

Retail | For Lease

CBRE

Park View Pasadena Playhouse Village

Mixed Use Luxury Apartments Over Retail

645 E. Union Street
Pasadena, CA 91101

Project Designed by Moule & Polyzoides



Welcome Park View Pasadena!

Pasadena is proud to announce construction completion in March 2023 of the magnificent Spanish Colonial Revival features displayed on the Park View Pasadena Project. Architects Moule & Polyzoides designed Park View Pasadena. This project makes a wonderful contribution to Playhouse Village just two blocks north of The Historic Pasadena Playhouse responsible for launching the renaissance of the former Playhouse District. Now known as the Playhouse Village, it has attracted great urban and lifestyle tenants like Urth Caffè, sweetgreen, Modern Animal, Healthy Spot, Basecamp Fitness, Anaya’s Restaurant, Bang & Olufsen and the new Landmark Theaters. Other amenities that draw people to live in the district are business daily needs at the urban Target, Total Wine, ICE (Institute of Culinary Education L.A.), Jacob Maarse Florist, Kaiser Permanente, The Playhouse Theatre and tons of retailers and dozens of walk-to restaurants.



Property Info

+ Space Delivery:	March 1, 2023	+ Playhouse Walkability:	Strong
+ # of Luxury Apartments:	40	+ Hard Corner:	NWC at El Molino - Signalized
+ Total Retail Square Feet:	3,447 SF	+ Additional Parking:	Abundant Street Parking and Playhouse Park Parking

Neighboring Notables

Park View Pasadena sits just north of 304 Unit Trio Apartments and home to Former Roy’s, Settebello Pizza and Tender Greens. To east is the recently constructed 118 Unit Andalucia Apartments over 7,600 SF of retail space.

On north side of Colorado Blvd at El Molino is the first Blaze Pizza, Laemmle Theater, Vroman’s Bookstore, Total Wine and Target. Landmark Theaters has recently taken over the Laemmle and is underway with full upgrade installing all new seats and converting into dine-in services.

The Pasadena Playhouse, established in 1917 and official State Theatre of California, has displayed a commitment to cultural and theatrical display, which is reflected in seasons featuring Tony Award and Pulitzer Prize-winning plays. Plays run once per weeknight, excluding Mondays, and twice on both Saturday and Sunday. Recent performances for the 686 seat theater includes: ONE NIGHT WITH JANIS JOPLIN, FALLEN ANGELS and INTIMATE APPAREL

Why Playhouse Village?

New Playhouse Village Park Opened Sept. 2022



Buxton Mobile and Psychographic Insights Accordingly, this is who Lives and Shops here!

B10 –The Cosmopolitan Achiever was the largest visitor to Playhouse Village and their numbers dropped significantly following the Safer at Home Order went into place and increased in June 2020. Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas are once again returning to the Playhouse Village.

I32 –The Steadfast Conventionalist was the second largest visitor. Percentages have declined slightly. First-generation Americans, Latinx, blue-collar, modest educations, married couples in their 40s/50s with school-aged and older children.

G25 –The Urban Edge visitation has increased. Their importance as a visitor to the district has noticeably increased. The lively, up-and-coming singles living big city lifestyles may be the driver.

O54 –The Influenced by Influencers are increasing. Young, multi-ethnic singles living in city gravitate to the Playhouse District.

