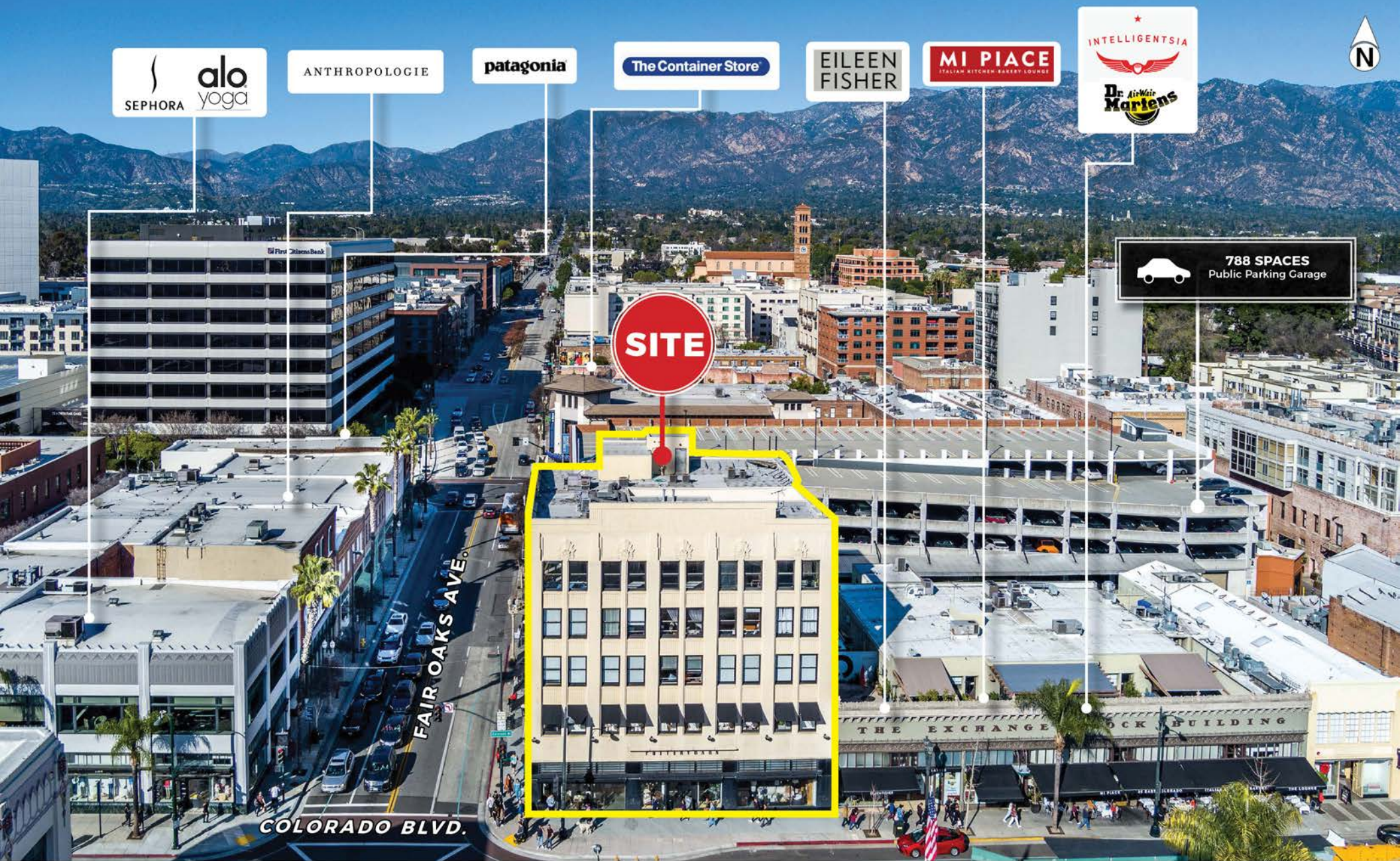
# AERIAL MAP West View



- The Cheesecake Factory
- TIFFANY & Co.
- Foot Locker
- Apple
- LATHER
- Crate & Barrel
- J.CREW
- ZARA
- TRUE FOOD KITCHEN
- BR BANANA REPUBLIC
- Madewell
- TRUCKER STARBUCKS
- SCOTCH & SODA
- lululemon
- athletica
- RH
- URBAN OUTFITTERS
- NIKE
- gorjana
- Aēsop
- AVEDA
- ROTHY'S
- Il Fornaio
- ANTHROPOLOGIE
- ALFRED
- kreation
- patagonia
- SEPHORA
- alo yoga



# AERIAL MAP North View



SEPHORA  
alo  
yoga

ANTHROPOLOGIE

patagonia

The Container Store

EILEEN FISHER

MI PIACE  
ITALIAN KITCHEN BAKERY LOUNGE

INTELLIGENTSIA  
Dr. Martens

788 SPACES  
Public Parking Garage

SITE

FAIR OAKS AVE.

