



# FLATIRON Crossing

BROOMFIELD, CO

## MARKET PROFILE 2025

**MAJOR RETAILERS** Anthropologie, Apple, Coach, Crate & Barrel, DICK'S Sporting Goods, Dillard's, H&M, lululemon, Miniso, Pandora, Pottery Barn, Sephora, Swarovski, Victoria's Secret, Williams Sonoma

**RESTAURANTS & ENTERTAINMENT** Bad Daddy's Burger Bar, P.F. Chang's, Red Robin, Sweet Play, AMC 14 Theatres (Dolby Cinema + IMAX) | **FOOD COURT** 11 units

**COMING SOON** Pindustry

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,390,000 | **BUILT** 2000; Redevelopment: Estimated 2027

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

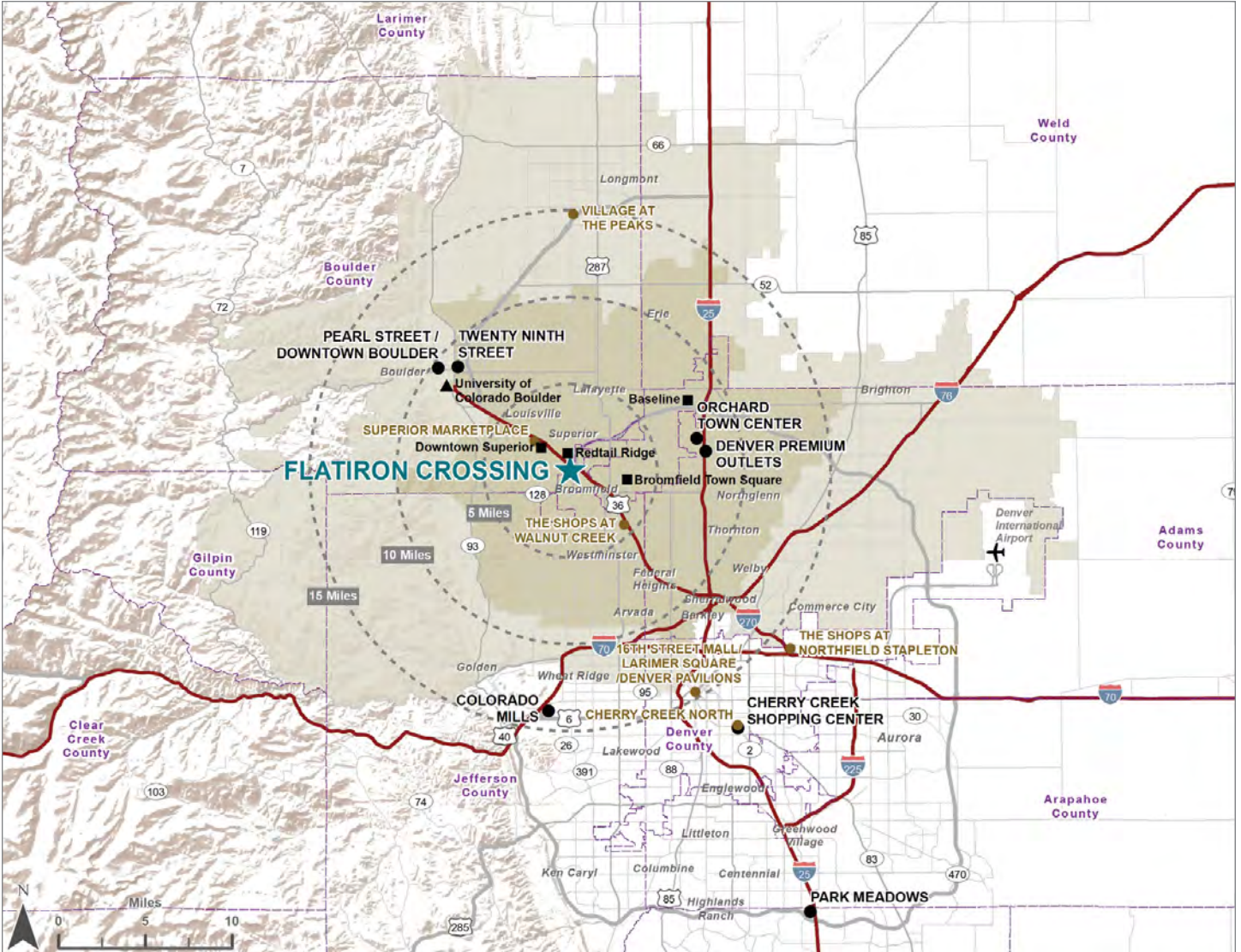


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		DENVER-AURORA-CENTENNIAL, CO MSA	
2024 Total Population	751,970		1,252,255		3,081,342	
2029 Total Population	763,600		1,280,748		3,205,611	
% Population Change 2024 to 2029	1.5%		2.3%		4.0%	
HOUSEHOLDS						
2024 Total Households	284,098		480,952		1,218,506	
2029 Total Households	291,823		496,691		1,276,584	
% Household Change 2024 to 2029	2.7%		3.3%		4.8%	
INCOME						
Average Household Income	\$145,076		\$145,361		\$145,306	
Median Household Income	\$106,956		\$106,504		\$104,506	
Per Capita Income	\$54,882		\$55,887		\$57,517	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	228,154	80.3%	381,743	79.4%	957,841	78.6%
Household Income \$75,000 +	191,160	67.3%	321,619	66.9%	794,435	65.2%
Household Income \$100,000 +	153,623	54.1%	258,660	53.8%	640,310	52.6%
Household Income \$150,000 +	95,791	33.7%	161,810	33.6%	405,204	33.3%
AGE						
Median Age	37.4		37.3		37.5	
EDUCATION / OCCUPATION						
Bachelor's Degree +	249,609	48.2%	425,786	49.2%	1,104,727	50.9%
White Collar	283,608	68.2%	478,445	68.5%	1,209,386	70.2%
RACE/ETHNICITY						
White	508,712	67.7%	853,962	68.2%	2,006,543	65.1%
Black	11,844	1.6%	20,698	1.7%	177,281	5.8%
American Indian	9,275	1.2%	15,765	1.3%	37,938	1.2%
Asian	41,578	5.5%	57,742	4.6%	155,047	5.0%
Pacific Islander	865	0.1%	1,469	0.1%	5,933	0.2%
Other Race	72,164	9.6%	126,261	10.1%	284,151	9.2%
2 + Races	107,532	14.3%	176,358	14.1%	414,449	13.5%
Hispanic Population	199,979	26.6%	337,863	27.0%	750,175	24.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	361		2,502		5,539	
