

119

E. COLORADO BOULEVARD

PASADENA, CA 91105



UNIQUE 2ND GEN RESTAURANT OPPORTUNITY IN THE HISTORIC CHAMBER OF COMMERCE BUILDING

The History

Since the early 20th century, 119 E Colorado Blvd has been woven into the fabric of Pasadena's commercial identity as the longtime headquarters of the Pasadena Chamber of Commerce. Colorado Boulevard — the city's historic main street and the iconic route of the Tournament of Roses Parade — has drawn visitors, residents, and retailers for well over a hundred years. Today, this landmark building offers prospective tenants the rare combination of irreplaceable historic character and one of Southern California's most enduring high-street retail addresses.



ca. 1907

Completed in 1906 and designed by the celebrated Los Angeles firm Parkinson and Bergstrom, the Chamber of Commerce Building is one of Old Pasadena's earliest skyscrapers and a defining landmark of Colorado Boulevard. The civic organization that once called it home played an instrumental role in shaping the city itself — championing the construction of the iconic Colorado Street Bridge and driving the bond effort that produced Pasadena's grand City Hall, Auditorium, and Public Library.



ca. 2026

Property Highlights



Interior Conceptual Renderings

Unique restaurant opportunity in the heart of Old Town Pasadena

Frontage to E. Colorado Blvd. and walking distance to multiple shops, restaurants, and hotels



Situated in the heart of Old Town Pasadena and directly off the 110 Freeway exit off Arroyo Parkway

1-2 miles from the Rose Bowl easily accessible with the shuttle

Central Pasadena

HIGH-PERFORMING
RESTAURANTS



MAP KEY

★

Subject property

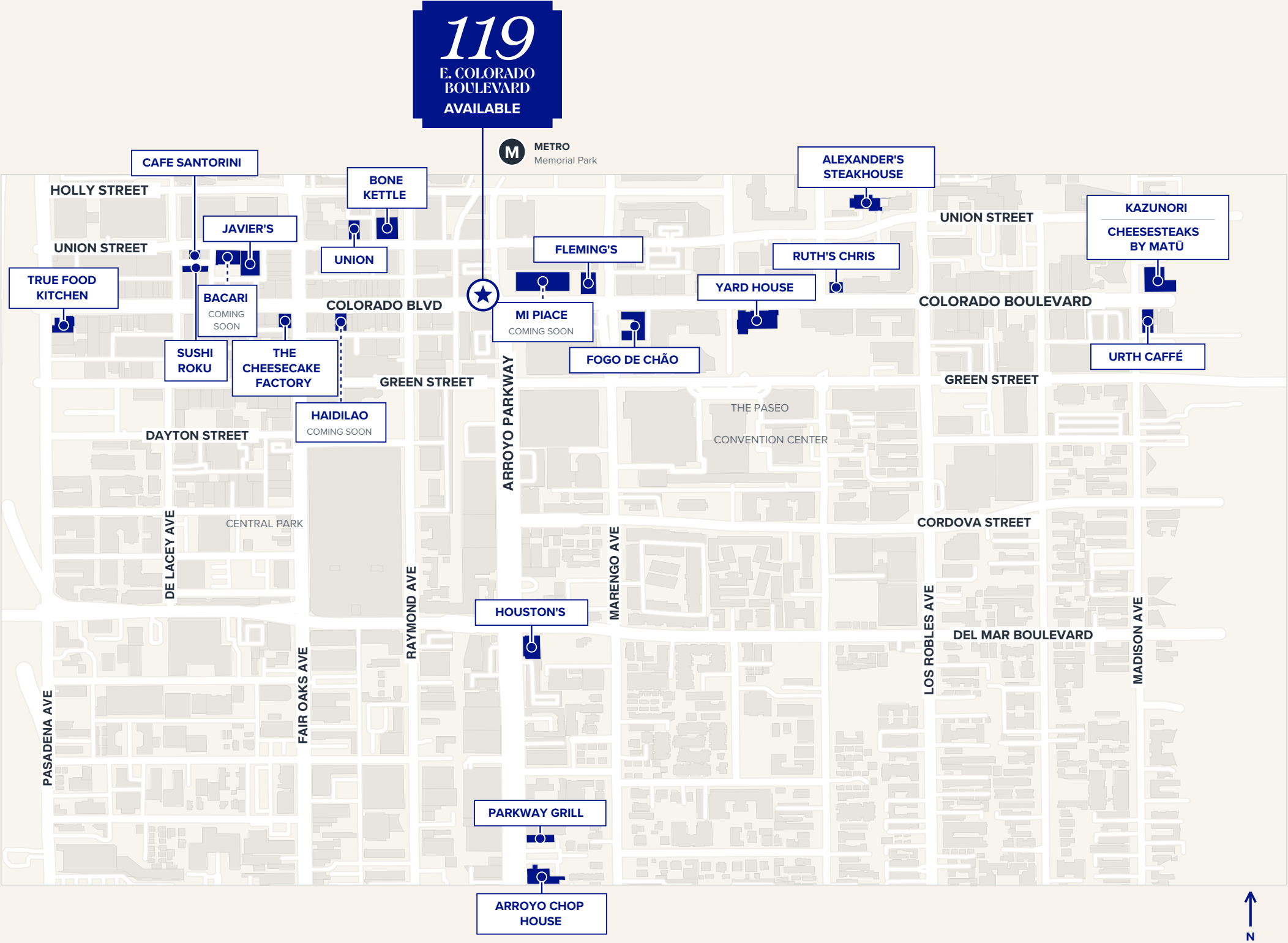
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Restaurant