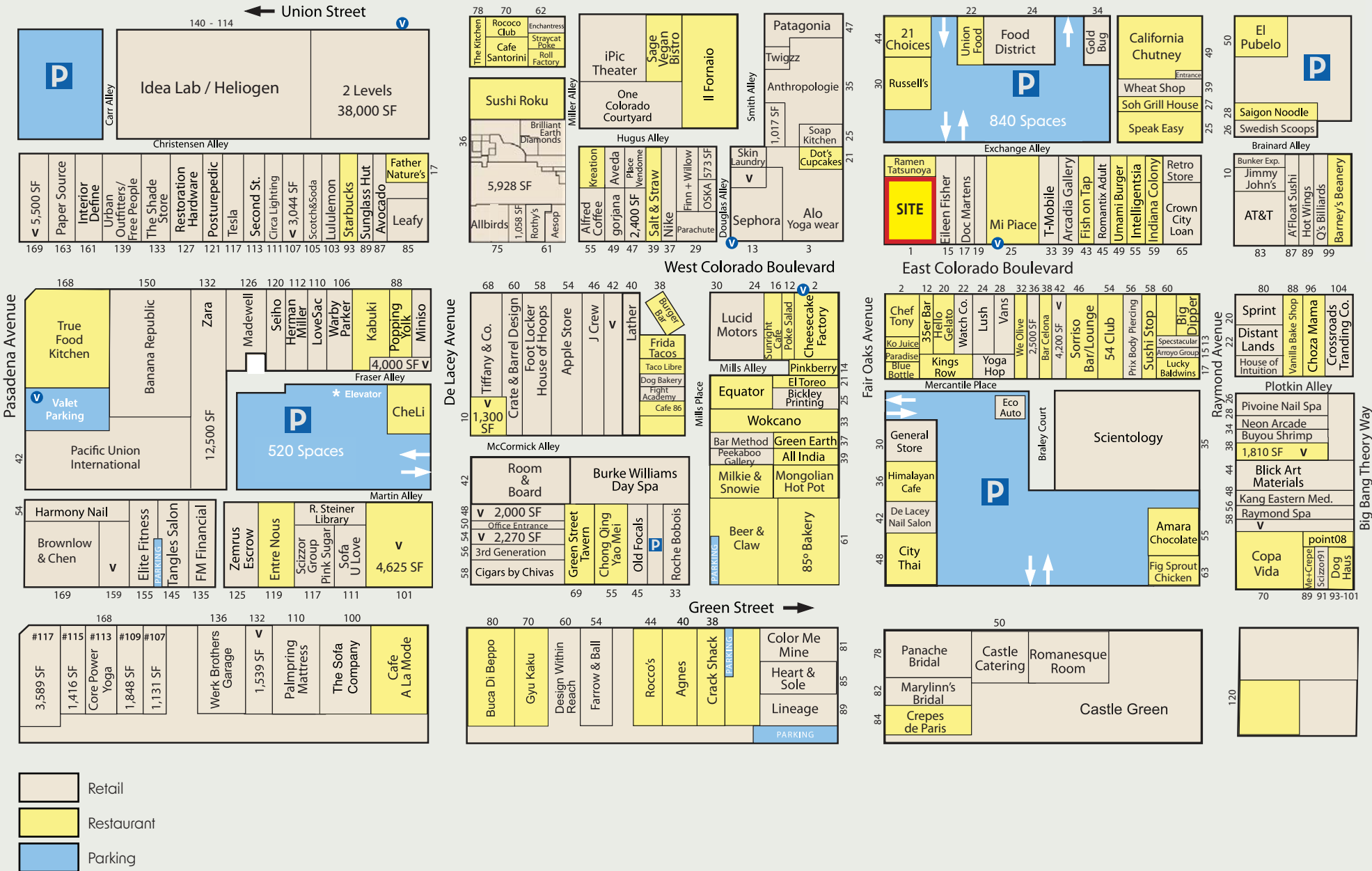
COLORADO BLVD.

THE EXCHANGE  
ROCK BUILDING

# AERIAL MAP East View



# OLD PASADENA Tenant Map





# THE BUILDING

The building sits at the important intersection of Colorado Blvd. and Fair Oaks Ave., and represents a fine example of the Art Deco style in the district.

