

mixed-use retail/creative  
office space available

# 151

E HOLLY STREET  
PASADENA, CA 91105

Holly Street  
VILLAGE  
APARTMENTS

**Colliers**  
INTERNATIONAL

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## executive summary



### HOLLY STREET VILLAGE APARTMENTS, PASADENA

Holly Street Village is located in Old Town Pasadena, the City's original commercial center whose boundaries encompass 21 blocks spanning between Walnut Street, Arroyo Parkway, Del Mar Boulevard and Pasadena Avenue. A district rich in history, Old Pasadena is recognized for its vibrant main street revitalization. The historic streets and architecture are alive again with popular retail shops, acclaimed eateries, charming outdoor cafés, art museums, movie theaters—a harmonious blend of old and new that has reclaimed the heritage of Pasadena's early downtown charm.

A mixed-use residential community featuring 374 apartment units and 9,590 square feet of retail, the property is walking distance from City Hall, three major

shopping districts and two historic parks. Perhaps its most favorable attribute, however, is the property's direct connection to the Pasadena Memorial Park Metro Gold Line station. The 31-mile light rail line runs from Azusa to East Los Angeles and serves several stops including six just in Pasadena as well as Chinatown, Union Station and Little Tokyo. Fittingly, the surrounding area is designated as a "Walker's Paradise" with a Walk Score of 96 out of 100.

Given its direct access to a well-established public transportation network, abundant array of retailers and substantial daytime population, the retail portion of Holly Street Village is strategically positioned to capture the extensive consumer base that frequents the area daily.