Total Employees	10,215		42,465		77,668	
Total Daytime Population	13,889		63,850		145,283	



# TRADE AREA MAP



## LEGEND

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



10% PCW



# AT A GLANCE

## CENTER INFORMATION

Located in Broomfield, Colorado, along the busy US 36 corridor between Denver and Boulder, FlatIron Crossing is a major retail property with nearly 200 popular retailers including Apple, DICK'S Sporting Goods, Dillard's, Macy's, AMC Theatres, lululemon, Crate & Barrel, Pottery Barn, Williams Sonoma and restaurants including Bad Daddy's Burger Bar, PF. Chang's and Red Robin.

### \$158K

AVERAGE HOUSEHOLD INCOME  
OF \$158K WITHIN A 5-MILE  
RADIUS, **9% OVER DENVER MSA**

### 10.9M IMPACT

10.9M SQ. FT. OF **NEW**  
**COMMERCIAL DEVELOPMENT**  
HAPPENING IN BROOMFIELD  
THROUGH 2040

### REDEVELOPMENT COMING 2027

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

## MARKET INFORMATION

- **3,600 HOTEL ROOMS WITHIN 5-MILE RADIUS**, 75% are upscale national hotel brands
- Occupancy rate of **83%** for U.S. 36 corridor

## OTHER FACTS

- Broomfield ranked **#1 FASTEST GROWTH** of any metro county in Colorado (World Population Review, 2023)
- Broomfield ranked **#4 HEALTHIEST PLACES** to Live in the U.S. (Money Magazine, 2024)
- Broomfield ranked **#6 BEST PLACES TO LIVE** in the U.S. (Livability, 2024)
- **38K STUDENTS** at neighboring University of Colorado (<10 miles away)
- 2024 was the first year in history Denver International Airport served more than **80M ANNUAL PASSENGERS**
- Over 300 days of sunshine, 8,000 acres of Broomfield open lands and **WORLD FAMOUS RECREATION** in Colorado

## ECONOMIC DRIVERS

- Average home value in Broomfield is **\$644K**
- **78K EMPLOYEES** within a 5-mile radius including 11 major employers with 500+ employees
- 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**
- Broomfield projects **10.9M SQUARE FEET** of new commercial development between 2024 and 2040
- Broomfield projects 15K+ new residential units between 2024 and 2040, including single family, mid-density (town and rowhomes) and apartments