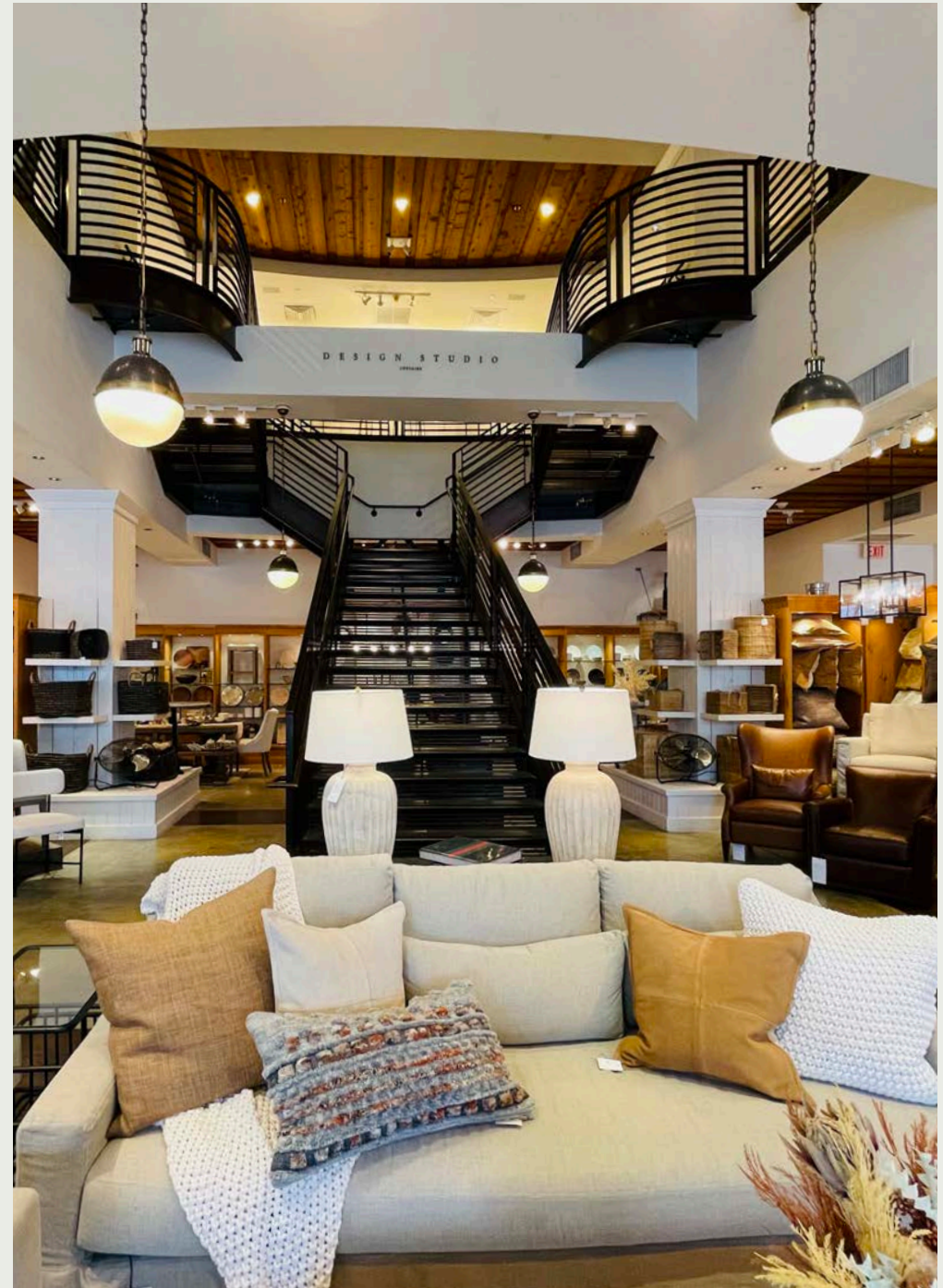
- The five-story building is marked by Zig-Zag Moderne chevron detailing, a decorative iron grille on the west side, a Classical pediment over the door (west side), and large water tower on the northeast corner of the roof.
- The mass is an important match-up with 10 West Colorado Blvd. diagonally across the corner.
- The windows and storefronts are arranged symmetrically along the Fair Oaks Ave. and Colorado Blvd. facades. The building was rehabilitated in 1996 and retains a high level of physical integrity.
- Details include original storefronts on Fair Oaks Ave. with aluminum and copper display framing, marble bulkheads and black ceramic glass on storefront piers.
- The storefronts on Colorado Blvd. have been replaced and the stepped parapet at the roofline was added to hide mechanical equipment.





# BUILDING DESCRIPTION

Location:	Corner of Colorado Blvd. and Fair Oaks Ave.
Year Built:	1904 / Remodeled: 1929 and 1996
Historic Features:	5 story stucco over masonry / Zig Zag Moderne design
Floor Area:	Approx. 30,000 Total Square feet on all levels: Lower Level 5,000 sf Ground Level 5,000 sf 2nd Floor 5,000 sf <b>Subtotal: 15,000 sf</b> 3rd Floor 5,000 sf 4th Floor 5,000 sf 5th Floor 5,000 sf <b>Subtotal: 15,000 sf</b>
	*Final SF Calculation will be based upon area leased*
Frontage:	71' on Colorado Blvd. and 76' on Fair Oaks Ave.
Historic Store Front:	Any changes to storefront, to be coordinated with city
Elevators:	1 Passenger elevator/1 Freight elevator – Floors 1st /2nd /Lower Level 1 Passenger and Freight elevator – Floors 3rd – 5th
Loading:	Loading via designated loading on Exchange Alley
Restrooms:	Two restrooms (Lower level)
Electrical:	1200 AMP / Floors 1st /2nd /Lower level
HVAC:	Split systems
Water/Gas/ Sewage lines:	Yes
Sprinklers:	Yes
Signage:	Signage available on the building exterior with Landlord approval and in conjunction with City of Pasadena signage ordinance.
Parking:	Adjacent to Public Parking Garage. The subject property benefits from the directly adjacent 788 space public parking garage.