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# about the property

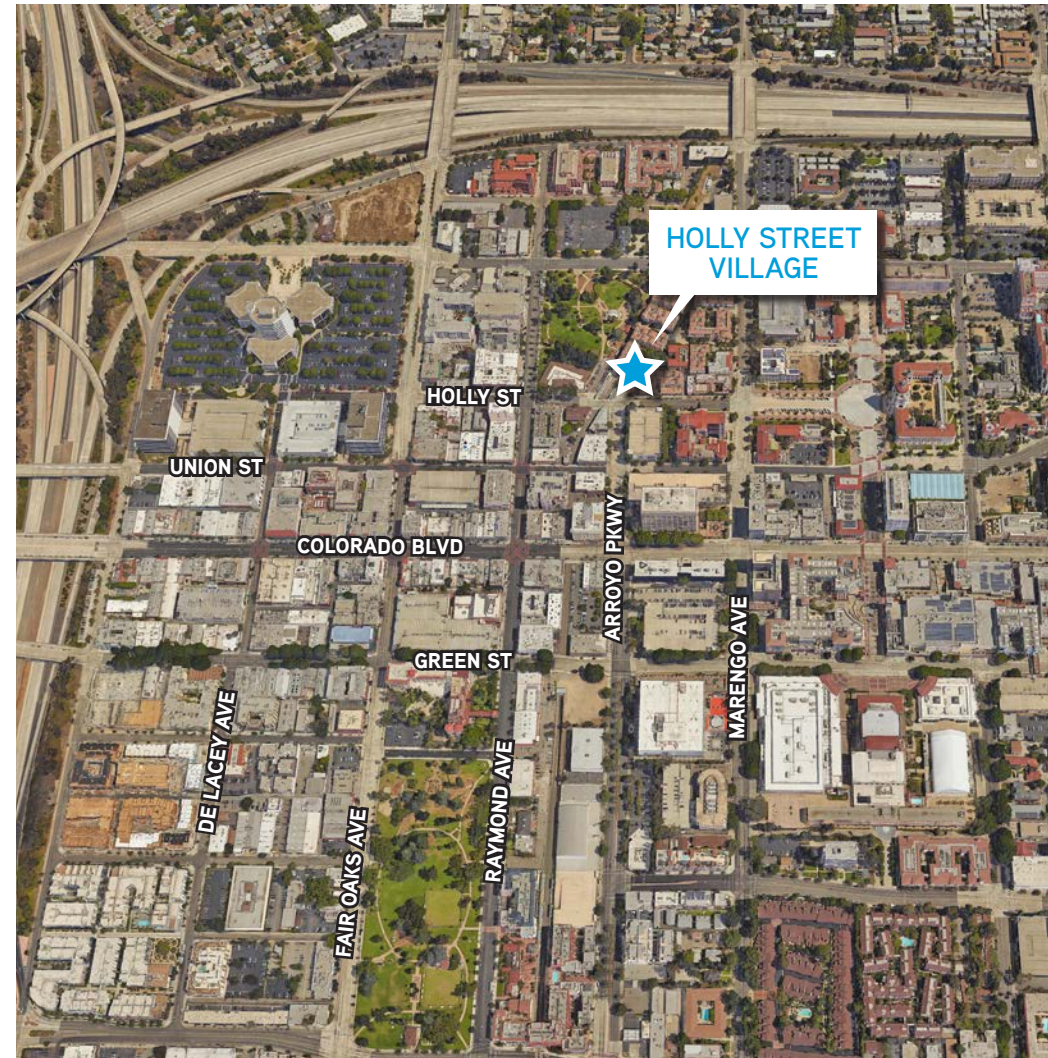
## PROPERTY HIGHLIGHTS

Holly Street Village, situated at the northern gateway of historic Old Town Pasadena, is a mixed-use community featuring 9,590 square feet of ground-floor retail below 374 stylish apartment units. The retail portion boasts frontage on both Holly Street and Marengo Avenue, providing exceptional visibility in a highly-trafficked area. Adjoined to the Pasadena Memorial Park Metro Gold Line station and walking distance to major shopping districts, Old Town Pasadena and Paseo Colorado, Holly Street Village is strategically located at the core of a vibrant pedestrian corridor.

- Turnkey, fully built-out spaces for retail or creative office use
- Suite features include high ceilings, bathrooms and HVAC
- Street signage opportunities available
- Parking available at an adjacent city-owned structure and street metered stalls
- Proximate to Pasadena Memorial Park, City Hall, Convention Center, Public Library, Huntington Memorial Hospital and Caltech
- Pedestrian-oriented area with a Walk Score of 96/100

### AVAILABILITIES

	SIZE	TYPE	RATE (+NNN)	AVAILABLE
Suite 153	2,701 SF	Retail/Creative Office	\$2.50-\$3.50	Immediate
Suite 155	2,242 SF	Retail/Creative Office	\$2.50-\$3.50	Immediate
Suite 157	2,196 SF	Retail/Creative Office	\$2.50-\$3.50	Immediate
Suite 167	837 SF	Retail/Creative Office	\$2.50-\$3.50	Immediate
Suite 169	839 SF	Retail/Creative Office	\$2.50-\$3.50	Immediate