COMING SOON
Announced restaurant

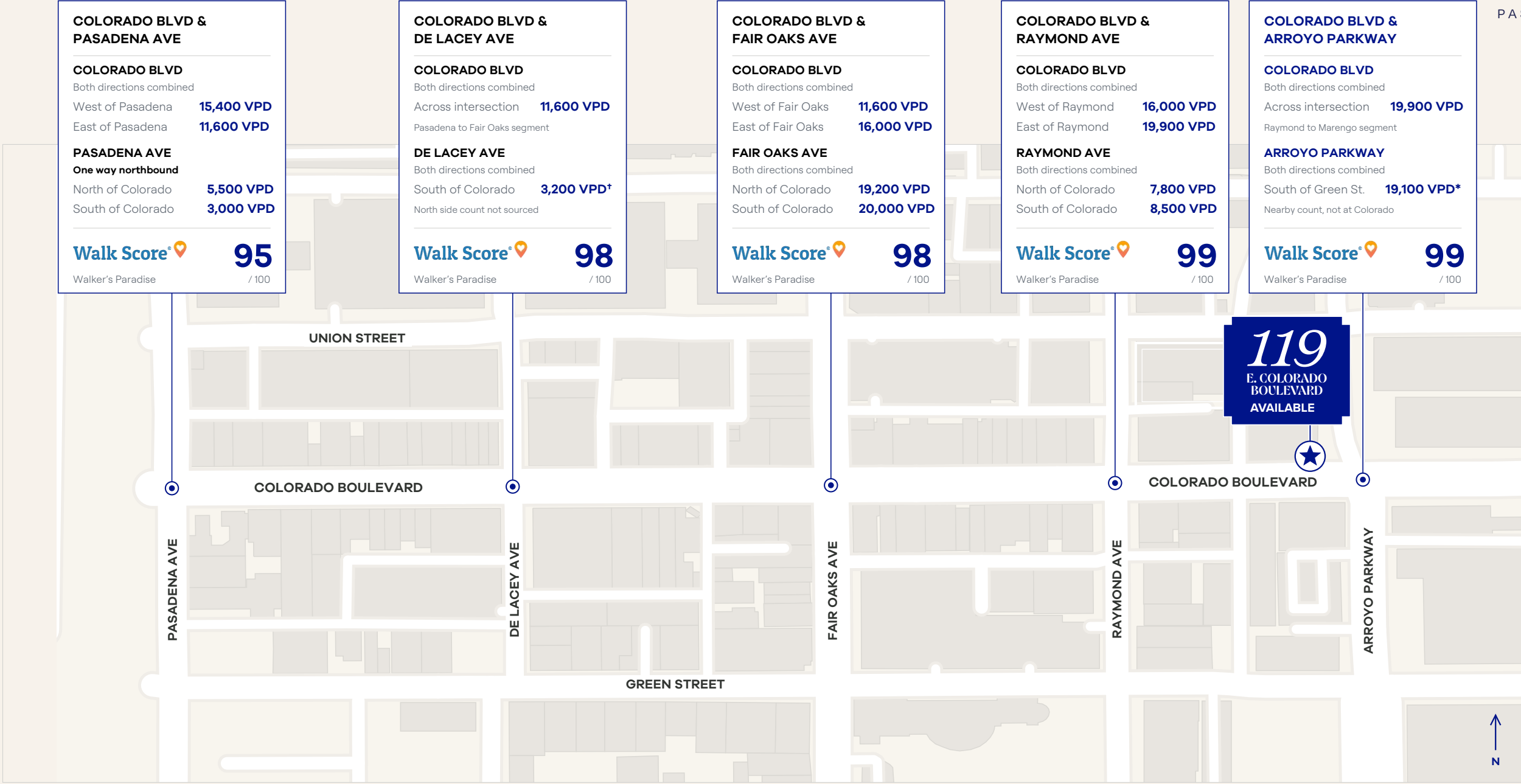
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Metro station