# PROPERTY PHOTOS





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**5TH FLOOR**  
- 5,000 TOTAL GROSS SF -

**4TH FLOOR**  
- 5,000 TOTAL GROSS SF -

**3RD FLOOR**  
- 5,000 TOTAL GROSS SF -

**2ND FLOOR**  
- 5,000 TOTAL GROSS SF -

**GROUND FLOOR**  
- 5,000 TOTAL GROSS SF -

**LOWER LEVEL**  
- 5,000 TOTAL GROSS SF -

**MINIMUM 15,000-30,000 GROSS SF**

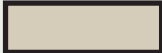



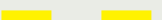
\*FINAL SF CALCULATION WILL BE BASED UPON LEASED\*



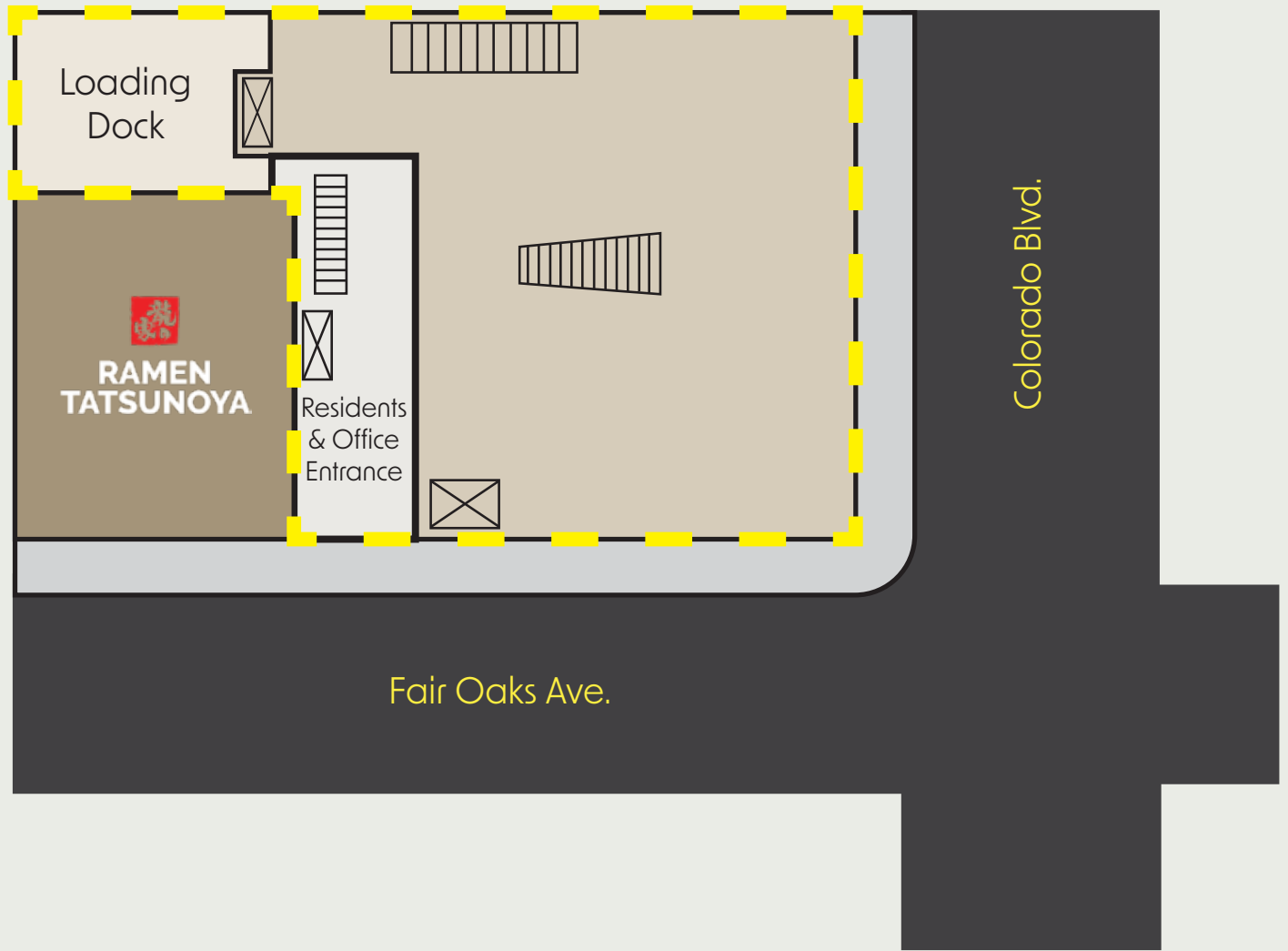
# FLOOR PLANS One E. Colorado Blvd. Building



