



TWENTY  
NINTH  
STREET

BOULDER, CO

MARKET PROFILE  
2017



**PROPERTY TYPE:**

Outdoor Mixed-use Lifestyle Center

**TOTAL SQUARE FEET:**

847,000

**MAJOR RETAILERS:**

Anthropologie, Apple, Arhaus  
Furniture, Brandy Melville, Colorado  
Athletic Club, H&M, Macy's, Madewell,  
Nordstrom Rack, Sephora, Sur La Table,  
The Home Depot, Trader Joe's, West Elm

**RESTAURANTS & ENTERTAINMENT:**

BJ's Restaurant & Brewhouse,  
California Pizza Kitchen, Cantina Laredo,  
Panera Bread, Century Boulder Theatres

**OFFICE TENANTS:**

Genscape, juwi solar, Zayo

**BUILT / RENOVATED:**

2006

**FOR INFORMATION:**

720-887-9900

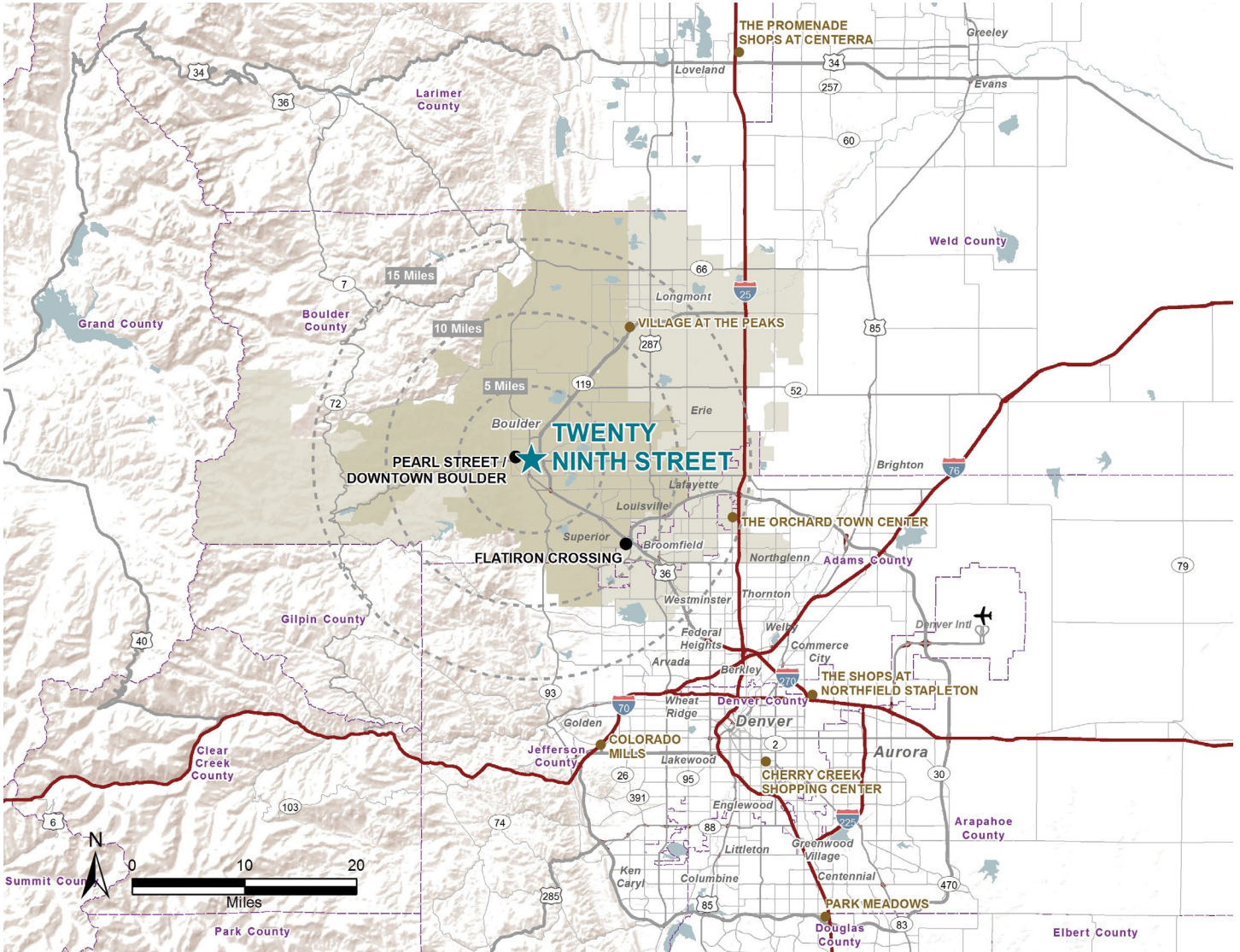
Macerich.com



# DEMOGRAPHIC SUMMARY

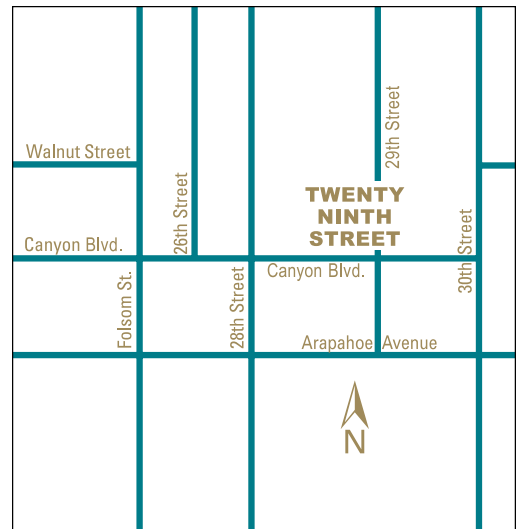
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2016 Total Population	226,018		487,844		316,987	
2021 Total Population	240,400		528,743		338,316	
2016-2021 Population Growth	6.4%		8.4%		6.7%	
HOUSEHOLDS						
2016 Total Households	92,596		189,988		127,213	
2021 Total Households	98,460		205,727		135,615	
2016-2021 Household Growth	6.3%		8.3%		6.6%	
