



Playhouse
Village

Brantwood

88 North Oakland Avenue
PASADENA, CA

Newly Completed: Restaurant and/or Retail Space Available for Lease

CBRE

A vibrant lifestyle district has emerged over the past two decades.

Urban living is ideal in the Playhouse Village. The Village has recently attracted great urban tenants like Urth Caffè, Sweetgreen, Modern Animal, Healthy Spot, Basecamp Fitness, Anaya's Restaurant and Star Leaf Asian Restaurant. Other amenities that draw people to live in the district are business like Vroman's Bookstore, New Landmark Theaters, Historic Pasadena Playhouse, Target Store and dozens of walk-to restaurants. Today, over 200 businesses operate in the Playhouse Village generating an average day-time population of over 65,000 and over \$227 Million in annual retail sales.

Brantwood Village located at 88 North Oakland Avenue is ideal for a new restaurant concept to take advantage of the restaurant infrastructure designed into the main corner space. Especially the ability to create an exciting indoor/outdoor Al-Fresco dining experience. Keep in mind Landmark Theaters is a "dine-in" theater experience in their newly remodeled multi-screen cinema and will coordinate their dine-in menu with local neighboring restaurants.

In addition to the Personal Service, Fitness, Retail/Restaurant space, there's a wonderful retail boutique space fronting Oakland Avenue that is perfect for retailers as in a florist, personal trainer, upscale market and grab and go concept, wine and cheese concept, arts & crafts or gallery, coffee and tea shop, health or juice bar, etc.



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 weeknights, excluding Mondays, and typically twice on both Saturday and Sunday.

