



FLATIRON Crossing

BROOMFIELD, CO

MARKET PROFILE 2023

MAJOR RETAILERS Apple, Banana Republic, Coach, Cotton On, Crate & Barrel, Dick's Sporting Goods, Dillard's, H&M, M•A•C Cosmetics, Macy's, Pottery Barn, Sephora, Soma Intimates, 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 AMC 14 Theatres (Dolby Cinema + IMAX) | **FOOD COURT** 12 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,417,000 | **BUILT** 2000; Redevelopment: Estimated 2025

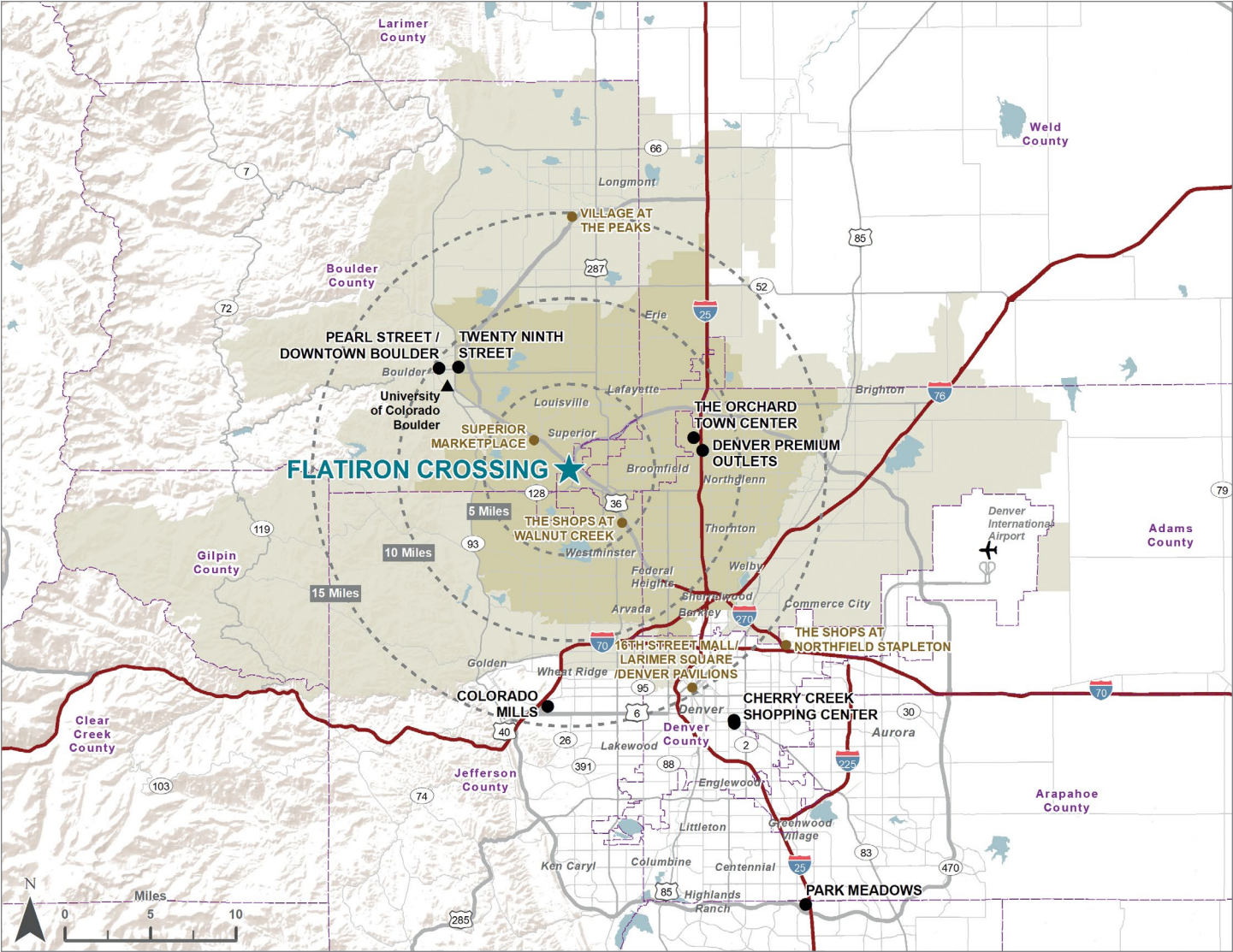
FOR MORE INFORMATION 720-887-9900 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-LAKEWOOD, CO [MSA]	
2022 Total Population	744,248		1,242,988		3,058,781	
2027 Total Population	761,854		1,280,957		3,169,725	
2022-2027 Population Growth	2.4%		3.1%		3.6%	
HOUSEHOLDS						
2022 Total Households	280,084		474,298		1,205,051	
2027 Total Households	286,956		488,077		1,248,301	
2022-2027 Household Growth	2.5%		2.9%		3.6%	
INCOME						
Average Household Income	\$128,938		\$128,570		\$129,680	
Median Household Income	\$95,558		\$94,184		\$94,098	
