



FLATIRON Crossing

BROOMFIELD, CO

MARKET PROFILE 2024

MAJOR RETAILERS Apple, Coach, The Container Store, Crate & Barrel, Dick's Sporting Goods, Dillard's, DSW, H&M, lululemon, M•A•C Cosmetics, Macy's, The North Face, Pandora, Pottery Barn, Sephora, Swarovski, Vans, Williams Sonoma

RESTAURANTS & ENTERTAINMENT Bad Daddy's Burger Bar, 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** 1,393,000 | **BUILT** 2000; Redevelopment: Estimated 2026

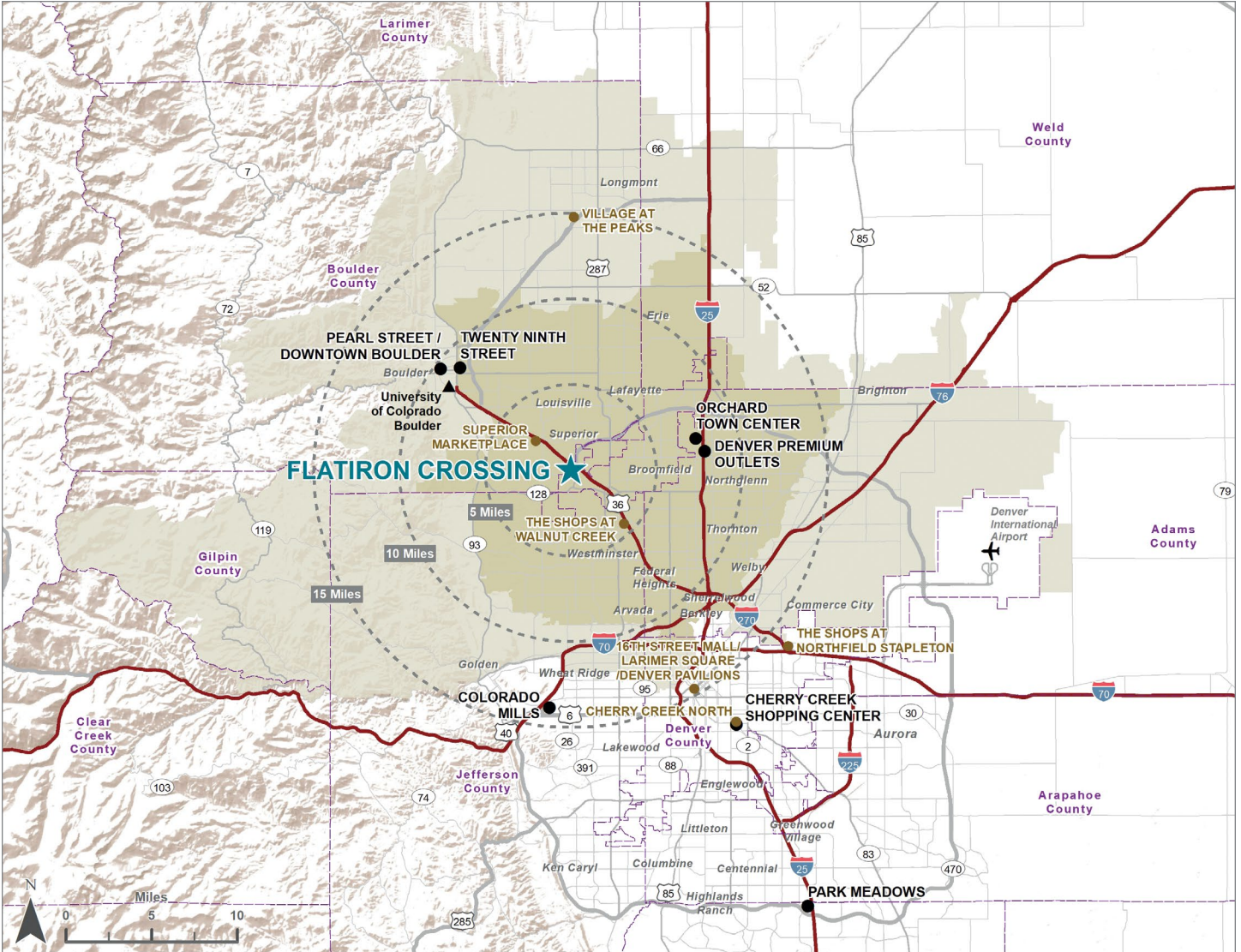
FOR MORE INFORMATION 720-887-9900 | Macerich.com