Old Pasadena

TRAFFIC COUNTS & WALK SCORES



VPD = VEHICLES PER DAY TWO WAY TOTALS EXCEPT PASADENA AVENUE: ONE WAY NORTHBOUND

Traffic: City of Pasadena Traffic Volume Flow Map, January 30, 2020; counts collected 2013 through 2019. North/south of Colorado and east/west of a cross street describe the count location, not travel direction. Colorado: 11,600 VPD covers Pasadena Avenue to Fair Oaks; 19,900 VPD covers Raymond to Marengo. Values are street segment counts, not intersection totals. * Arroyo count is south of Green Street. † De Lacey: 3,200 cars per day in JLL's 2024 brochure for 88 W. Colorado; underlying count date unstated. Walk Scores checked September 2026. Walk Score® is a registered trademark. Map data © OpenStreetMap contributors. Locations approximate.

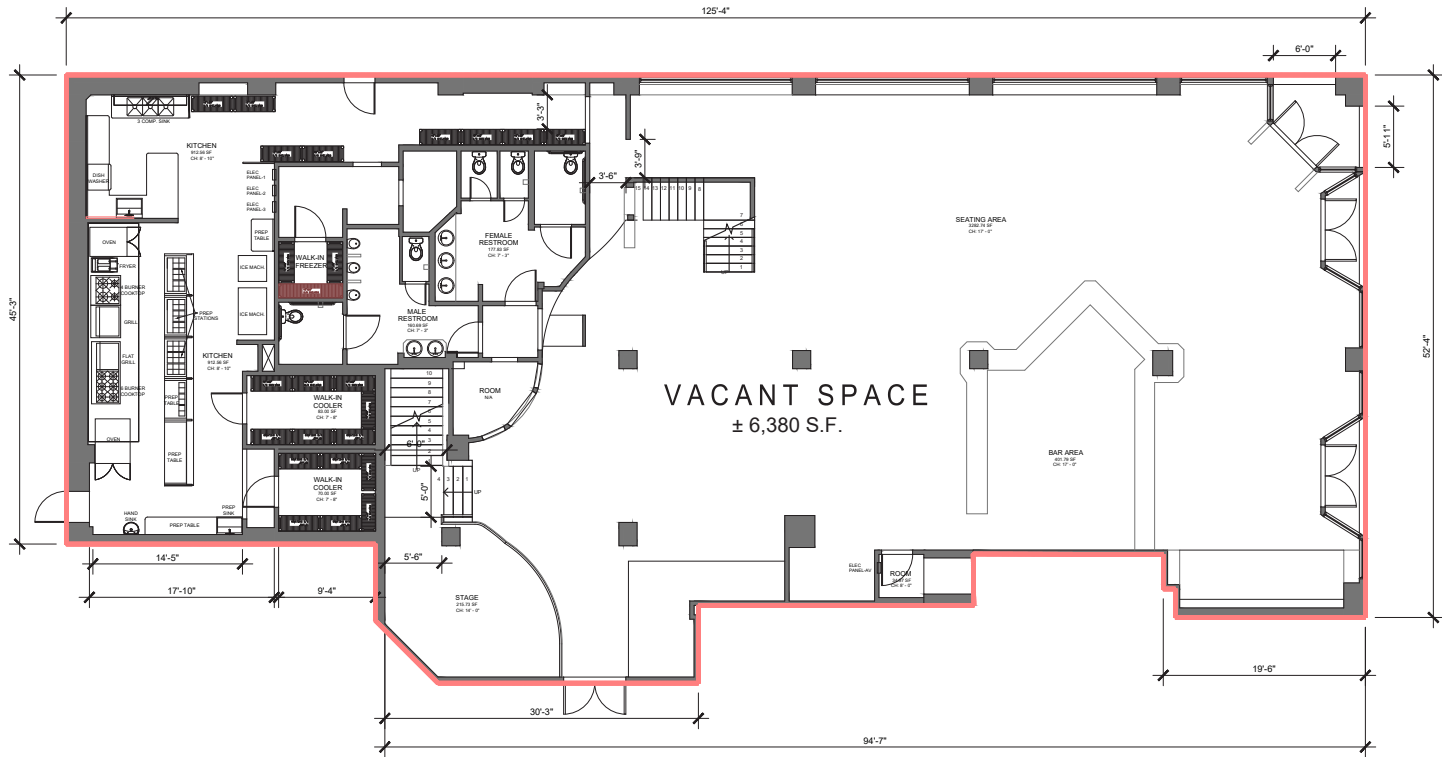
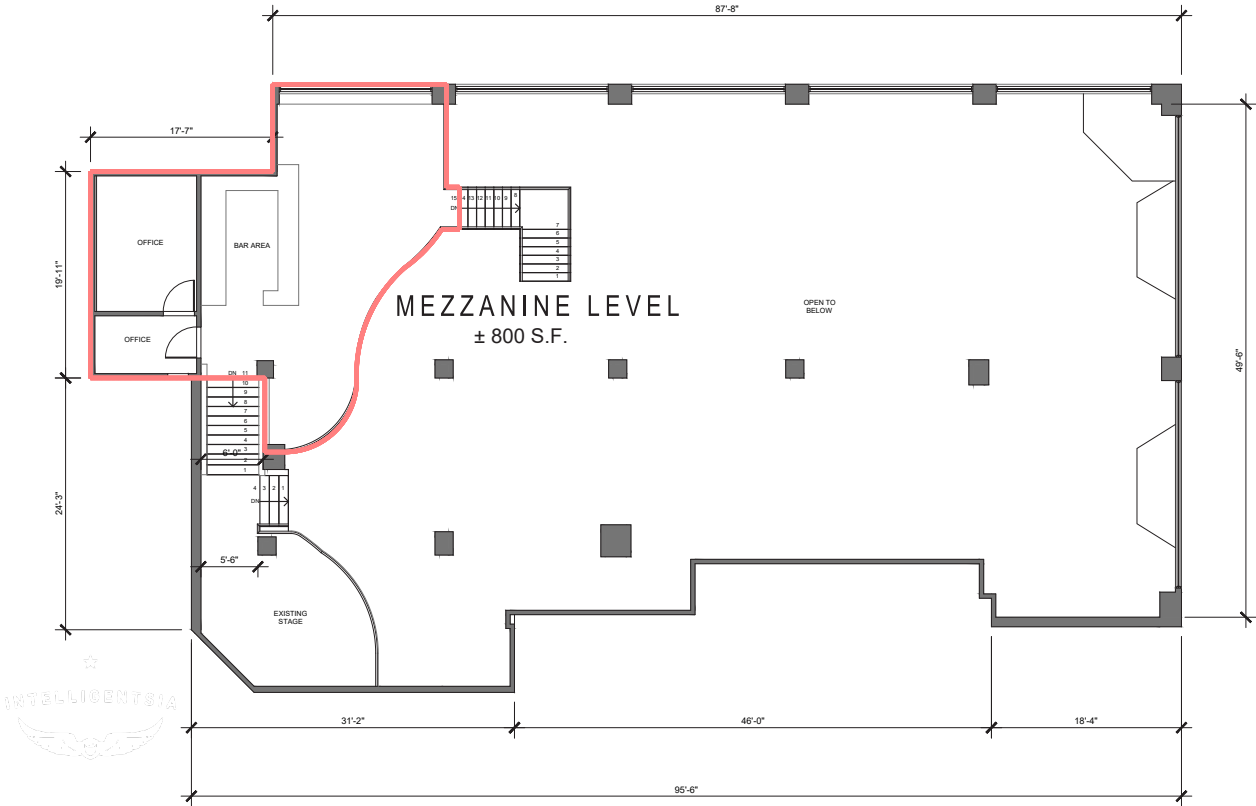
Proposed Exterior Renderings