# FLATIRON Crossing

## MAJOR RETAILERS INCLUDE:

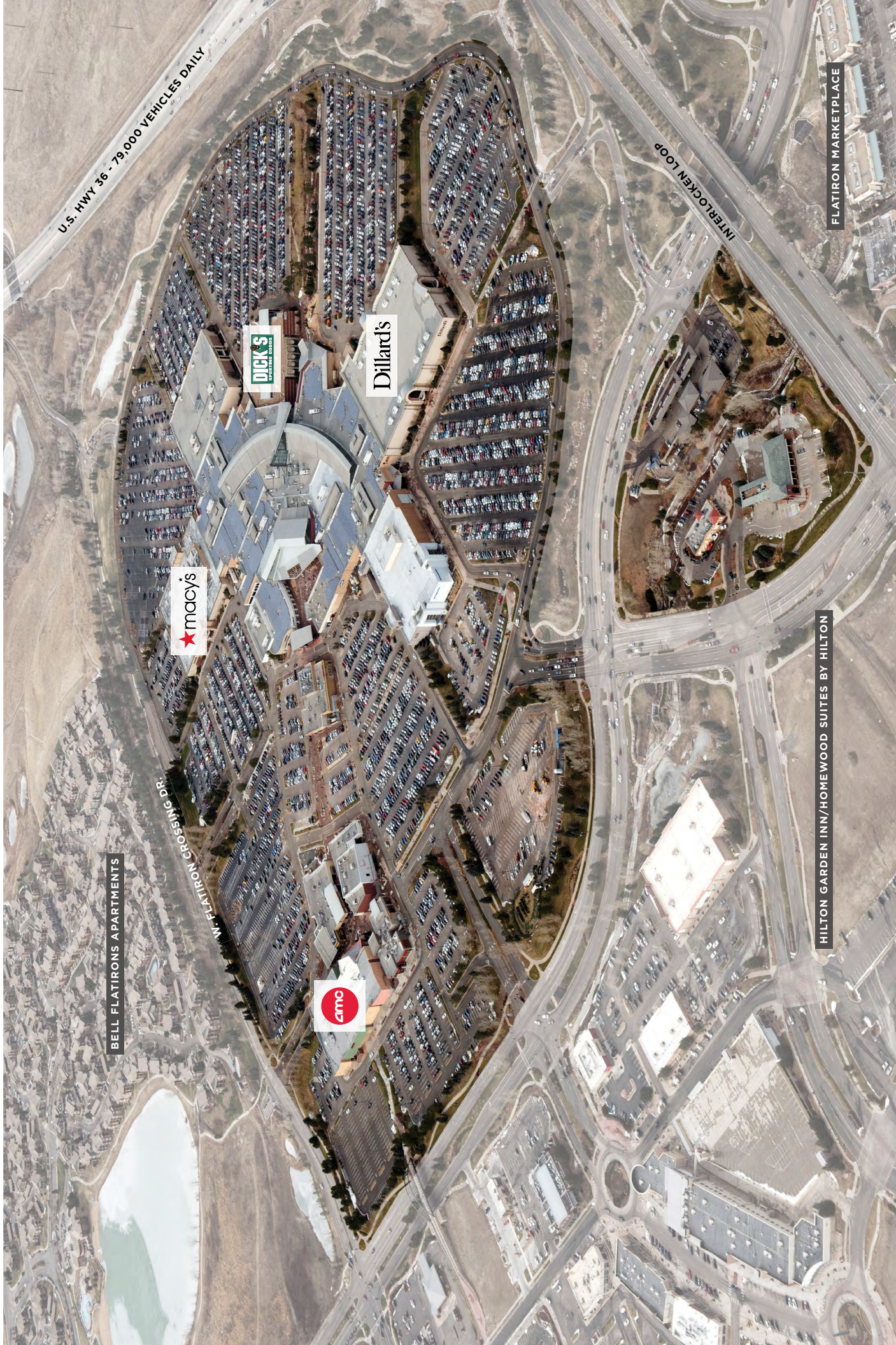
DICK'S SPORTING GOODS  
 ANTHROPOLOGIE  
 DILLARD'S  
 APPLE  
 MACY'S  
 COACH  
 AMC THEATRES  
 CRATE & BARREL

H&M  
 LULULEMON  
 MINISO  
 PANDORA

P.F. CHANG'S  
 POTTERY BARN  
 RED ROBIN  
 SEPHORA

SWAROVSKI  
 VICTORIA'S SECRET  
 WILLIAMS SONOMA

NORTH



BELL FLATIRONS APARTMENTS

W. FLATIRON CROSSING DR.

U.S. HWY 36 - 79,000 VEHICLES DAILY

INTERLOCKEN LOOP

HILTON GARDEN INN/HOMEWOOD SUITES BY HILTON

FLATIRON MARKETPLACE