DEMOGRAPHIC SUMMARY

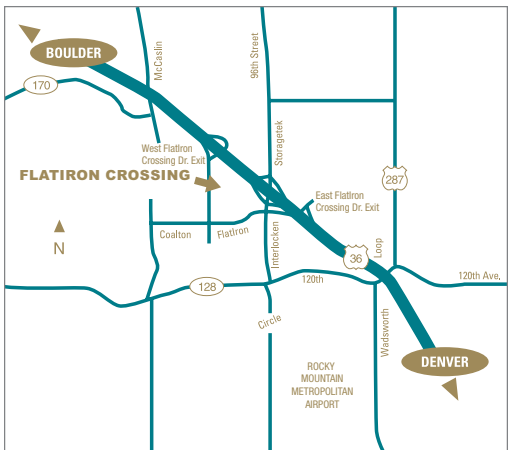
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-LAKEWOOD, CO [MSA]	
2023 Total Population	747,947		1,249,818		3,062,784	
2028 Total Population	761,968		1,283,647		3,154,841	
2023-2028 Population Growth	1.9%		2.7%		3.0%	
HOUSEHOLDS						
2023 Total Households	283,390		479,773		1,213,963	
2028 Total Households	291,546		496,691		1,263,208	
2023-2028 Household Growth	2.9%		3.5%		4.1%	
INCOME						
Average Household Income	\$128,857		\$129,184		\$131,179	
Median Household Income	\$95,968		\$95,534		\$94,899	
Per Capita Income	\$48,892		\$49,650		\$52,058	
HOUSEHOLD INCOME RANGES						
\$50,000 +	215,464	76.0%	361,161	75.3%	915,194	75.4%
\$75,000 +	174,989	61.7%	293,913	61.3%	738,021	60.8%
\$100,000 +	136,789	48.3%	230,859	48.1%	581,133	47.9%
\$150,000 +	77,022	27.2%	131,299	27.4%	336,766	27.7%
AGE						
Median Age	37.4		37.2		37.8	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	234,959	46.3%	399,066	47.4%	1,031,830	49.1%
White Collar	278,236	67.4%	466,520	67.7%	1,189,972	69.6%
RACE/ETHNICITY						
White	511,849	68.4%	861,924	69.0%	2,018,547	65.9%
Black/African American	11,368	1.5%	19,880	1.6%	174,733	5.7%
American Indian	9,119	1.2%	15,634	1.3%	37,164	1.2%
Asian	39,995	5.3%	56,232	4.5%	147,426	4.8%
Pacific Islander	809	0.1%	1,425	0.1%	5,893	0.2%
Other Race	174,807	23.4%	294,722	23.6%	679,021	22.2%
Hispanic or Latino	194,215	26.0%	328,547	26.3%	729,111	23.8%
Not Hispanic or Latino	553,732	74.0%	921,271	73.7%	2,333,673	76.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	350		2,404		5,355	
Total Employees	10,720		45,331		81,246	
Daytime Population	13,988		63,330		142,333	

TRADE AREA MAP



LEGEND

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



10% PCW

MARKET FACT SHEET

WITHIN 5-MILE RADIUS

- AVERAGE HOUSEHOLD INCOME OF **\$149,000**, +15% OVER DENVER MSA
- **81,000 EMPLOYEES** INCLUDING 14 MAJOR EMPLOYERS WITH 500+ EMPLOYEES
- **3,594 HOTEL ROOMS** 75% ARE UPSCALE NATIONAL HOTEL BRANDS