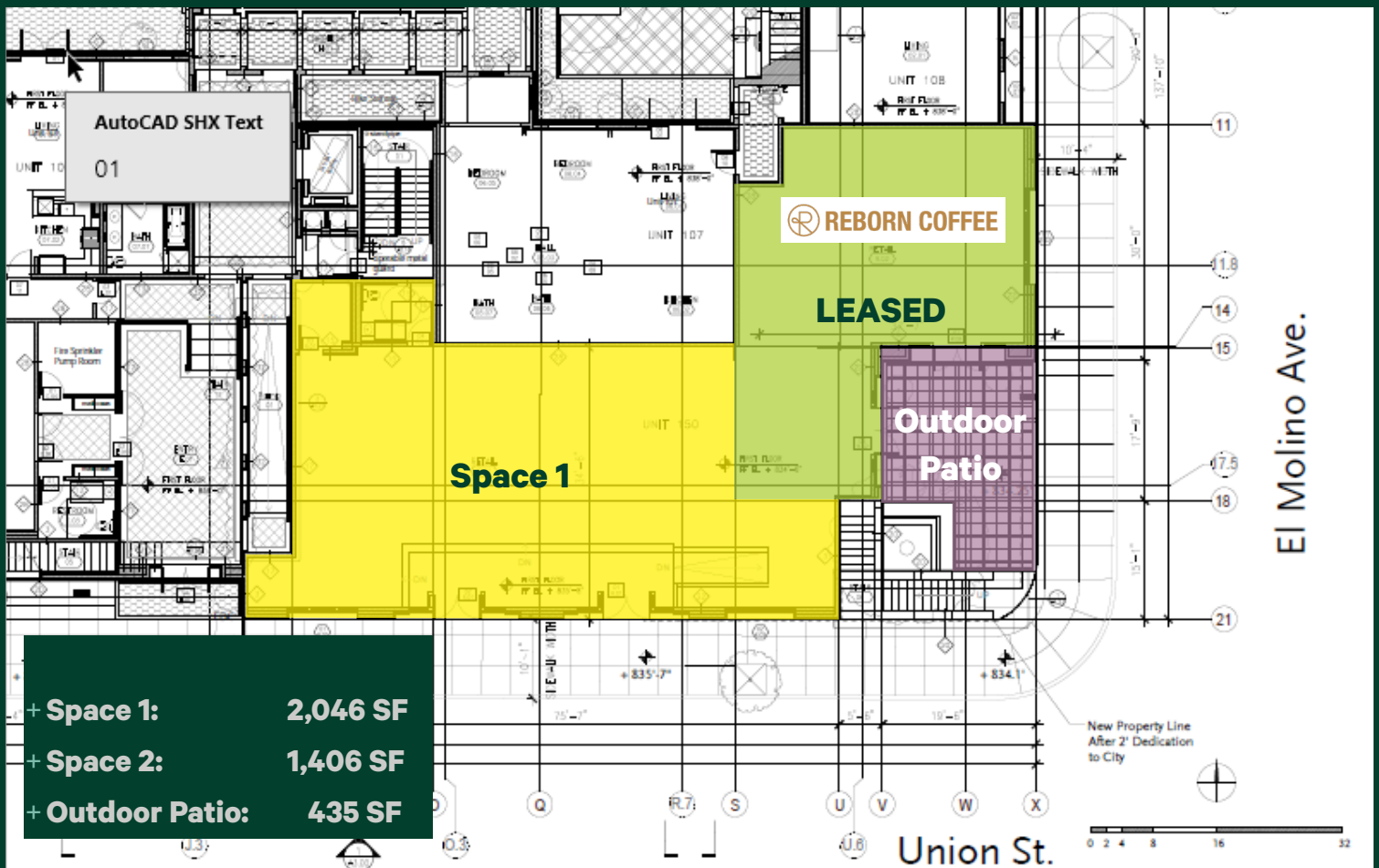


Why Playhouse Village? (Cont.)

Today, over 200 businesses operate in the Playhouse Village generating an average day-time population of over 65,000 people and over \$227 Million in 2019 annual retail sales. The location at 645 E Union Street is ideal for small format experiential fitness concepts, lifestyle retailers, cafés or coffee shops, medical concepts. There is an exclusive patio on the main corner overlooking the recently completed Playhouse Village Park providing outdoor experience and neighborhood events.

645 E Union Street is well positioned NWC at El Molino Avenue, the heart of the Playhouse Shopping District. It's easy to see by the exterior rendering on the following page that the property is poised to be the center piece of the Playhouse Village.

Floor Plan



+ Space 1:	2,046 SF
+ Space 2:	1,406 SF
+ Outdoor Patio:	435 SF



Interior View

2,040 SF Space



1,406 SF Space



Ample Street and Park Parking Lot

Union Street Parking



Playhouse Park Parking



Park View Pasadena

645 E. Union Street | Pasadena, CA, 91101

For Lease



Ready to Make a Deal

The asking rent is being offered on a Gross Basis at **\$4.25 PSF for Single Tenant** and **\$4.75 PSF for Split Space**, with tenant(s) being responsible for their utilities. **TI Allowance** is available subject to the terms and security of the proposed Lease.

Contact Us

Steve Nelson

First Vice President
+1 818 502 6726
steve.nelson@cbre.com
Lic. 00644825



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