INCOME						
Average Household Income	\$103,665		\$100,742		\$99,491	
Median Household Income	\$71,808		\$76,984		\$69,924	
Per Capita Income	\$43,054		\$39,620		\$40,436	
HOUSEHOLD INCOME RANGES						
\$50,000 +	58,669	63.4%	128,466	67.6%	80,311	63.1%
\$75,000 +	44,995	48.6%	97,758	51.5%	60,579	47.6%
\$100,000 +	34,247	37.0%	71,242	37.5%	45,055	35.4%
\$150,000 +	19,086	20.6%	35,365	18.6%	24,008	18.9%
AGE						
Median Age	35.6		36.3		36.5	
EDUCATION/OCCUPATION LEVELS						
Bachelor's Degree Plus	98,764	67.9%	172,544	54.0%	123,153	59.6%
White Collar	89,666	75.8%	181,694	71.3%	117,617	71.5%
RACE/ETHNICITY						
White	195,988	86.7%	416,363	85.3%	271,952	85.8%
Black	2,476	1.1%	5,868	1.2%	3,451	1.1%
American Indian	1,117	0.5%	3,266	0.7%	2,015	0.6%
Asian	11,977	5.3%	23,451	4.8%	14,485	4.6%
Pacific Islander	161	0.1%	392	0.1%	196	0.1%
Other Race	14,300	6.3%	38,504	7.9%	24,888	7.9%
Hispanic or Latino	22,721	10.1%	70,369	14.4%	45,189	14.3%
Not Hispanic or Latino	203,297	89.9%	417,475	85.6%	271,798	85.7%
DAYTIME EMPLOYMENT						
Total Businesses	13,443		23,334		17,617	
Total Employees	169,430		280,832		205,801	