Ground Floor - Approx. 5,000 Gross Square Feet

-  Subject Property
-  Common Area
-  Not A Part
-  Elevator
-  Subject Property

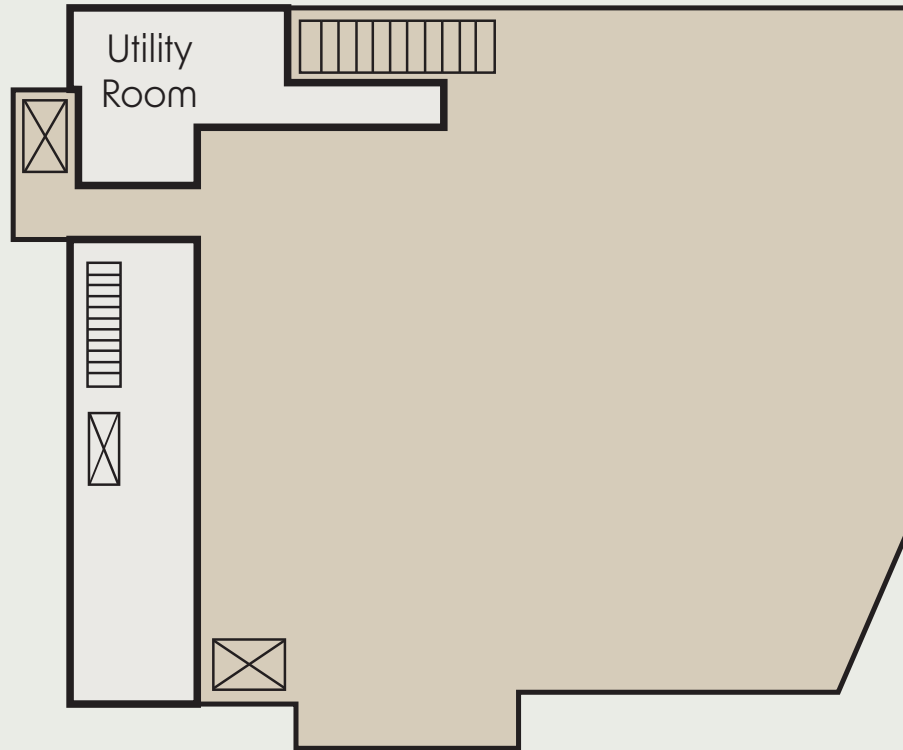
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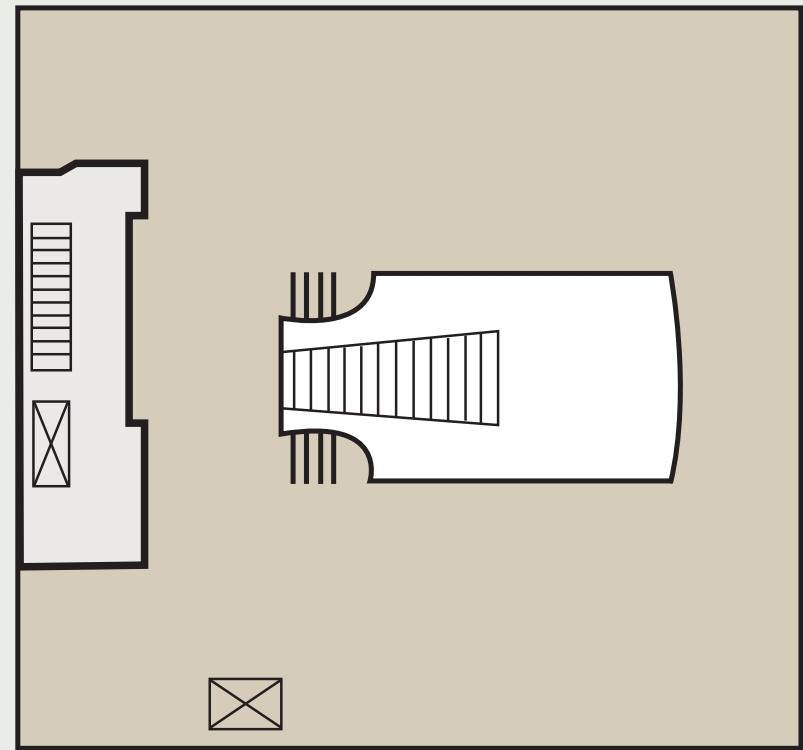
# FLOOR PLANS One E. Colorado Blvd. Building



Lower Level - Approx. 5,000 Gross Square Feet



2nd Floor - Approx. 5,000 Gross Square Feet



Fair Oaks Ave.