Per Capita Income	\$48,604		\$49,121		\$51,176	
HOUSEHOLD INCOME RANGES						
\$50,000 +	218,860	78.1%	364,653	76.9%	923,805	76.7%
\$75,000 +	175,243	62.6%	291,800	61.5%	731,480	60.7%
\$100,000 +	134,273	47.9%	224,555	47.3%	571,975	47.5%
\$150,000 +	76,472	27.3%	127,874	27.0%	322,907	26.8%
AGE						
Median Age	37.2		37.0		37.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	226,815	46.1%	385,799	47.3%	1,002,655	49.0%
White Collar	252,401	58.0%	419,692	57.8%	1,071,080	59.9%
RACE/ETHNICITY						
White	510,410	68.6%	860,166	69.2%	2,024,586	66.2%
Black/African American	11,137	1.5%	19,291	1.6%	171,579	5.6%
American Indian	9,124	1.2%	15,593	1.3%	37,221	1.2%
Asian	38,623	5.2%	54,256	4.4%	144,018	4.7%
Pacific Islander	749	0.1%	1,321	0.1%	5,497	0.2%
Other Race	174,206	23.4%	292,361	23.5%	675,880	22.1%
Hispanic or Latino	191,037	25.7%	321,564	25.9%	716,500	23.4%
Not Hispanic or Latino	553,211	74.3%	921,424	74.1%	2,342,281	76.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	369		2,449		5,480	
Total Employees	10,767		43,581		78,251	
Daytime Population	13,764		60,166		141,795	