BROOMFIELD #1 FASTEST GROWTH OF ANY METRO COUNTY IN COLORADO

(WORLD POPULATION REVIEW, 2023)

MEDIAN LISTING HOME PRICE IN SUPERIOR, CO WAS \$912,000, TRENDING UP **21.6% YEAR-OVER-YEAR**

(REALTOR, 2023)

REDEVELOPMENT COMING 2026:

LIVE - WORK - SHOP - PLAY 25-ACRE PHASED PROJECT INCLUDES RESIDENTIAL, CLASS-A OFFICE, RETAIL, F&B AND HOTEL

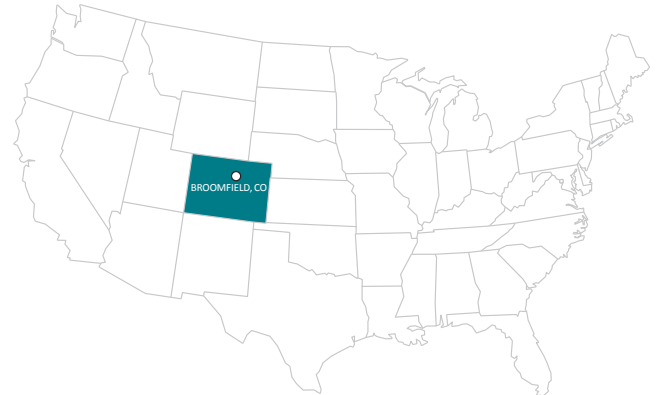
AVERAGE HOME VALUE IN BROOMFIELD IS **\$634,000**

OCCUPANCY RATE OF **83.3%** FOR U.S. 36 CORRIDOR

(COLORADO HOTEL AND LODGING ASSOCIATION, 2023)

37,000 STUDENTS AT NEIGHBORING UNIVERSITY OF COLORADO (<10 MILES AWAY)

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



2023 FIRST YEAR IN HISTORY DENVER INTERNATIONAL AIRPORT SERVED MORE THAN **70 MILLION ANNUAL PASSENGERS**

BROOMFIELD'S GLOBAL POWERHOUSES, START-UPS AND HOMEGROWN COMPANIES SUCH AS BALL, VAIL RESORTS, CROCS, ORACLE, PARTNERS GROUP AND SIERRA SPACE, 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 **#4 HEALTHIEST PLACES** TO LIVE IN THE U.S. (MONEY MAGAZINE, 2024)