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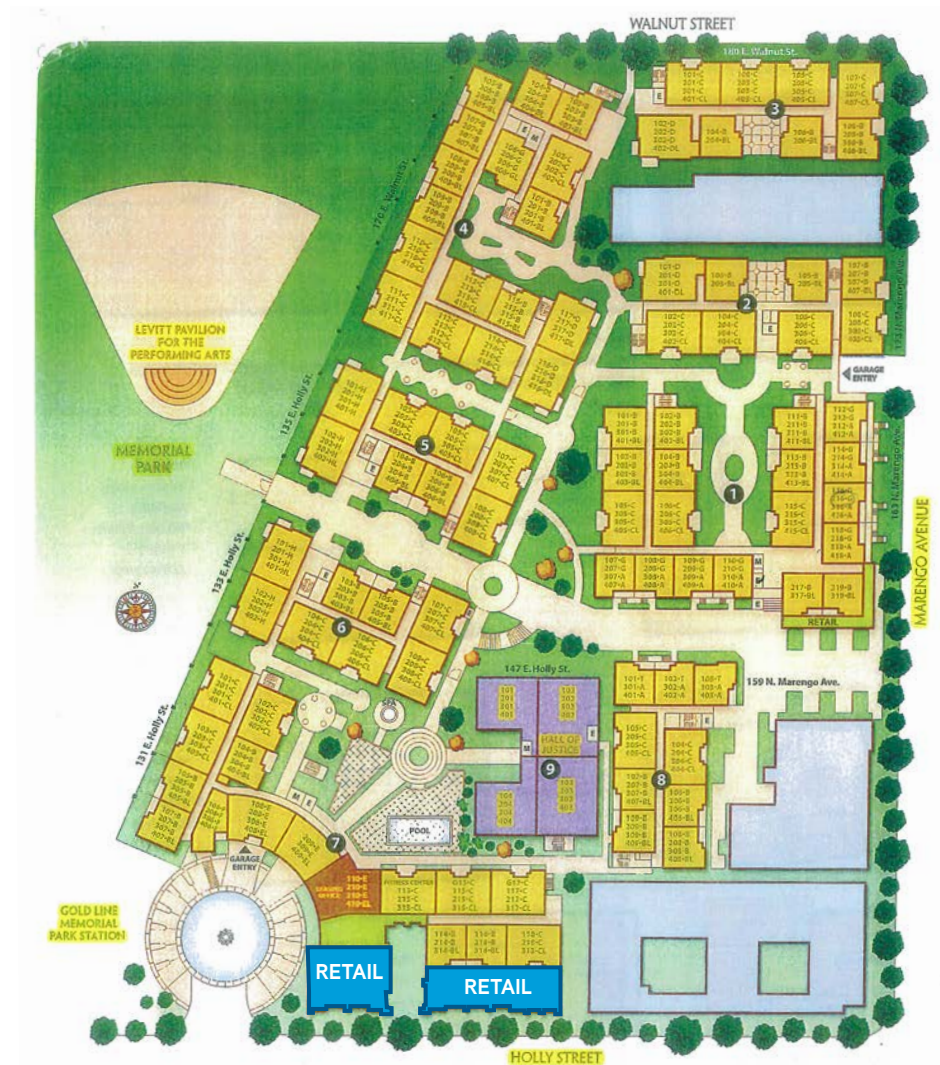
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# holly street village - site plan



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## holly street village - photos



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## area amenities map



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# market overview



## PASADENA, CALIFORNIA

The City of Pasadena spans 23 square miles that are bordered on the north by La Cañada Flintridge, east by San Gabriel, south by Alhambra, and west by Eagle Rock, Glendale and Burbank. It is directly accessible to the Greater Los Angeles region via four freeways—the Foothill Freeway (I-210), Pasadena Freeway (SR 110), Ventura Freeway (SR 134), and Long Beach Freeway (SR 710)—and is a control city for all of them. Pasadena also has a well-defined public transportation network that is served by six Metro Gold Line light rail stations as well as Pasadena Transit and Los Angeles metropolitan bus service.

A city deeply rooted in tradition, Pasadena is famed for hosting the Rose Bowl college football game and Tournament of Roses Parade, which draw a crowd of nearly 1 million attendees to its streets each year. The City is also a center for space exploration as home to the California Institute of Technology (Caltech), NASA's Jet Propulsion Laboratory, The Planetary Society, Carnegie

DEMOGRAPHICS <small>(source: CoStar)</small>			
	1-mile	3-mile	5-mile
POPULATION			
2020 Projection	39,736	198,475	517,481
2015 Total Population	38,415	192,913	503,256
Growth 2015-2020	3.44%	2.88%	2.83%
Average Age	36.90	39.10	39.40
HOUSEHOLDS			
2015 Total Households	17,572	74,993	181,766
Household Growth 2015-2020	3.35%	2.83%	2.77%
Median Household Income	\$55,939	\$71,335	\$68,578
Average Household Size	2.10	2.50	2.70
HOUSING			
Median Home Value	\$479,235	\$660,596	\$624,595

Observatories, and the future Thirty Meter Telescope (TMT). Proclaimed “Best Arts Town of the West” in Sunset magazine’s 2015 Travel Awards, Pasadena is recognized for its dedication to the arts as well. The City’s historic architecture, world-class museums and creative community have solidified the arts as the heartbeat of its culture.

While a residential and employment center for the region, Pasadena is also a significant retail trade area that serves 1.8 million consumers annually. Within its retail market, the City has emerged as a culinary hub, housing the famed Le Cordon Bleu cooking school and “more restaurants per capita than Manhattan,” according to the LA Times. Holly Street Village, specifically, is surrounded within a 5-mile radius by 22,024 retail businesses and \$5,833,243 in annual consumer spending. Accordingly, the property is strategically positioned to capture the substantial customer base available within the immediate area.



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