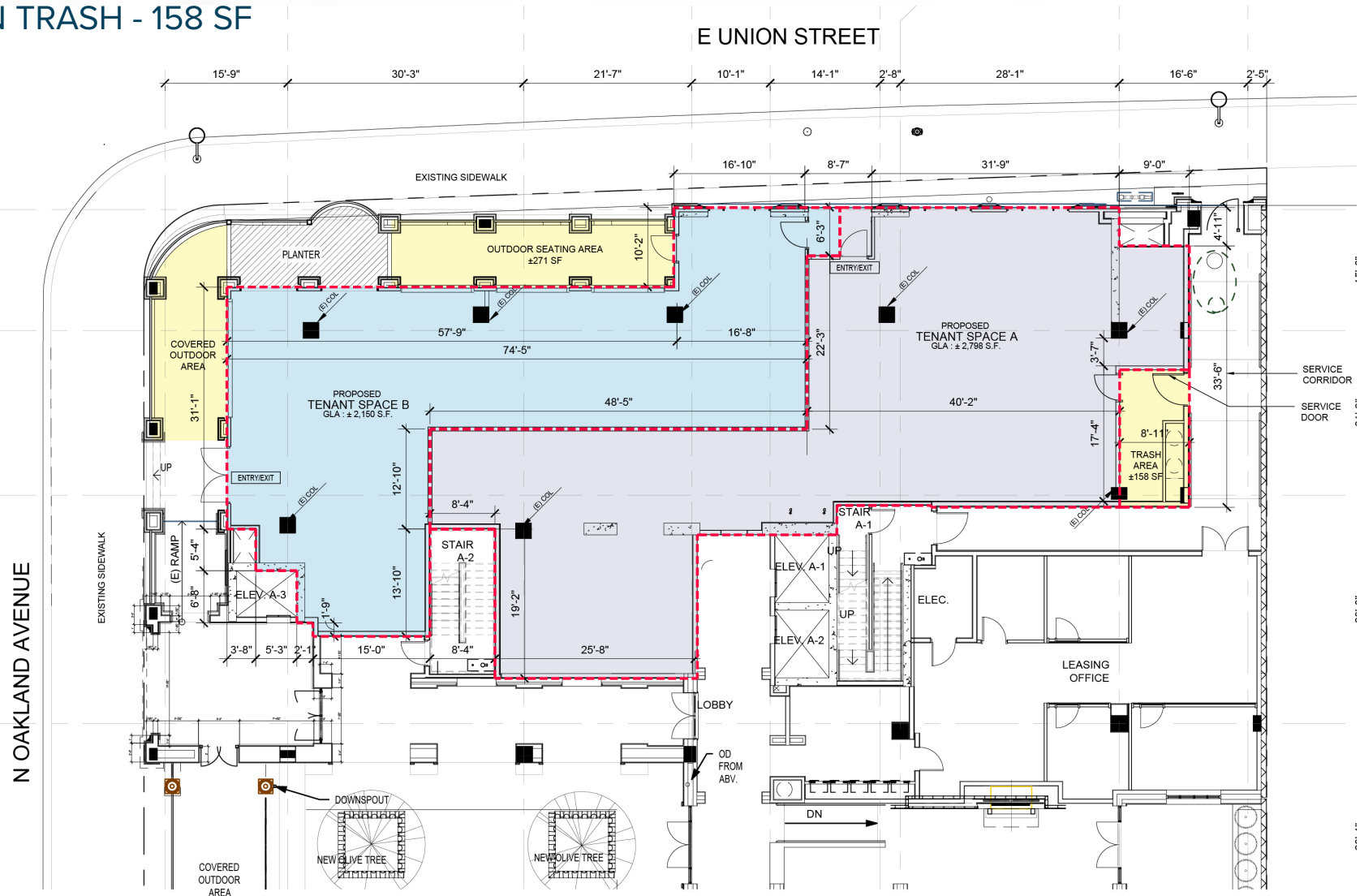
Highlights

- Prime restaurant and/or retail space in the heart of the City of Pasadena
- Two Development Projects straddling Union Street with a total of 141 luxury apartments and Retail Space
- The 55 unit Active Adult Community on the South side of Union Street contains the retail & restaurant spaces
- AC Hotel Grand 194 Room Hotel Opening in March 2024
- Solid daytime population and evening residents with over construction adding to the large apartment community all within walking distance



