



FLATIRON Crossing

BROOMFIELD, CO

MARKET PROFILE 2020

MAJOR RETAILERS Apple, Coach, Crate & Barrel, Dick's Sporting Goods, Dillard's, H&M, J.Crew, M•A•C Cosmetics, Macy's, Nordstrom, Pottery Barn, Sephora, The Container Store, Vans, Williams-Sonoma

RESTAURANTS & ENTERTAINMENT Bad Daddy's Burger Bar, California Pizza Kitchen, Gordon Biersch Brewery, P.F. Chang's, Red Robin, Tokyo Joe's, Village Tavern, AMC 14 Theatres (Dolby Cinema + IMAX) | **FOOD COURT** 12 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,428,000 | **BUILT** 2000

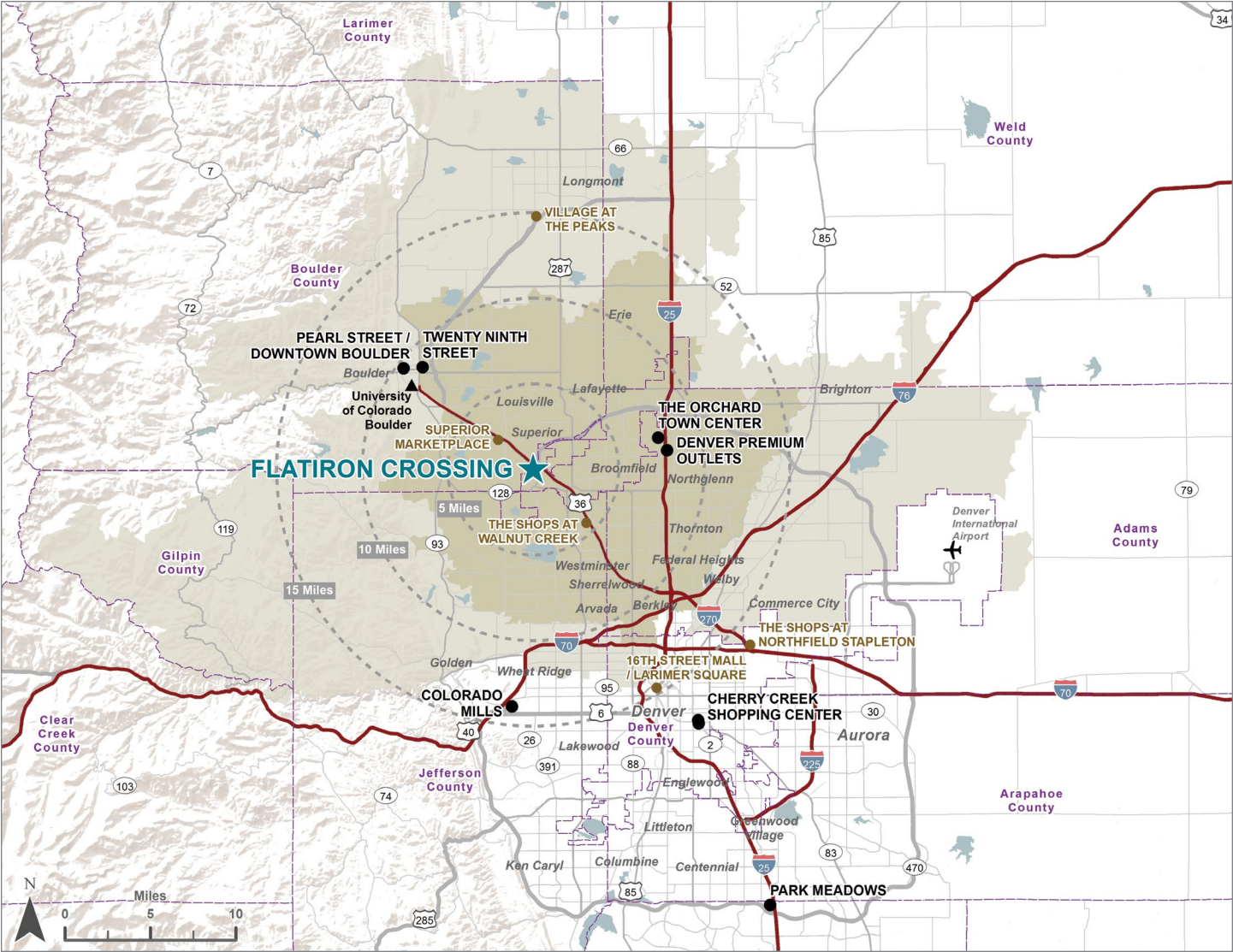
FOR MORE INFORMATION 720-887-9900 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-LAKEWOOD, CO [MSA]	
2019 Total Population	723,249		1,203,871		2,960,386	
2024 Total Population	776,360		1,313,602		3,209,389	
2019-2024 Population Growth	7.3%		9.1%		8.4%	
HOUSEHOLDS						
2019 Total Households	271,612		456,305		1,161,428	
2024 Total Households	291,162		496,354		1,256,856	
2019-2024 Household Growth	7.2%		8.8%		8.2%	
INCOME						
Average Household Income	\$102,336		\$102,562		\$105,531	
Median Household Income	\$79,498		\$78,387		\$78,436	
Per Capita Income	\$38,465		\$38,928		\$41,446	
HOUSEHOLD INCOME RANGES						
\$50,000 +	192,545	70.9%	318,212	69.7%	809,926	69.7%
\$75,000 +	145,158	53.4%	239,686	52.5%	609,590	52.5%
\$100,000 +	104,470	38.5%	173,825	38.1%	446,348	38.4%
\$150,000 +	50,003	18.4%	85,082	18.6%	225,630	19.4%
AGE						
Median Age	36.8		36.6		37.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	205,530	42.3%	352,593	43.8%	905,133	44.9%
White Collar	260,087	65.0%	430,883	65.0%	1,079,872	66.4%
RACE / ETHNICITY						
White	579,010	80.1%	967,877	80.4%	2,242,152	75.7%
Black	11,435	1.6%	18,908	1.6%	175,763	5.9%
American Indian	7,300	1.0%	12,616	1.0%	29,444	1.0%
Asian	35,946	5.0%	49,441	4.1%	133,479	4.5%
Pacific Islander	791	0.1%	1,177	0.1%	4,579	0.2%
Other Race	88,766	12.3%	153,853	12.8%	374,969	12.7%
Hispanic or Latino	177,608	24.6%	305,521	25.4%	703,517	23.8%
Not Hispanic or Latino	545,640	75.4%	898,351	74.6%	2,256,869	76.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	395		2,404		5,525	
Total Employees	8,691		38,495		73,498	
Daytime Population	15,211		59,496		139,861	

