FLATIRON Crossing

BROOMFIELD, CO

MARKET PROFILE 2021

MAJOR RETAILERS Amazon Books, Apple, Coach, Crate & Barrel, Dick's Sporting Goods, Dillard's, H&M, J.Crew,

M•A•C Cosmetics, Macy's, 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

AMC 14 Theatres (Dolby Cinema + IMAX) | **FOOD COURT** 12 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,263,000 | **BUILT** 2000
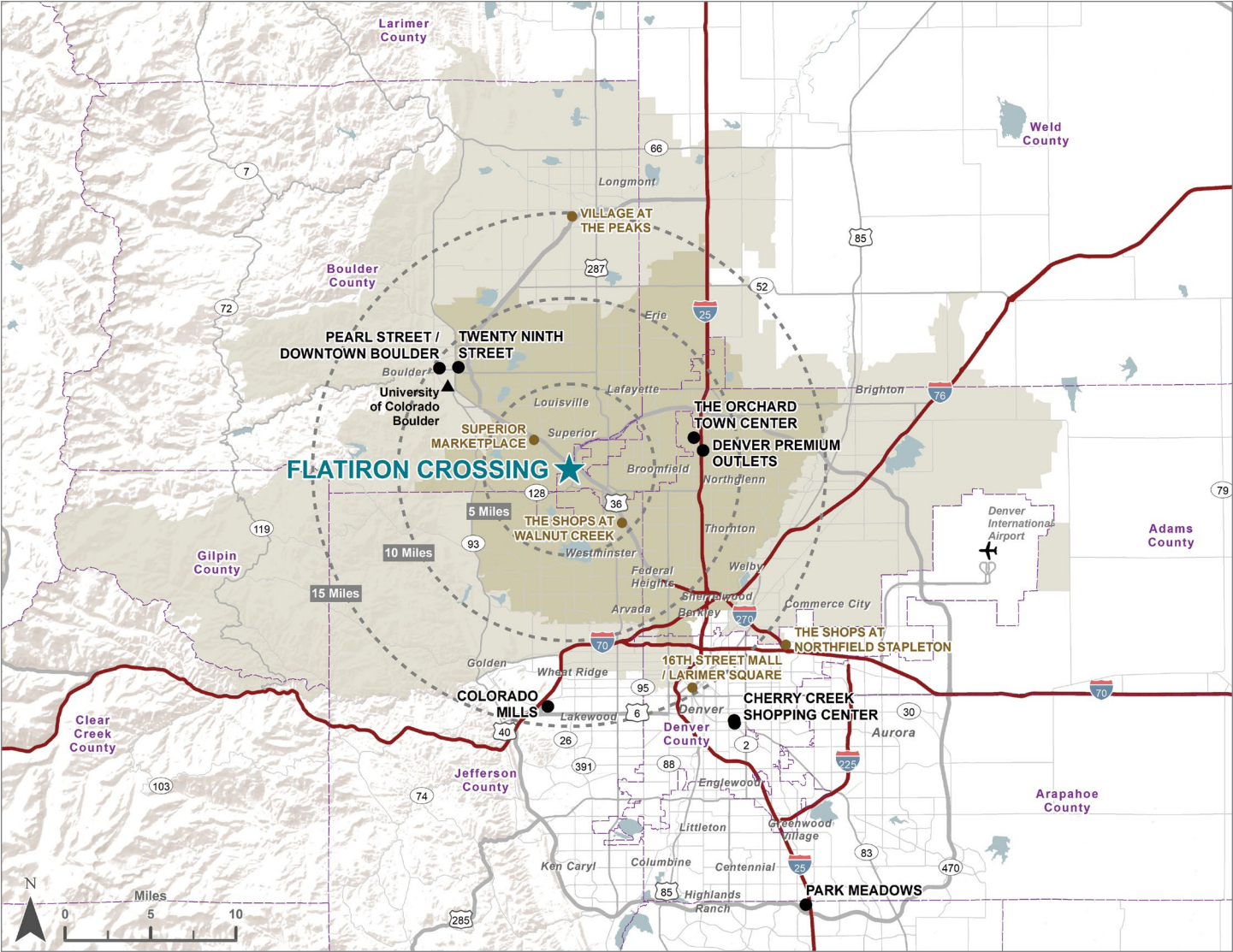
FOR MORE INFORMATION 720-887-9900 | Macerich.com

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DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-LAKEWOOD, CO [MSA]	
2020 Total Population	727,999		1,214,260		2,988,896	
2025 Total Population	779,401		1,312,961		3,221,972	
2020-2025 Population Growth	7.1%		8.1%		7.8%	

HOUSEHOLDS						
2020 Total Households	273,486		460,354		1,174,923	
2025 Total Households	292,423		496,643		1,264,667	
2020-2025 Household Growth	6.9%		7.9%		7.6%	

INCOME						
Average Household Income	$107,644		$107,621		$109,026	
Median Household Income	$82,517		$81,350		$80,666	
Per Capita Income	$40,473		$40,849		$42,894	