Brantwood

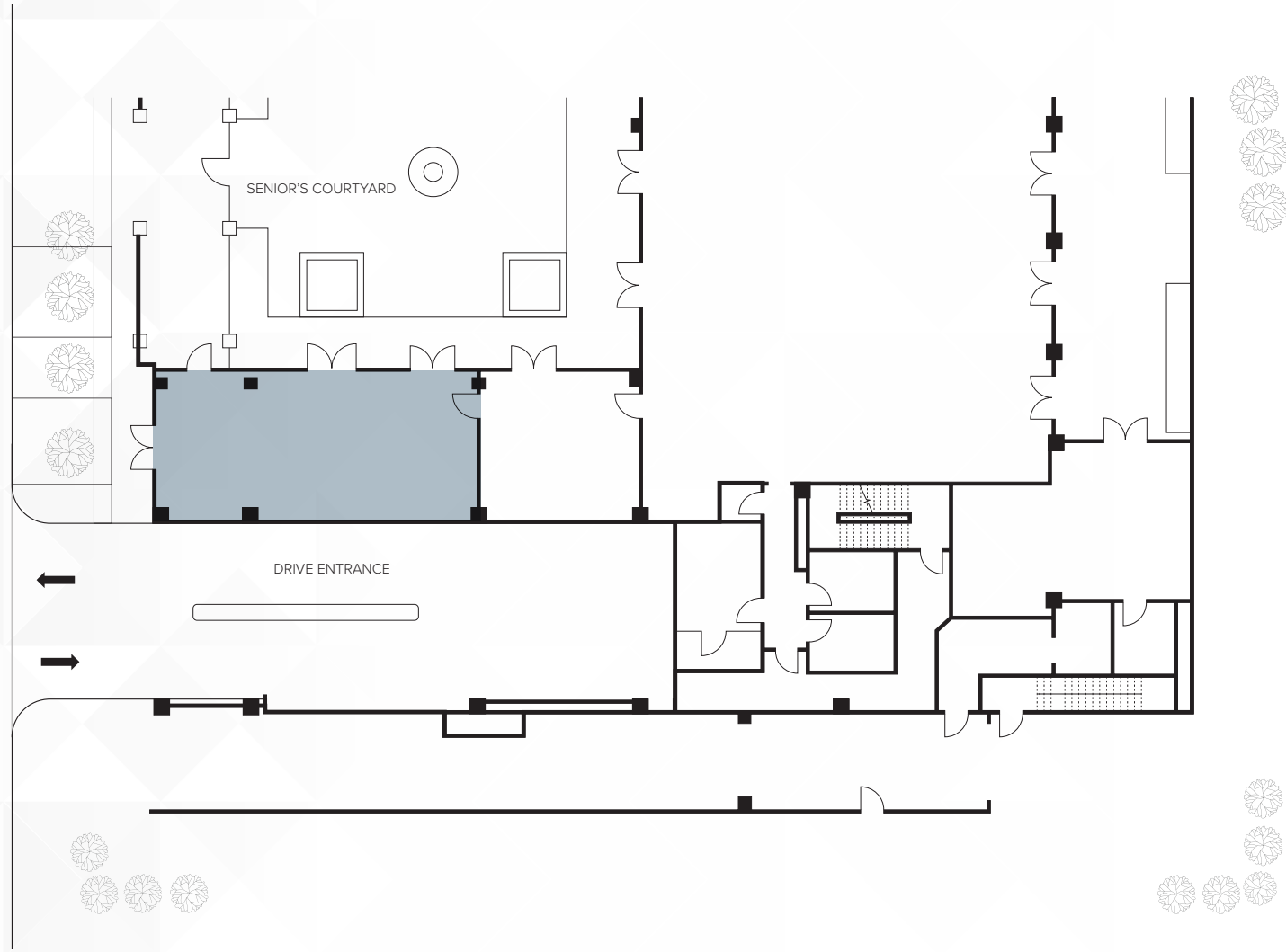
COMMON TRASH - 158 SF



Site Plan South - Retail Space

Retail - 871 SF

N OAKLAND AVE



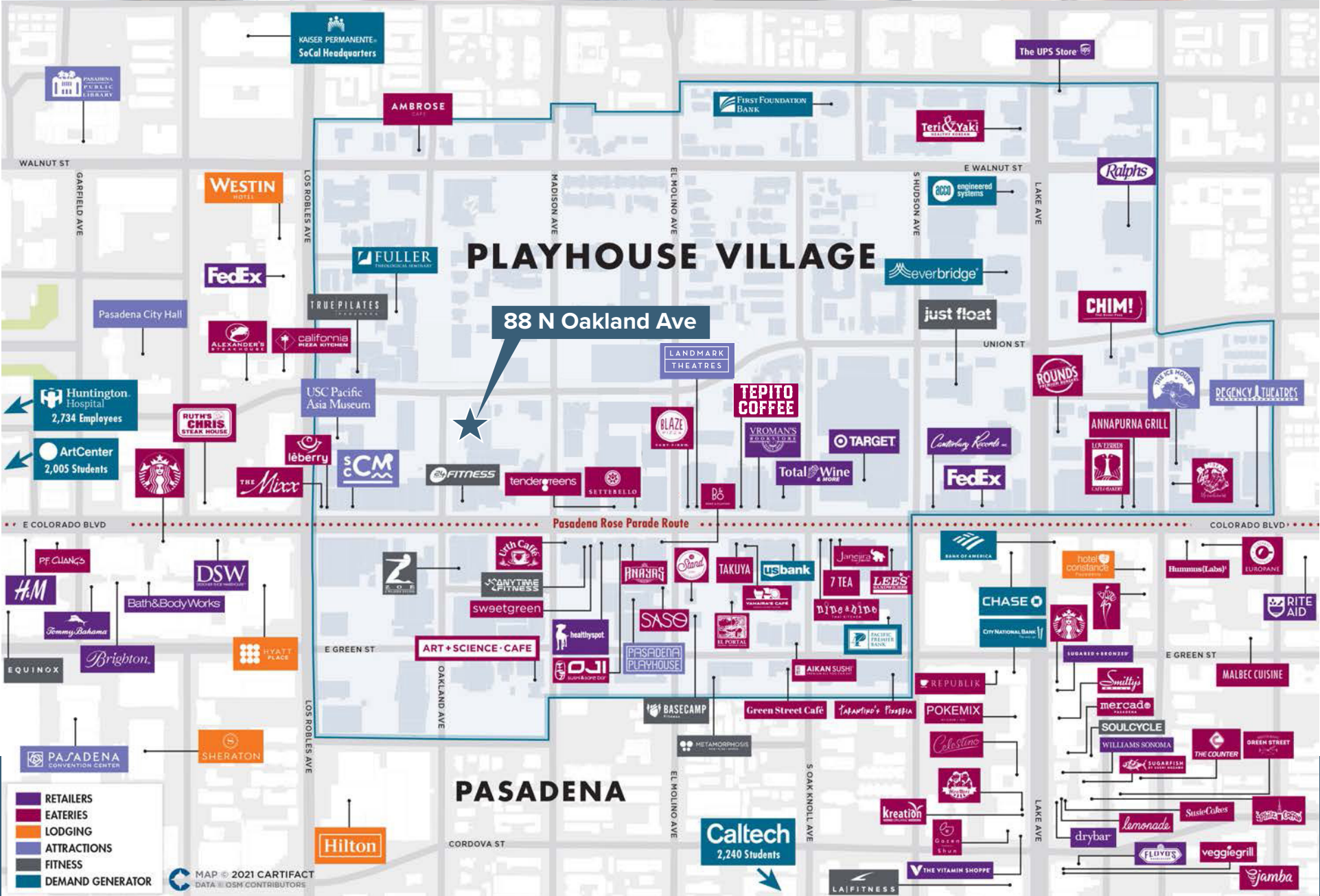
Market Information & Demographics

	0.5 Miles	1 Mile	2 Miles	3 Miles
2024 Est. Population	11,772	44,263	100,467	182,176
2024 Daytime Population	37,106	84,736	144,131	222,940
2024 Average Household Income	\$118,310	\$126,782	\$143,241	\$158,007





Amenity Map



Playhouse Village

Current Customer Trends Summary

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.

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.

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.

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

The “Mobilytics” report shows mobile phone visitor trends over recent months, focusing predominantly on evening/weekend stats. The Urban Edge and similar youth-oriented categories are gaining strength.

For more information, please visit the sites below:



Playhouse Village Video



Neighboring Retailers

- Urth Caffé
- Tender Greens
- Basecamp Fitness
- Total Wine
- Vroman's Bookstore
- Health Spot
- Blaze Pizza (Store #1)
- AC hotel Grand
- Landmark Theatres
- Modern Animal
- Kazunori (Under Construction)
- Sweetgreen
- Target
- Star Leaf Asian Cuisine

Lifestyle

A world class live, work, play district centrally located within the LA Metropolitan area.

SHOPPING

Pasadena is a regional shopping destination with offerings to satisfy everything from your day-to-day needs to the unexpected and unique. Described as the “shining jewel of Southern California” by the New York Times, Pasadena also has luxury, if that’s your cup of tea. Pasadena’s retail mix is well served by consumers of all types as demonstrated by its demographics and psychographic profiles.

MUSEUMS AND CULTURE