TRADE AREA MAP



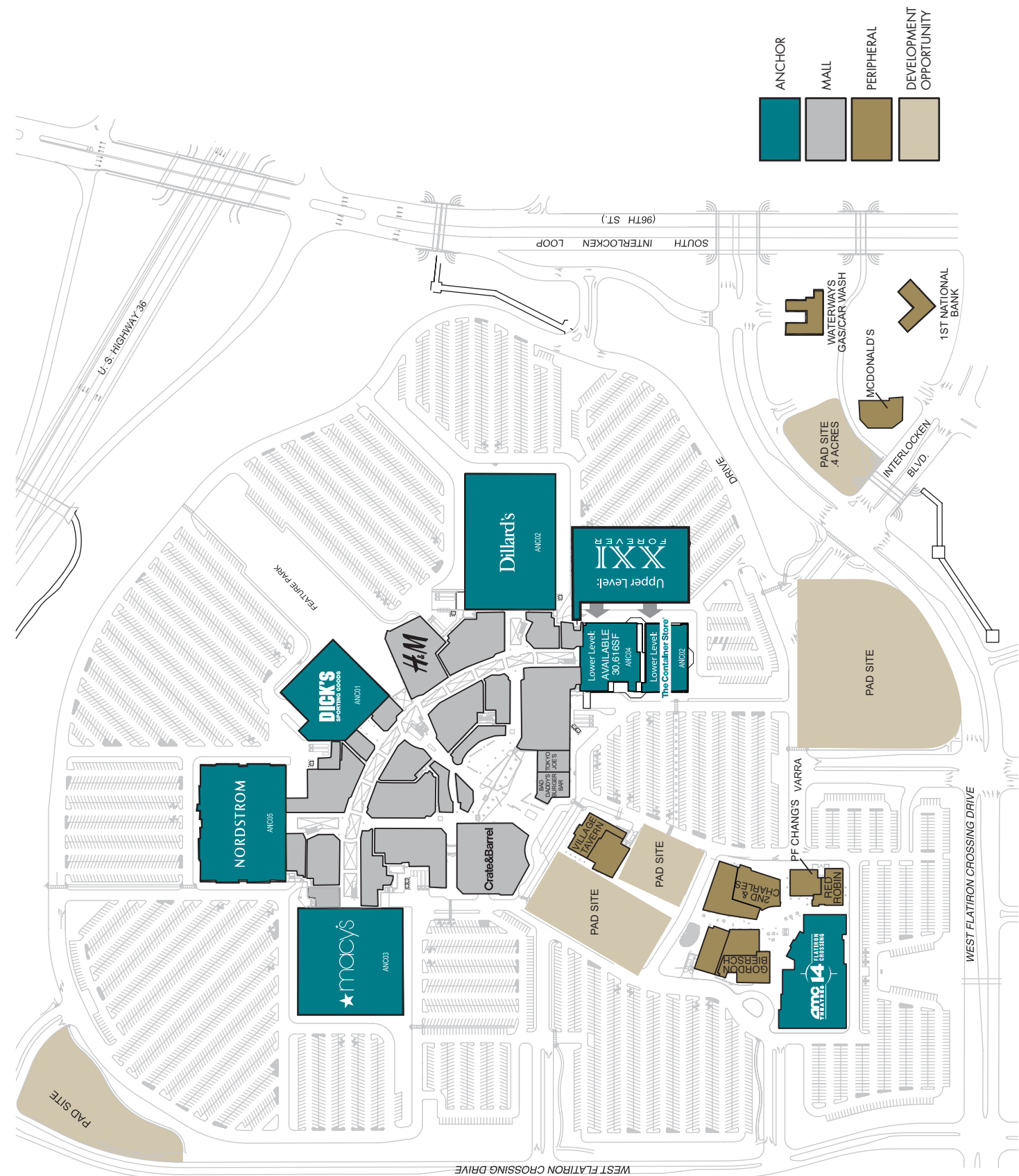
LEGEND

- ★ FLATIRON CROSSING
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

DENVER #4
BEST PLACES
FOR BUSINESS
AND CAREERS
(FORBES 2019)

AVERAGE HOUSEHOLD INCOME
WITHIN 5-MILE RADIUS OF
\$113,000,
+15% OVER DENVER MSA

BROOMFIELD #4
FASTEST GROWTH OF
ANY METRO COUNTY
IN COLORADO
(2018 U.S. CENSUS BUREAU)

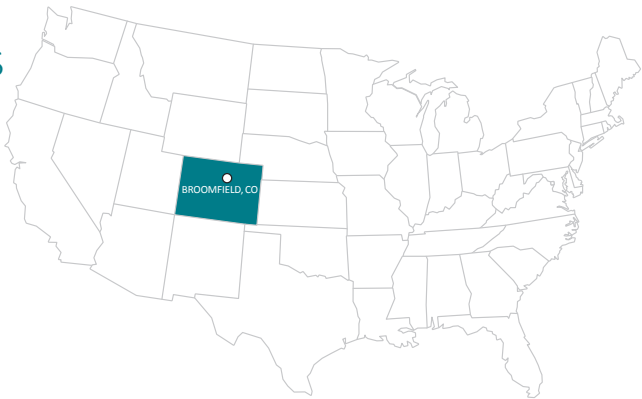
IN THE PAST 2 YEARS,
BROOMFIELD ADDED 113
FIRMS AND 2,780 MORE
JOBS. BROOMFIELD IS NOW
HOME TO 2,970 FIRMS AND
40,800 EMPLOYEES.

MEDIAN HOME VALUE
IN BROOMFIELD IS
\$475,300

2,600 HOTEL ROOMS
WITHIN 5-MILE RADIUS
(75% ARE UPSCALE NATIONAL
HOTEL BRANDS) AND ANOTHER 200+
PLANNED IN THE CITY OF BROOMFIELD

36,000 STUDENTS
AT NEIGHBORING UNIVERSITY OF
COLORADO (<10 MILES AWAY)

75,000 EMPLOYEES
WITHIN A
5-MILE RADIUS,
INCLUDING
16 MAJOR
EMPLOYERS WITH
500+ EMPLOYEES



BROOMFIELD COUNTY
HAS HIGHEST AVERAGE