HOUSEHOLD INCOME RANGES						
$50,000 +	197,955	72.4%	327,434	71.1%	826,429	70.3%
$75,000 +	150,995	55.2%	250,261	54.4%	630,895	53.7%
$100,000 +	112,017	41.0%	186,109	40.4%	475,992	40.5%
$150,000 +	56,283	20.6%	95,267	20.7%	247,985	21.1%

AGE						
Median Age	37.0		36.8		37.3	

EDUCATION / OCCUPATION						
Bachelor's Degree Plus	209,136	42.7%	357,300	44.0%	922,999	45.4%
White Collar	259,213	65.7%	429,395	65.8%	1,070,294	67.1%

RACE / ETHNICITY						
White	583,053	80.1%	974,422	80.2%	2,259,294	75.6%
Black	11,468	1.6%	19,235	1.6%	178,184	6.0%
American Indian	7,302	1.0%	12,739	1.0%	29,704	1.0%
Asian	36,566	5.0%	51,122	4.2%	138,859	4.6%
Pacific Islander	743	0.1%	1,145	0.1%	4,842	0.2%
Other Race	88,866	12.2%	155,597	12.8%	378,013	12.6%
Hispanic or Latino	177,664	24.4%	308,054	25.4%	706,381	23.6%
Not Hispanic or Latino	550,335	75.6%	906,206	74.6%	2,282,515	76.4%

EMPLOYMENT / DAYTIME POPULATION	1 MILE		3 MILE		5 MILE	
Total Businesses	405		2,372		5,416	
Total Employees	9,694		41,209		75,789	
Daytime Population	12,083		53,228		139,848	