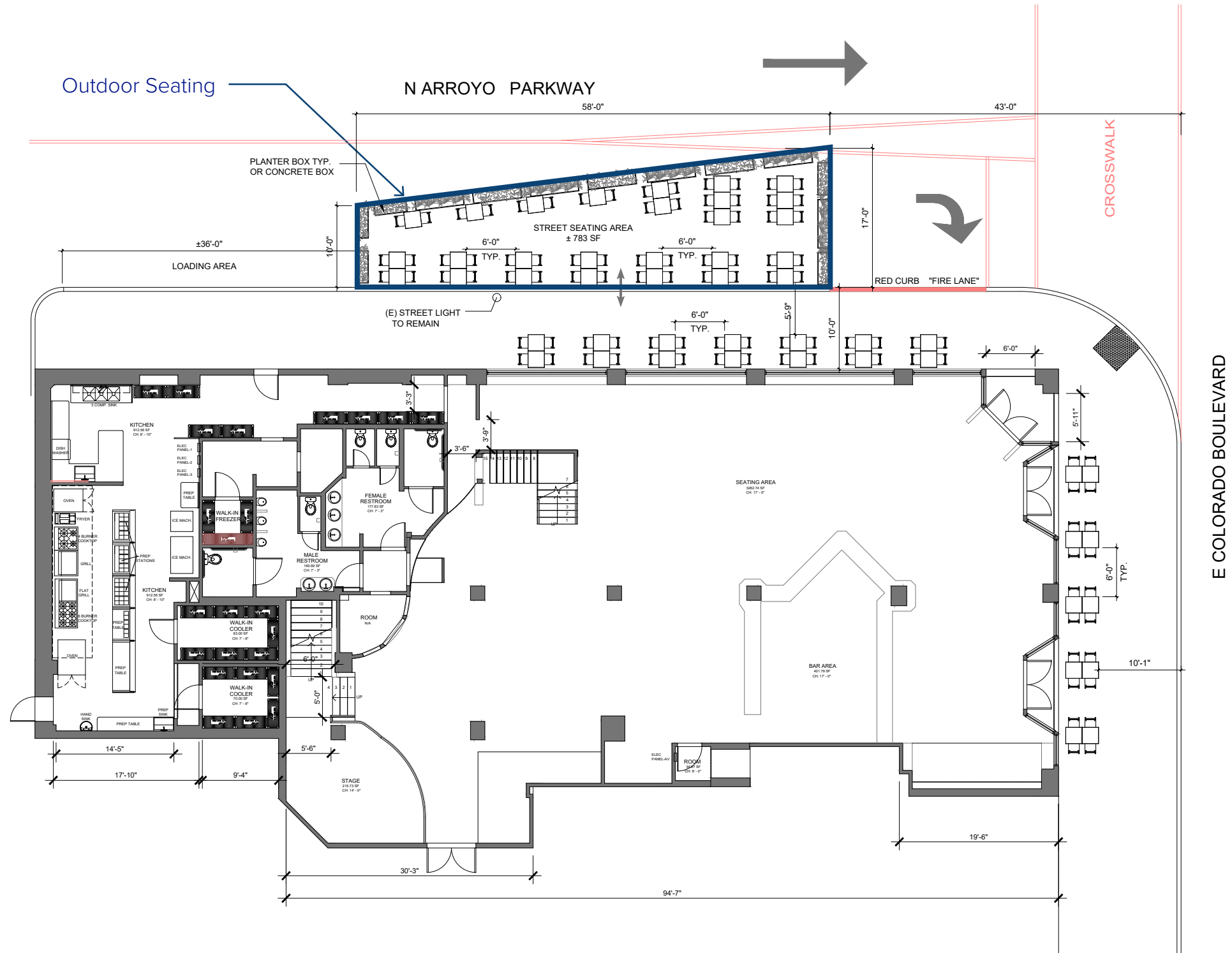
- Unique second generation restaurant opportunity
- 52' feet of frontage on Colorado & 125' feet of frontage on Arroyo Pkwy.
- Exclusive exterior enclosed patio
- Highest traffic count and pedestrian walk score in Old Pasadena



Floor Plan

- Two existing bars, commercial style kitchen, private chef's room
- 6,380 SF + 800 SF mezzanine
- Entertainment license included with live music and dancing until 2AM
- Basement storage available up to approximately 6,500 SF





Trade Area Aerial

The historic Chamber of Commerce Building occupies one of Old Pasadena's most storied corners — Colorado Boulevard and Arroyo Parkway — placing ground-floor retailers directly within Southern California's most walkable and well-trafficked retail districts. A dense mix of premier brands, chef-driven dining, and lifestyle tenants lines the surrounding corridor, while cultural anchors like the Pasadena Playhouse and a packed calendar of signature events ensure consistent foot traffic well beyond the standard retail day.





Demographics

	1-mile radius	3-mile radius	5-mile radius
Population	38,031	192,032	497,585
Households	18,462	78,054	189,184
Total Daytime Employees	44,294	101,168	182,869
Average Household Income	\$142,150	\$175,369	\$165,701
Median Age	38.8	40.9	41.3

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property.

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