WEEKLY WAGE IN
COLORADO;
9% HIGHER THAN
DENVER COUNTY –
NEXT HIGHEST COUNTY
(BLS 4TH QUARTER 2018)

TOP 5 U.S. COUNTIES WITH THE HIGHEST NUMBER OF COMPANIES
PER CAPITA

OVER 300 DAYS OF SUNSHINE, 8,000 ACRES OF BROOMFIELD OPEN
LANDS AND WORLD FAMOUS RECREATION IN COLORADO

BROOMFIELD’S GLOBAL POWERHOUSES, START-UPS AND
HOMEGROWN COMPANIES SUCH AS BALL, VAIL RESORTS,
WEBROOT, ORACLE, PARTNERS GROUP AND VIEGA, ARE
LEADING THE WAY IN ALL SECTORS OF INNOVATION

YEARLY SALES

JAN	7.1%	MAY	7.7%	SEP	8.0%
FEB	7.1%	JUN	8.2%	OCT	7.9%
MAR	8.1%	JUL	8.1%	NOV	8.8%
APR	7.3%	AUG	8.4%	DEC	13.4%

MACY'S

NORDSTROM

DICK'S SPORTING GOODS

DILLARD'S

AVAILABLE

THE CONTAINER STORE

XXI FOREVER

TOKYO JOE'S

BAD DADDY'S
BURGER BAR

CRATE & BARREL

VILLAGE TAVERN

PAD SITE

PAD SITE

GORDON BIERSCHE BREWERY

2ND & CHARLES

P.F. CHANG'S CHINA BISTRO

RED ROBIN

AMC THEATRES

PAD SITE

DSW

PAD SITE

INTERLOCKEN LOOP

FLATIRON
MARKETPLACE