 Subject Property

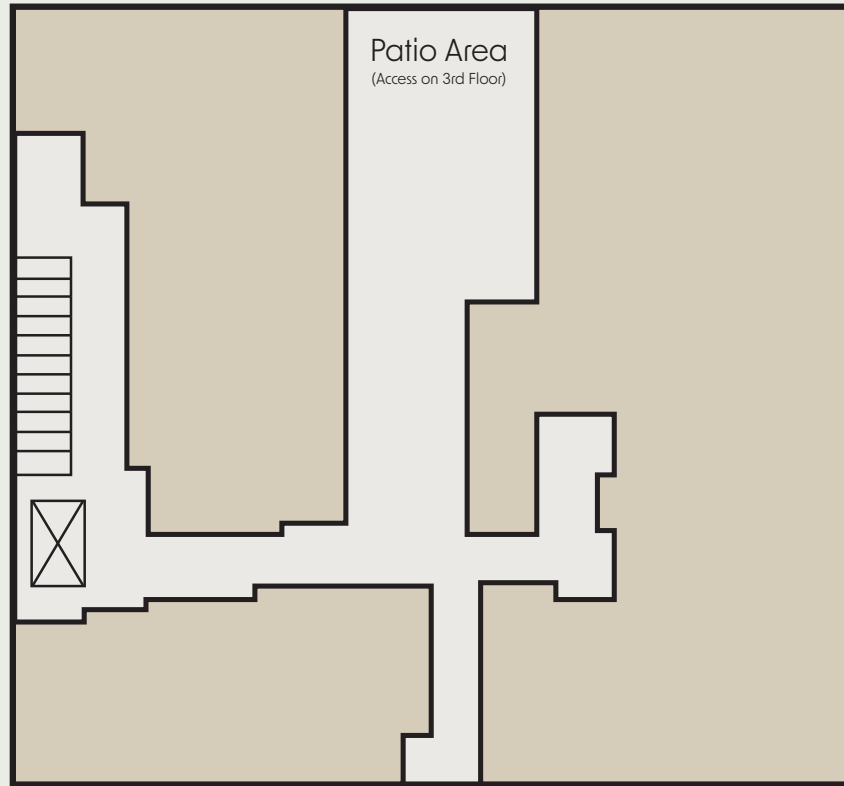
 Common Area

 Elevator

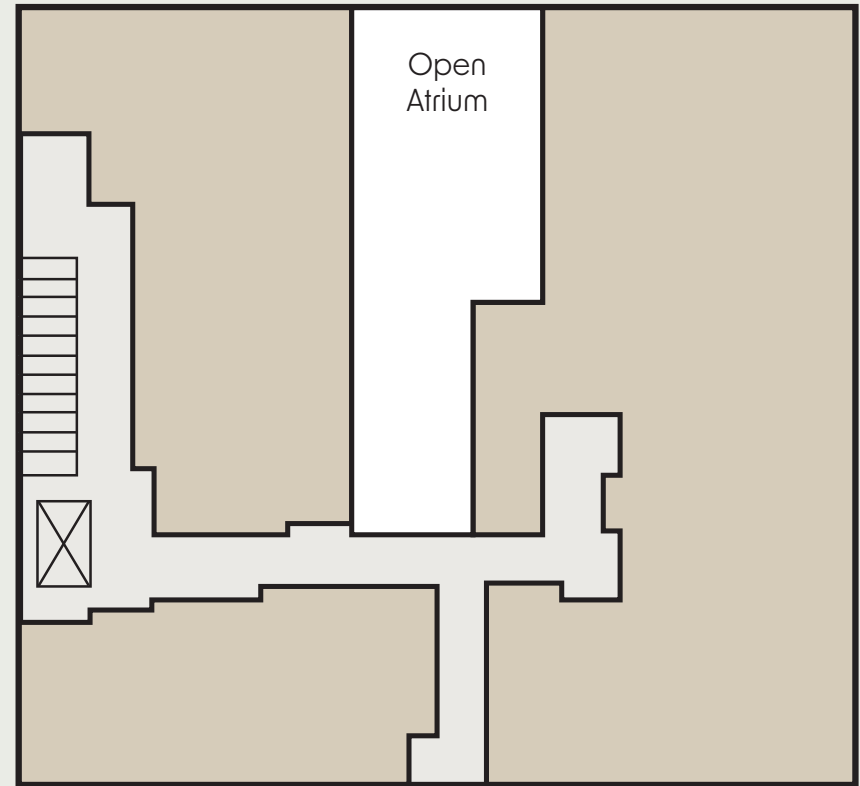
# FLOOR PLANS One E. Colorado Blvd. Building



3rd Floor - Approx. 5,000 Gross Square Feet

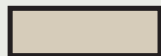


4th Floor - Approx. 5,000 Gross Square Feet



Fair Oaks Ave.

Colorado Blvd.