Source: U.S. Census Bureau. ESRI 2020

TRADE AREA MAP

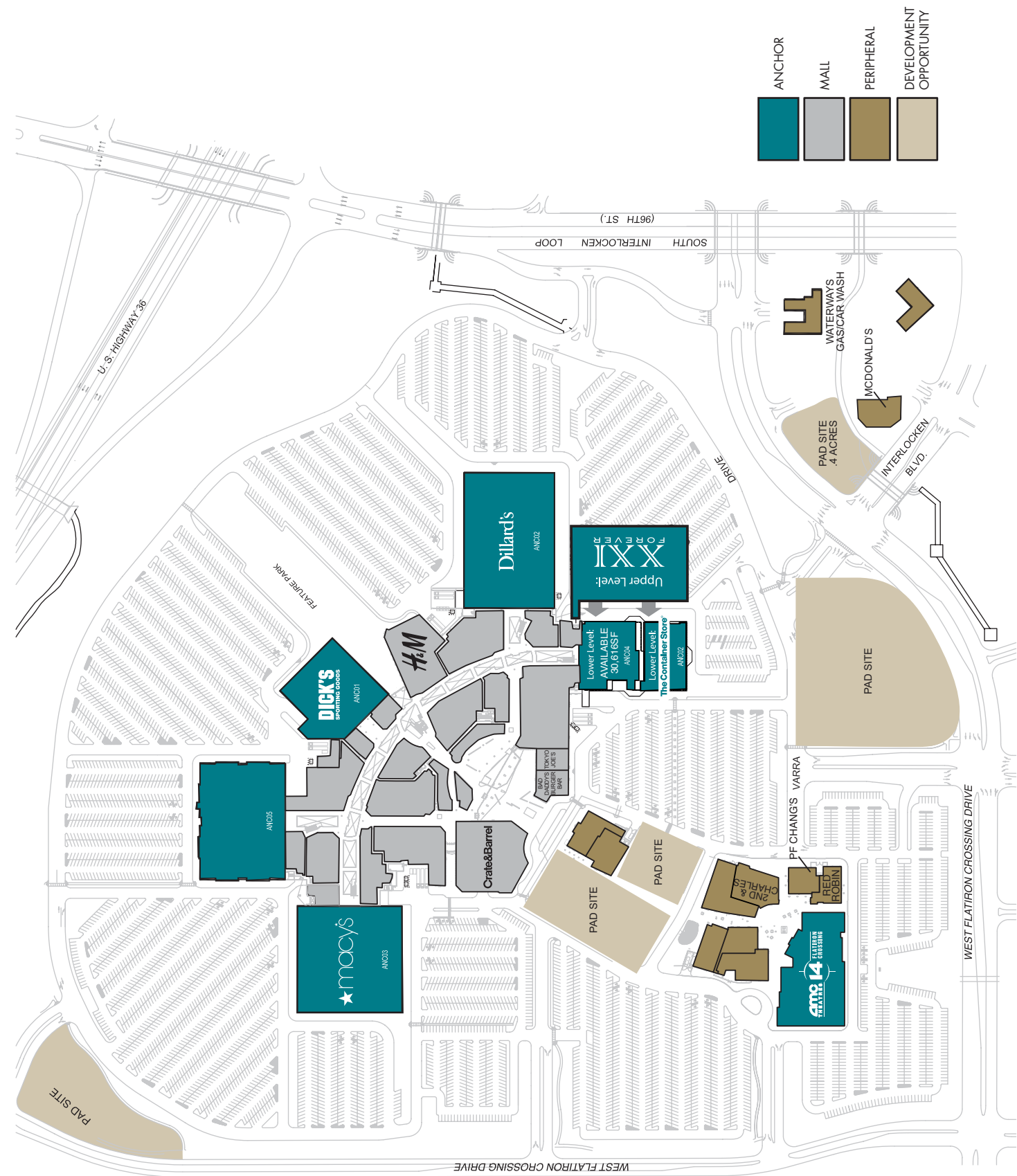## LEGEND

★ FLATIRON CROSSING

▀ PRIMARY TRADE AREA

▀ SECONDARY TRADE AREA

● COMPETITIVE CENTERS

● OTHER CENTERS

10% PCW

SITE PLAN

MALL

PERIPHERAL

DEVELOPMENT OPPORTUNITY

U.S. HIGHWAY 36

SOUTH INTERLOCKEN LOOP (96TH ST.)

WATERWAYS GAS/CAR WASH

MCDONALD'S

PAD SITE 4 ACRES

INTERLOCKEN BLVD.

DRIVE

FEATURE PARK

Dillard's
ANC02

XXI FOREVER
Upper Level:

Lower Level: AVAILABLE 30,616SF
ANC04

The Container Store
Lower Level:
ANC02

H&M

DICK'S SPORTING GOODS
ANC01

BAD DADDY'S BURGER BAR
TOKYO JOE'S

PAD SITE

ANC05

Crate&Barrel

PAD SITE

PAD SITE

VARRA

PF CHANG'S

2ND & CHARLES

RED ROBIN

Macy's
ANC03

AMC 14 FLATIRON CROSSING

WEST FLATIRON CROSSING DRIVE

PAD SITE

WEST FLATIRON CROSSING DRIVE

UPDATED 3/21

MARKET FACT SHEET

WITHIN 5-MILE RADIUS

− AVERAGE HOUSEHOLD INCOME OF $124,000, +14% OVER DENVER MSA

− 49% OF HOUSEHOLDS WITH INCOME OVER $100,000, +21% OVER DENVER MSA

BROOMFIELD #2 FASTEST GROWTH OF ANY METRO COUNTY IN COLORADO

(2019 U.S. CENSUS BUREAU)

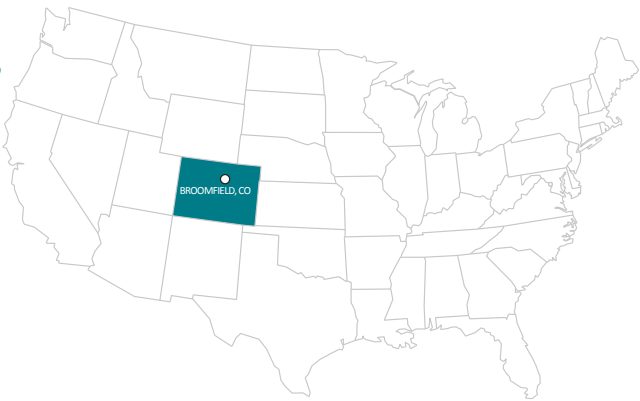### DENVER #4 BEST PLACES FOR BUSINESS AND CAREERS

(FORBES 2019)

IN THE PAST 3 YEARS, BROOMFIELD ADDED 113 FIRMS AND 2,780 MORE JOBS. BROOMFIELD IS NOW HOME TO 2,970 FIRMS AND 40,800 EMPLOYEES.

HOME VALUE IN BROOMFIELD IS $515,638

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)

75,789 EMPLOYEES

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

BROOMFIELD, CO

BROOMFIELD COUNTY HAS HIGHEST AVERAGE WEEKLY WAGE IN COLORADO; 10% HIGHER THAN DENVER COUNTY

(BLS 4TH QUARTER 2019)

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

Month	%	Month	%	Month	%
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%

NORTH

FLATIRON
Crossing

1 AMC THEATRES
2 MACY'S
3 DICK'S SPORTING GOODS
4 DILLARD'S
5 RED ROBIN

6 GORDON BIERSCH BREWERY
7 P.F. CHANG'S
8 PAD SITE
9 CRATE & BARREL
10 BAD DADDY'S BURGER BAR

11 THE CONTAINER STORE
12 XXI FOREVER
13 POTTERY BARN
14 WILLIAMS-SONOMA
15 CALIFORNIA PIZZA KITCHEN

16 SEPHORA
17 FUTURE CLASS-A OFFICE
18 AMAZON BOOKS
19 APPLE
20 H&M

U.S. HWY 36 - 98,110 VEHICLES DAILY

INTERLOCKEN LOOP

FLATIRON MARKETPLACE
EXPANDING FALL 2021

W. FLATIRON CROSSING DR.

BELL FLATIRONS APARTMENTS

HILTON GARDEN INN/HOMEWOOD SUITES BY HILTON