TRADE AREA MAP



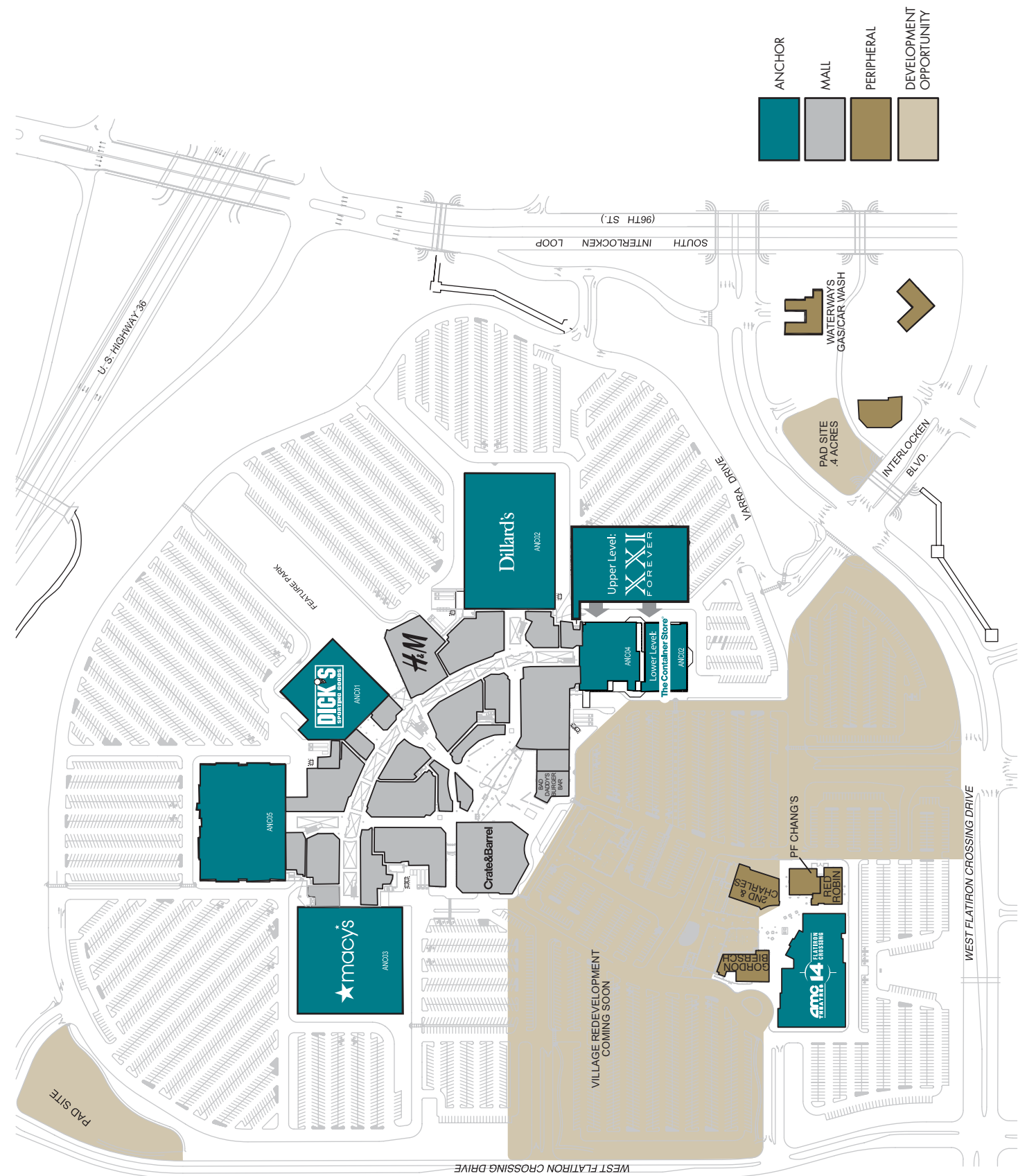
LEGEND

- ★ 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 **\$149,000**,
+15% OVER DENVER MSA

– 56% OF HOUSEHOLDS WITH
INCOME OVER **\$100,000**,
+18% OVER DENVER MSA

BROOMFIELD #1 FASTEST GROWTH OF ANY METRO COUNTY IN COLORADO

(WORLD POPULATION REVIEW, 2023)

CITY OF SUPERIOR #3 BEST PLACES TO LIVE IN COLORADO

(NICHE, 2022)

REDEVELOPMENT COMING 2025:

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

AVERAGE HOME VALUE IN
BROOMFIELD IS **\$634,000**

3,594 HOTEL ROOMS WITHIN 5-MILE RADIUS

(75% ARE UPSCALE
NATIONAL HOTEL BRANDS)

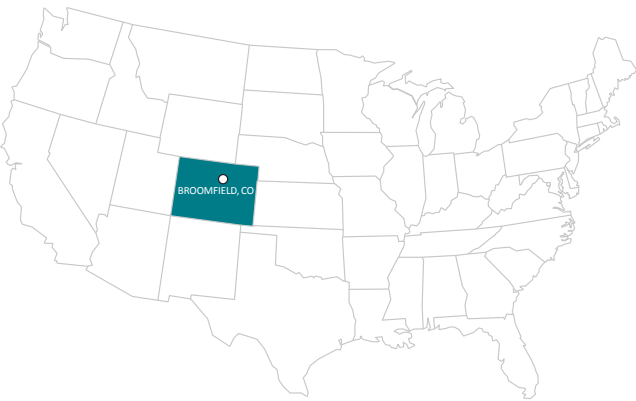
37,000 STUDENTS

AT NEIGHBORING UNIVERSITY OF
COLORADO (<10 MILES AWAY)

76,000 EMPLOYEES

WITHIN A 5-MILE
RADIUS, INCLUDING
14 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 **#9 HEALTHIEST COMMUNITY IN AMERICA** (U.S. NEWS, 2022)

YEARLY SALES

JAN	8.19%	MAY	7.87%	SEP	8.22%
FEB	6.92%	JUN	7.99%	OCT	7.20%
MAR	7.83%	JUL	8.10%	NOV	8.04%
APR	7.85%	AUG	8.71%	DEC	13.10%

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
VANS
VICTORIA'S SECRET
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