Subject Property



Common Area

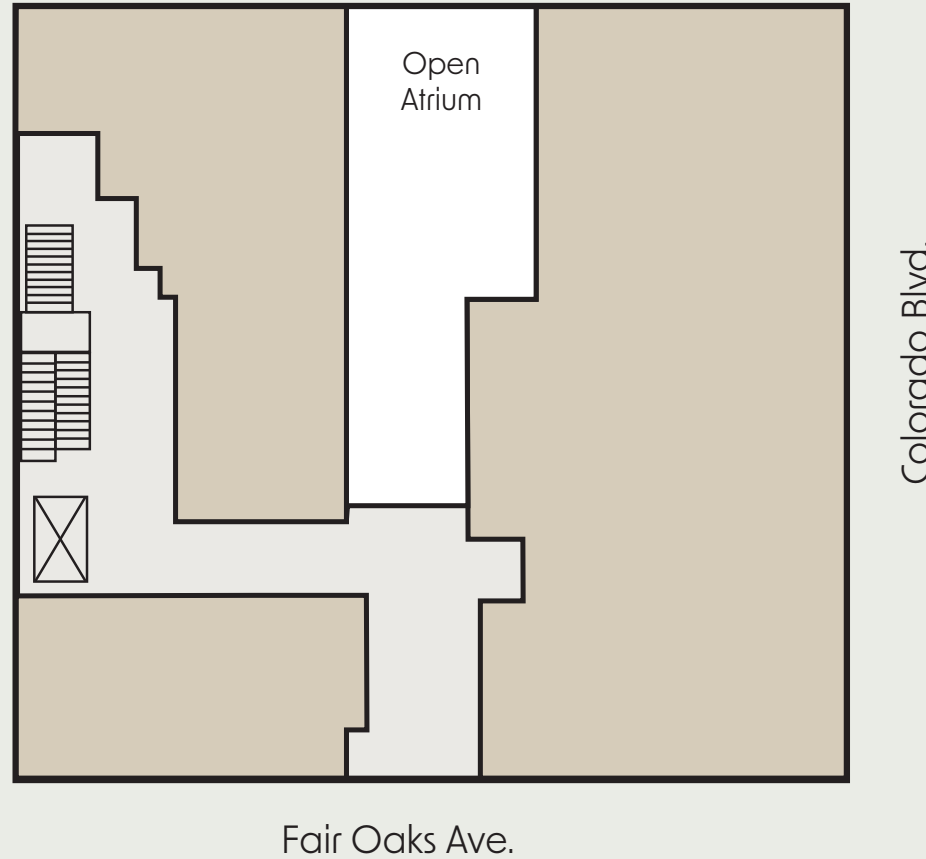


Elevator

# FLOOR PLANS One E. Colorado Blvd. Building



5th Floor - Approx. 5,000 Gross Square Feet



 Subject Property

 Common Area

 Elevator

# MARKET INFORMATION Pasadena



With nearly 2 million consumers in its retail trade area, Pasadena is a prime destination for shoppers. Pasadena is situated approximately 10 miles northeast of downtown Los Angeles and approximately 25 miles inland from the Pacific Ocean, and serviced by multiple freeways, light rail and transit. As a center for commerce and entertainment, Pasadena has a regional draw to consumers including residents, workers and visitors.

Visitors - 3.2 Million Annually  
15,000-20,000 Weekend Visitors / Old Pasadena  
Residents - 145,000  
Young / Upscale / Established  
Daytime Population - Over 200,000 / 5 miles  
Affluent / Urban Chic / World Travelers

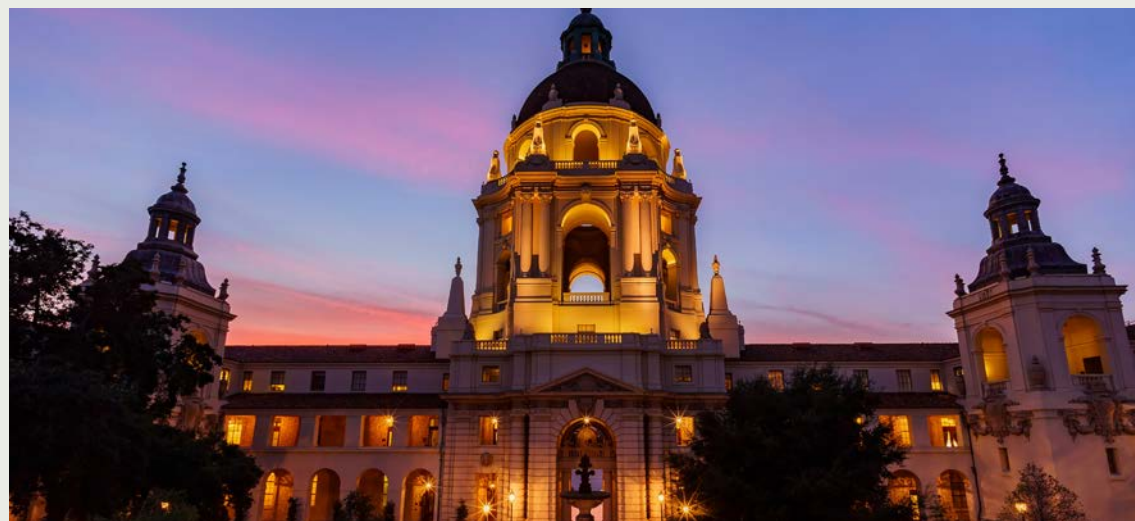
**Key Industries** - Finance - Engineering - Academics - Health Care  
LA's newest Tech Hub

**Traffic Counts** - Fair Oaks Ave. and Colorado Blvd. 66,800 ADT  
Most Walkable - 97/100 Walk Score

## What Others are Saying:

- "TOP 10 DIGITAL CITIES" *Digital Communities*
- "MORE RESTAURANTS PER CAPITA THAN MANHATTAN" *LA Times*
- "TOP 100 PLACES TO LIVE IN THE U.S." *Livability.com*  
- ranked #20 by *Livability.com*, Richard Florida's *Martin Prosperity Institute*
- CALTECH NAMED "WORLD'S BEST UNIVERSITY" *Times Higher Education*

