



# FLATIRON Crossing

BROOMFIELD, CO

## MARKET PROFILE 2022

**MAJOR RETAILERS** Apple, Banana Republic, Coach, Crate & Barrel, Dick's Sporting Goods, Dillard's, H&M, 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** 1,426,000 | **BUILT** 2000; Redevelopment: Estimated 2024

**FOR MORE INFORMATION** 720-887-9900 | [Macerich.com](http://Macerich.com)

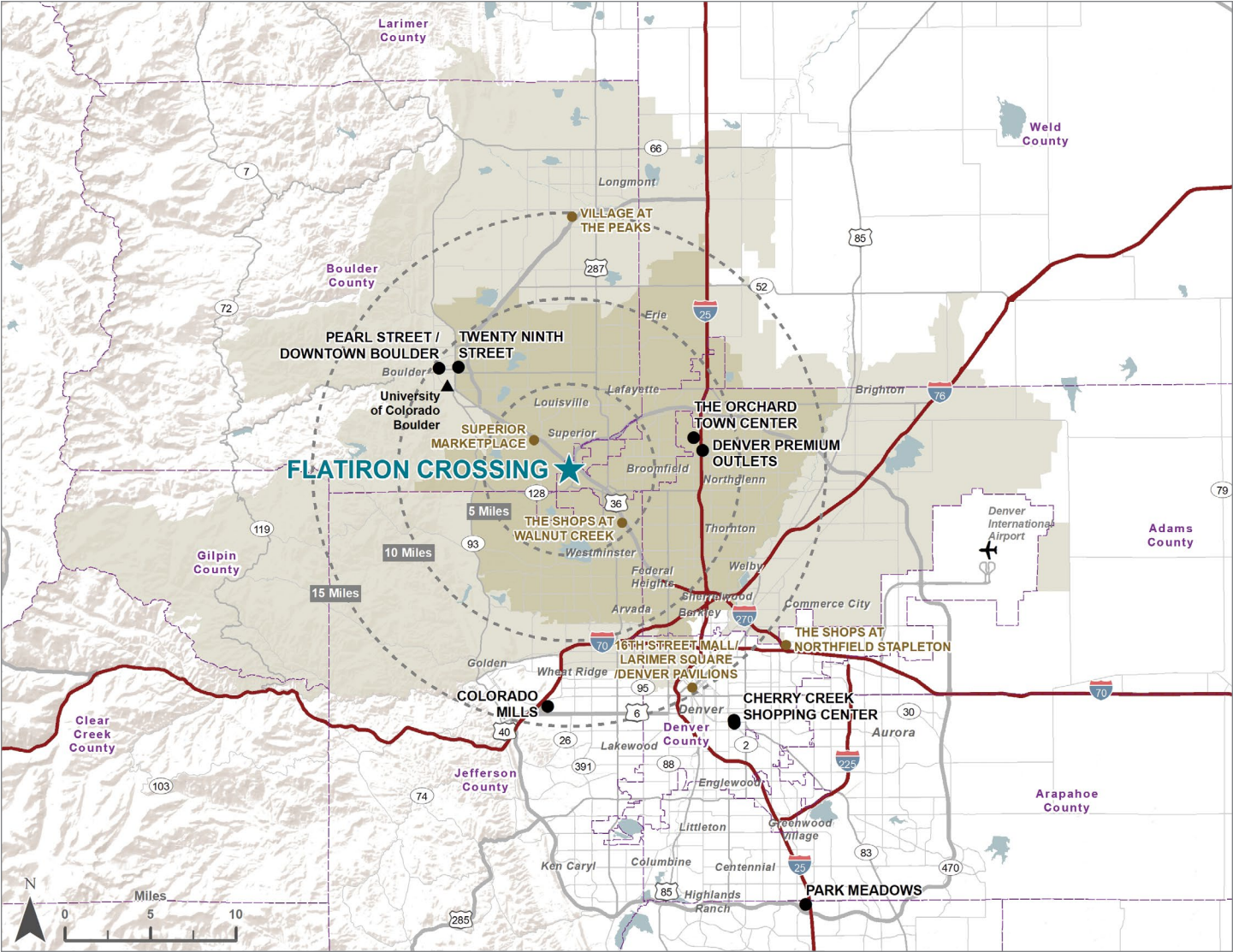


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-LAKEWOOD, CO [MSA]	
2021 Total Population	731,100		1,223,836		3,023,581	
2026 Total Population	776,679		1,309,258		3,251,055	
2021-2026 Population Growth	6.2%		7.0%		7.5%	
HOUSEHOLDS						
2021 Total Households	276,176		466,486		1,192,961	
2026 Total Households	293,695		499,008		1,282,938	
2021-2026 Household Growth	6.3%		7.0%		7.5%	
INCOME						
Average Household Income	\$112,962		\$112,366		\$113,772	
Median Household Income	\$86,120		\$84,835		\$84,899	
Per Capita Income	\$42,702		\$42,868		\$44,921	
HOUSEHOLD INCOME RANGES						
\$50,000 +	205,962	74.6%	341,385	73.2%	870,289	73.0%
\$75,000 +	159,423	57.7%	264,382	56.7%	669,738	56.1%
\$100,000 +	118,227	42.8%	197,313	42.3%	511,881	42.9%
\$150,000 +	64,322	23.3%	107,135	23.0%	276,473	23.2%
AGE						
Median Age	37.2		37.0		37.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	218,164	44.0%	372,564	45.2%	964,146	46.6%
White Collar	273,738	68.5%	455,569	68.6%	1,139,354	69.8%
RACE / ETHNICITY						
White	582,654	79.7%	978,302	79.9%	2,271,707	75.1%
Black	11,726	1.6%	19,764	1.6%	182,468	6.0%
American Indian	7,546	1.0%	13,140	1.1%	30,509	1.0%
Asian	37,553	5.1%	52,413	4.3%	143,854	4.8%
Pacific Islander	766	0.1%	1,183	0.1%	5,166	0.2%
Other Race	90,855	12.4%	159,034	13.0%	389,877	12.9%
Hispanic or Latino	181,573	24.8%	314,820	25.7%	727,667	24.1%
Not Hispanic or Latino	549,527	75.2%	909,016	74.3%	2,295,914	75.9%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	404		2,390		5,373	
Total Employees	7,590		39,349		75,731	
Daytime Population	9,764		53,001		142,096	