With five major museums, Pasadena has more museums per capita than nearly any U.S. city, according to Sunset Magazine. Some of the most distinguished art collections are housed in the Norton Simon Museum and USC Pacific Asia Museum, not to mention the nearby Huntington Library, Art Collections & Botanical Gardens.

DINING

Serving cuisines from all corners of the world, Pasadena offers more restaurants per capita than New York City, according to the LA Times. Diners can choose from a broad range of cuisines served in a variety of environments ranging from outdoor cafes and burger joints to elegant trattorias and fine dining rooms. Pasadena’s downtown comes alive with no shortage of happy hour, music and nightlife options.

PLAYHOUSE VILLAGE PBID

Celebrating 25 years and its recent renewal, the Playhouse Property and Business Improvement District (“PBID”) is a unique benefit to property owners, businesses and City of Pasadena to work as a cohesive organization dedicated to the long-term vitality of the Playhouse District. The organization provides “clean and safe” program, a professional marketing and business promotion program to enhance the physical environment and amenities throughout the District including the funding for Capital Improvements.

THE OUTDOORS

With over 300 days of sunshine, Pasadena boasts the perfect weather for enjoying the outdoors, even in the winter months. In Pasadena, outdoor enthusiasts have miles upon miles of hiking trails to choose from, a 3.1 mile recreation loop made for fitness, equestrian trails, an archery range and casting pond, and over 24 city parks, with more on the way.

EVENTS

You’ll never be without an event when you live, work, or visit Pasadena, and we’re not just talking the Tournament of Roses Parade & Rose Bowl Game. People flock to Pasadena to take advantage of the wide variety of sporting and entertainments events held at the Rose Bowl Stadium.

Brantwood

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