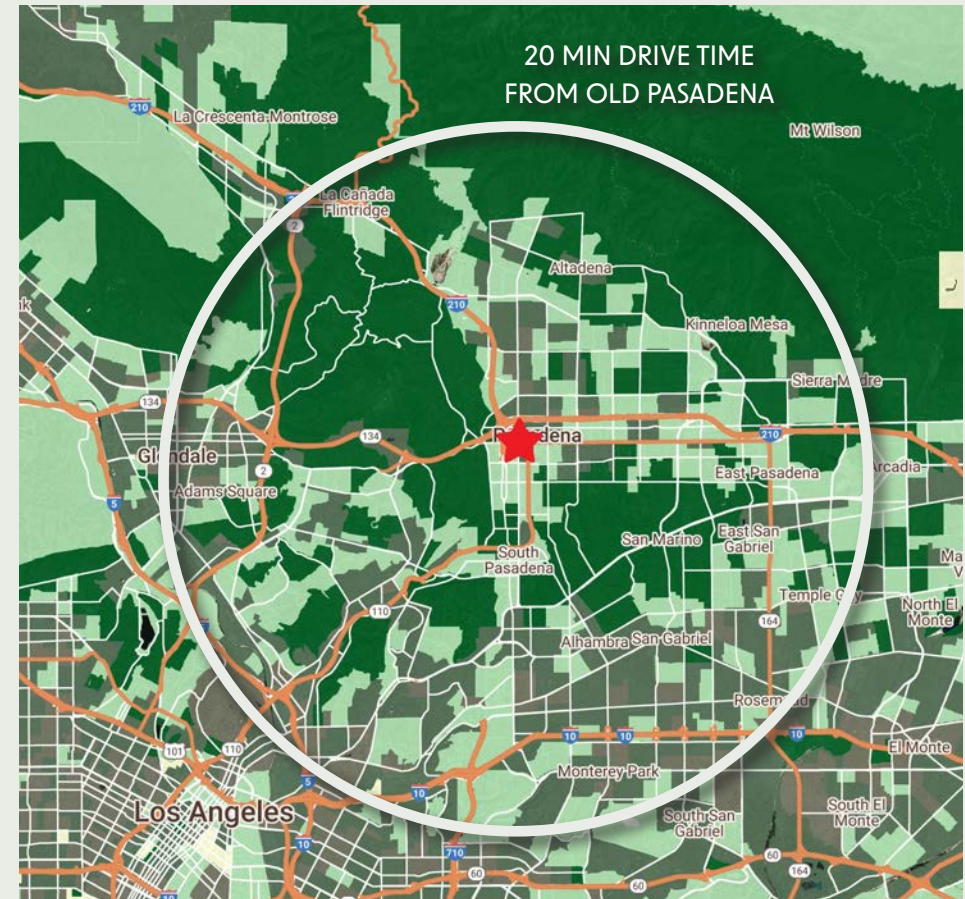
Nearly 1 in 6 jobs in Pasadena are in professional or creative fields, beating out Seattle, San Jose, Austin, and Portland. Between Caltech/JPL and IdeaLab, more than 400 new companies have been created, leading to 45 successful IPOs and acquisitions. Pasadena sits in the heart of a region that files the most patents in the U.S. outside of the Silicon Valley.



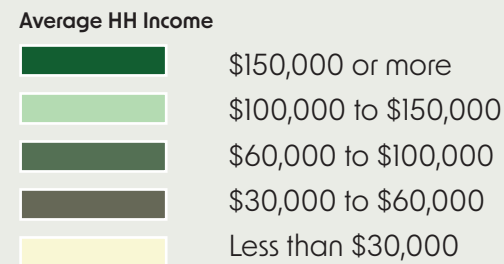
# DEMOGRAPHICS



	1 Mile	3 Mile	5 Mile
<b>Total Population</b>			
2022 Population	26,997	193,309	513,482
2027 Population	27,097	190,631	505,160
2022-2027 Projected Population Growth	0.4%	-1.4%	-1.6%
Median Age	40.6	40.6	41
<b>Educational Attainment</b>			
College Degree + Higher	54%	48%	43%
<b>Businesses &amp; Daytime Population</b>			
Daytime Employees	44,468	113,841	210,451
Total Businesses	5,065	14,371	26,744
<b>Income Levels</b>			
Average Household Income	\$108,400	\$120,804	\$116,951
Median Household Income	\$84,899	\$92,574	\$88,547
Total Consumer Spending	\$422.5M	\$2.8B	\$7B
2022 Households	13,099	74,341	184,142
<b>Housing Values</b>			
Average Home Value	\$835,768	\$867,856	\$854,022



Source: NAI Capital Research, Applied Geographic Solutions February 2023







# NAI Capital

COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE

## Myron Sokolsky

Vice President  
d: 818.742.1613 | m: 310.503.5419  
msokolsky@naicapital.com  
Cal DRE Lic #01260317

## Stephanie Repetto

Associate  
d: 818.815.2413 | m: 714.458.5050  
srepetto@naicapital.com  
Cal DRE Lic #0210939



HURST/HARRIGAN  
ASSOCIATES

## Pat S. Hurst

Principal  
d: 310.375.1821  
psh@hurstharrigan.com  
Cal DRE Lic #01032917



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