# TRADE AREA MAP



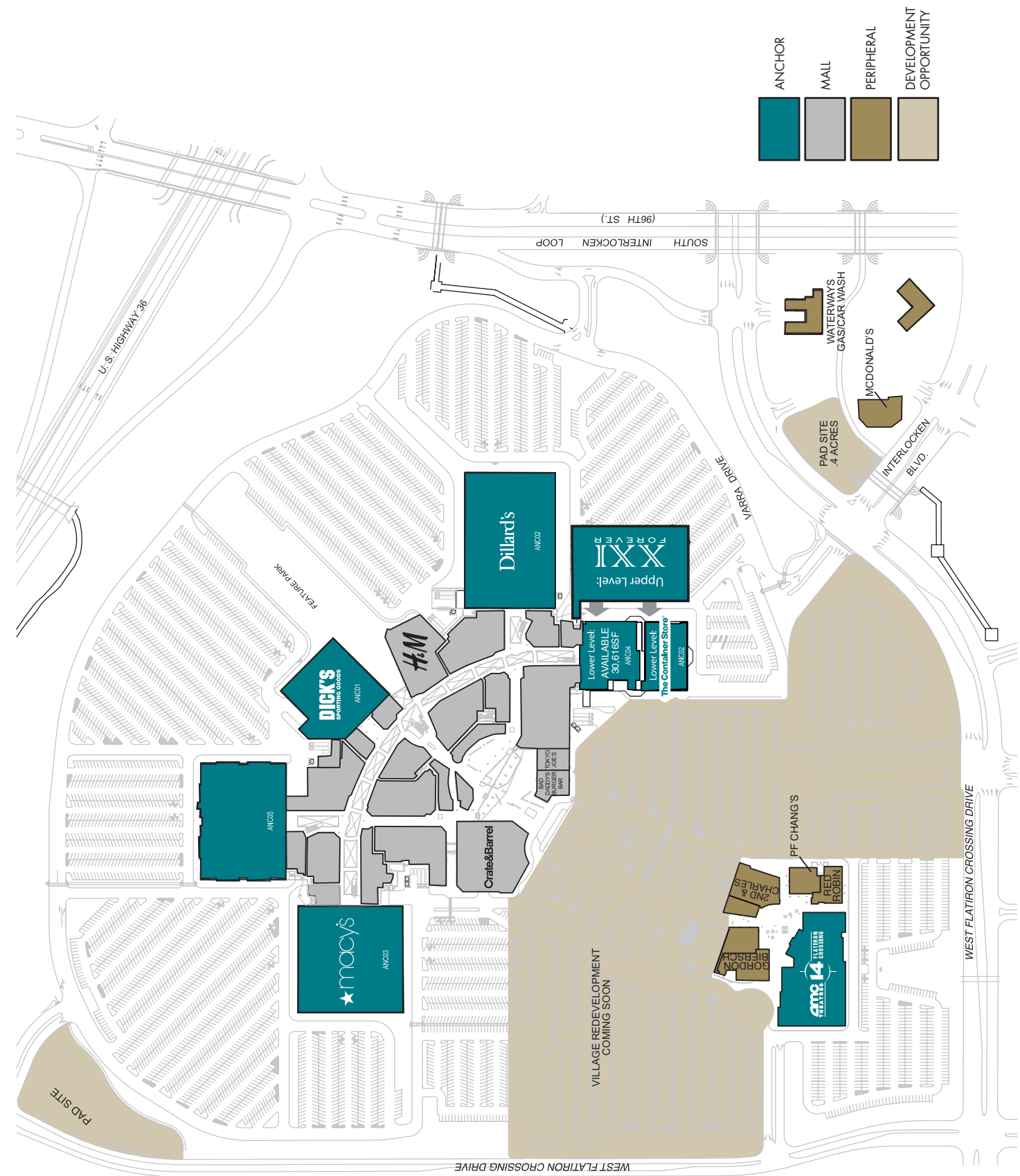
## LEGEND

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



10% PCW

# SITE PLAN



# MARKET FACT SHEET

## WITHIN 5-MILE RADIUS

– AVERAGE HOUSEHOLD INCOME OF **\$130,000**,  
+14% OVER DENVER MSA

– 51% OF HOUSEHOLDS WITH INCOME OVER **\$100,000**,  
+18% OVER DENVER MSA

## REDEVELOPMENT COMING 2024:

LIVE - WORK - SHOP - PLAY –  
INCLUDES RESIDENTIAL, CLASS-A OFFICE, RETAIL, F&B AND HOTEL

## 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 4 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 **\$590,000**

## 3,338 HOTEL ROOMS WITHIN 5-MILE RADIUS

(75% ARE UPSCALE NATIONAL HOTEL BRANDS)

## 36,000 STUDENTS

AT NEIGHBORING UNIVERSITY OF COLORADO (<10 MILES AWAY)

## 76,000 EMPLOYEES

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

**7.3 MILLION SQUARE FEET** OF PLANNED COMMERCIAL AND MIXED-USE DEVELOPMENT HAPPENING IN BROOMFIELD



## BROOMFIELD COUNTY HAS HIGHEST AVERAGE WEEKLY WAGE IN COLORADO; 13% HIGHER THAN DENVER COUNTY

(BLS 4TH QUARTER 2020)