YEARLY SALES

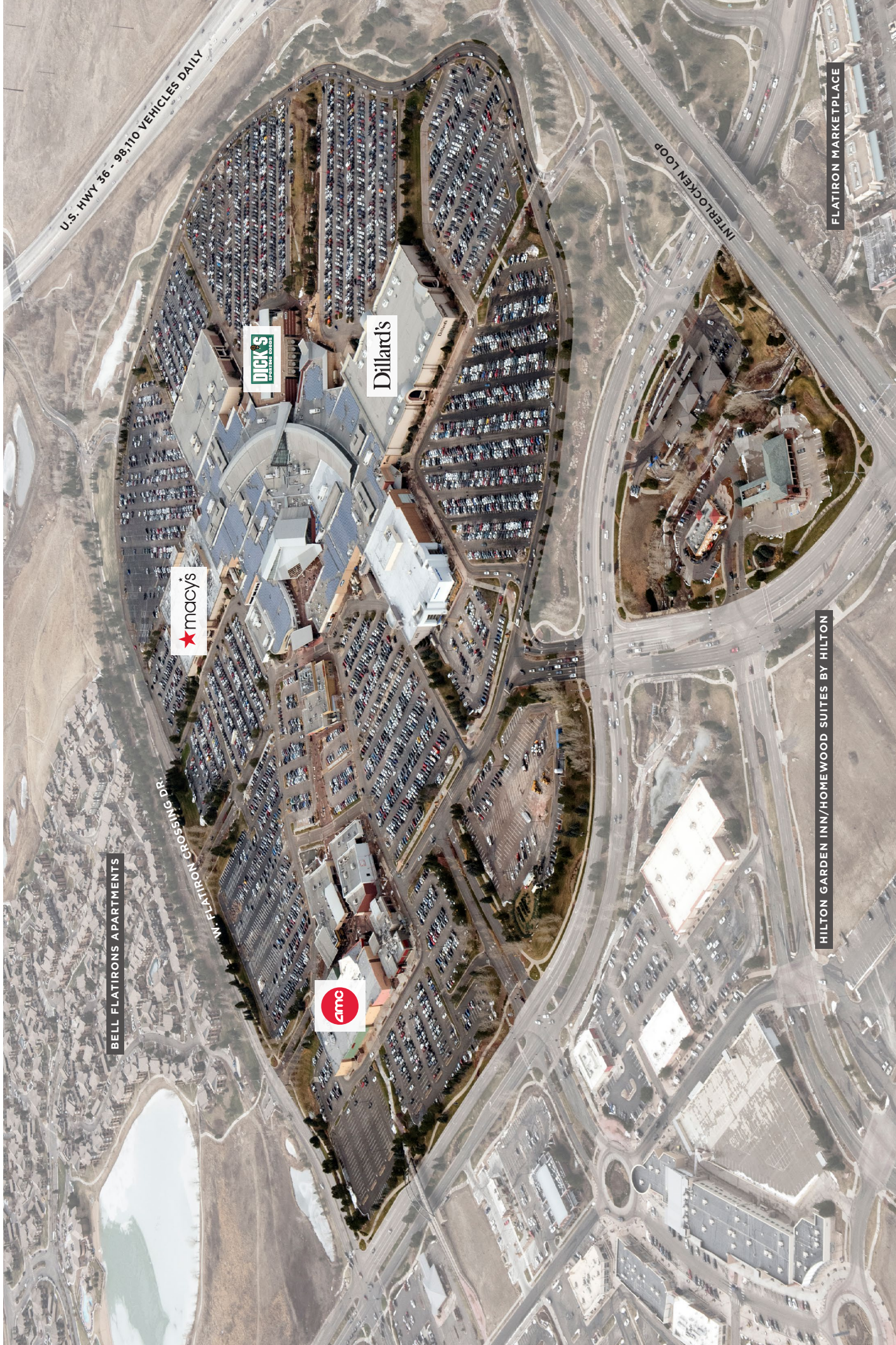
JAN	7.2%	MAY	7.7%	SEP	7.6%
FEB	7.0%	JUN	8.3%	OCT	7.4%
MAR	8.2%	JUL	8.2%	NOV	8.7%
APR	7.3%	AUG	8.5%	DEC	14.0%

FLATIRON Crossing

MAJOR RETAILERS INCLUDE:

- DICK'S SPORTING GOODS
- DILLARD'S
- MACY'S
- AMC THEATRES
- APPLE
- BAD DADDY'S BURGER BAR
- COACH
- THE CONTAINER STORE
- CRATE & BARREL
- DSW
- H&M
- LULULEMON
- THE NORTH FACE
- PANDORA
- P.F. CHANG'S
- POTTERY BARN
- RED ROBIN
- SEPHORA
- VANS
- WILLIAMS SONOMA

NORTH



BELL FLATIRONS APARTMENTS

M. FLATIRON CROSSING DR.

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

INTERLOCKEN LOOP

HILTON GARDEN INN/HOMEWOOD SUITES BY HILTON

FLATIRON MARKETPLACE

macy's

amc

DICK'S SPORTING GOODS

Dillard's