# TRADE AREA MAP



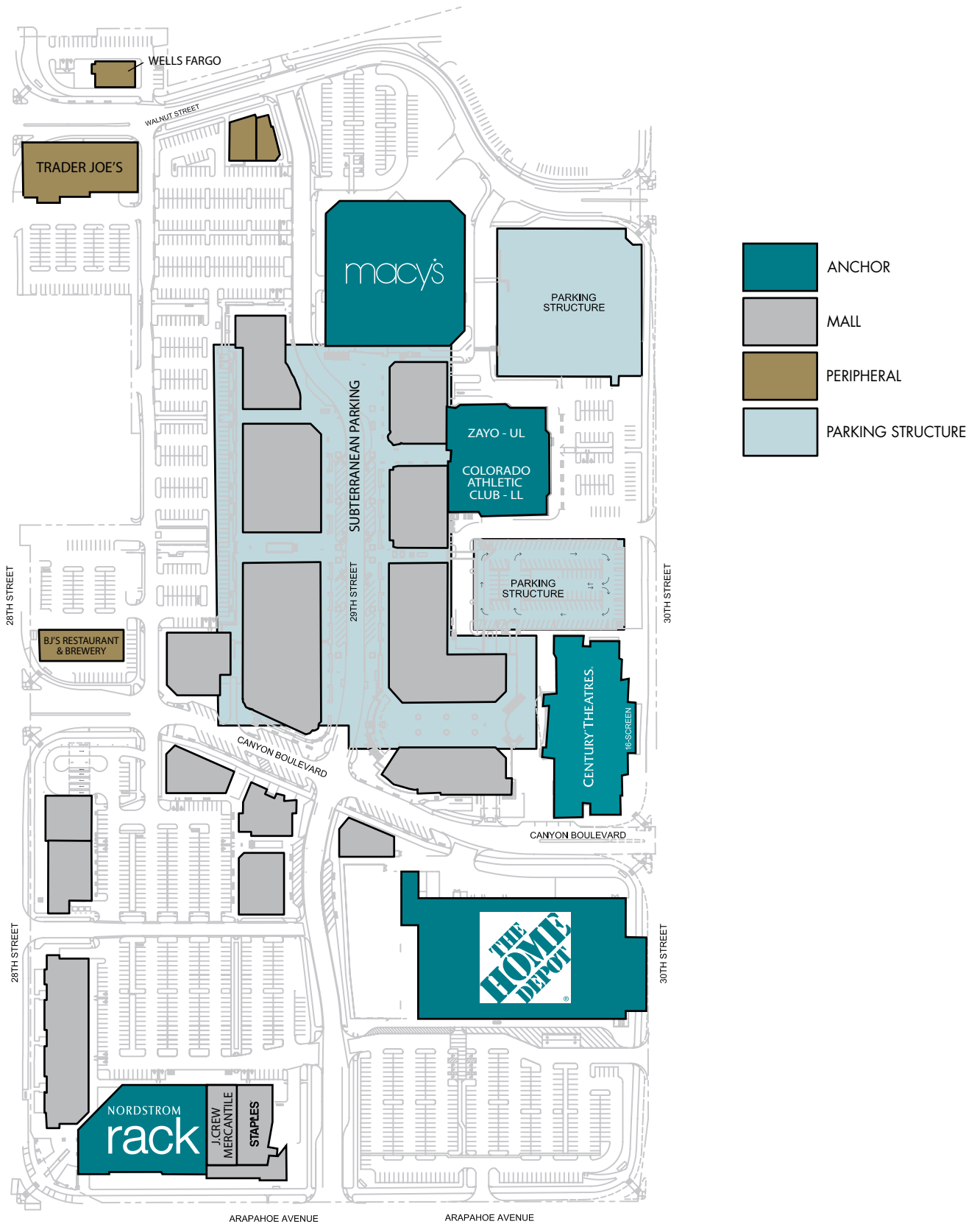
**LEGEND**

- ★ TWENTY NINTH STREET
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

# SITE PLAN



# MARKET FACT SHEET

BOULDER MEDIAN HOME SALE PRICE  
**\$925,000**

LOW UNEMPLOYMENT RATE OF **2.2%**  
 COMPARED TO THE STATE OF COLORADO AT 3.2%

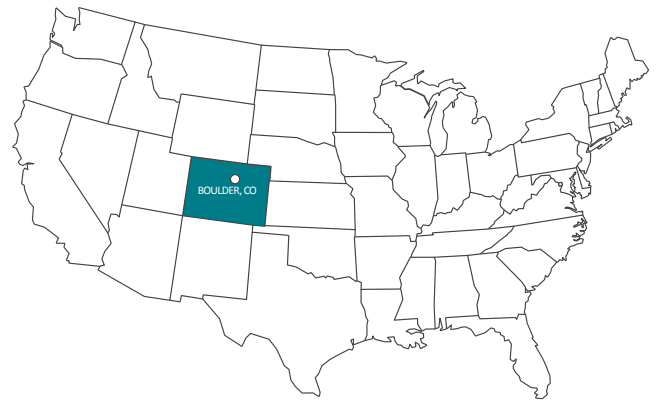
17 OF THE 100 COMPANIES NAMED  
**“BEST PLACES TO WORK”**  
 BY *OUTSIDE MAGAZINE*.  
 COLORADO HAD A TOTAL OF 36 OUT OF THE 100

BOULDER HAD 6 TIMES THE NATIONAL AVERAGE OF  
**TECH START-UPS**  
 PER CAPITA (IN 2015) AND IS ONE OF THE MOST PRODUCTIVE AREAS IN THE COUNTRY BASED ON GROSS DOMESTIC PRODUCT

OPENING IN 2017, GOOGLE IS BUILDING A  
**300,000-SQUARE-FOOT**  
 FACILITY, WITH 1,000 WORKERS, 1/2 MILE AWAY FROM TWENTY NINTH STREET, COSTING  
**\$150 MILLION**  
 WHICH WILL SPUR DEVELOPMENT ALONG 30TH STREET. GOOGLE’S PHASE 2 WILL BRING 500 MORE EMPLOYEES

THE ECONOMIC IMPACT OF TOURISM IN THE CITY TOPPED HALF A BILLION (\$515.4 MILLION) IN 2015 WITH TOTAL VISITOR EXPENDITURES OF  
**\$422.8 MILLION**

**10 HOTELS**  
 TOTALING 1,744 ROOMS ARE WITHIN 1.5 MILES OF TWENTY NINTH STREET



## PRIMARY INDUSTRIES

- PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES
- MANUFACTURING
- INFORMATION MANAGEMENT OF COMPANIES AND ENTERPRISES
- ARTS, ENTERTAINMENT & RECREATION
- ACCOMMODATION & FOOD SERVICES

**86.9%** OF EMPLOYED CITY OF BOULDER RESIDENTS WORK WITHIN BOULDER COUNTY COMPARED TO 72.4% OF U.S. RESIDENTS WHO WORK AND LIVE IN THE SAME COUNTY AND 65.7% OF COLORADANS

THE UNIVERSITY OF COLORADO IS LESS THAN 2 MILES FROM TWENTY NINTH STREET AND ATTRACTS **381,000** VISITORS ANNUALLY FOR CULTURAL EVENTS AND PROGRAMS AND **500,000** FOR ATHLETIC EVENTS

UNIVERSITY OF COLORADO HAS **31,000** STUDENTS AND NAROPA UNIVERSITY HAS ANOTHER 1,000 STUDENTS

## YEARLY SALES

JAN	7.8%	MAY	8.0%	SEP	8.4%
FEB	7.3%	JUN	8.2%	OCT	8.6%
MAR	7.9%	JUL	8.0%	NOV	8.6%
APR	8.1%	AUG	8.5%	DEC	10.4%



OWNED  
OTHER



UNIVERSITY OF COLORADO

ARAPAHOE AVE

CANYON BLD

MILLENNIUM HARVEST HOUSE HOTEL

RESIDENCE INN

BOULDER MARRIOTT HOTEL

EMBASSY SUITES & HILTON GARDEN INN

NORDSTROM RACK

J.CREW MERCANTILE

STAPLES

THE HOME DEPOT

CHIPOTLE

BI'S RESTAURANT & BREWERY

APPLE

GENSCAPE

JUWI SOLAR

WEST ELM

CENTURY BOULDER THEATRES

28TH STREET

WELLS FARGO

TRADER JOE'S

MACY'S

ZAYO

LULULEMON

BRANDY MELVILLE

MADEWELL

ZAYO - UL

COLORADO ATHLETIC CLUB - LL

30TH STREET

TARGET

TWO NINE NORTH APARTMENTS

GOOGLE