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**

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

BROOMFIELD **#5 HEALTHIEST COMMUNITY IN AMERICA** (U.S. NEWS, 2021)

BROOMFIELD **#18 BEST PLACES TO LIVE** (MONEY, 2020)

## YEARLY SALES

JAN	6.1%	MAY	7.6%	SEP	8.3%
FEB	5.8%	JUN	8.5%	OCT	8.2%
MAR	7.7%	JUL	8.4%	NOV	9.5%
APR	7.1%	AUG	8.8%	DEC	14.0%



## MAJOR RETAILERS INCLUDE:

DICK'S SPORTING GOODS  
DILLARD'S  
MACY'S  
AMC THEATRES  
APPLE  
BAD DADDY'S BURGER BAR  
BANANA REPUBLIC  
CALIFORNIA PIZZA KITCHEN

COACH  
THE CONTAINER STORE  
CRATE & BARREL  
GORDON BIERSCHE BREWERY

H&M  
P.F. CHANG'S  
POTTERY BARN  
RED ROBIN  
SEPHORA  
TOKYO JOE'S  
VANS  
WILLIAMS-SONOMA



BELL FLATIRON'S APARTMENTS

W. FLATIRON CROSSING DR.

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

INTERLOCKEN LOOP

HILTON GARDEN INN/HOMEWOOD SUITES BY HILTON

FLATIRON MARKETPLACE