



BOULDER, CO

MARKET PROFILE 2020

MAJOR RETAILERS Altar'd State, Anthropologie, Apple, Arhaus Furniture, Brandy Melville, Drybar, lululemon, Madewell, Nordstrom Rack, Sephora, Sur La Table, The Home Depot, Trader Joe's, Warby Parker, West Elm

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, Chipotle, Motomaki, Shake Shack, Century Boulder Theatres, Wonder Wonder

WELLNESS Colorado Athletic Club, CYL Sauna Studio, F45 Training, Orangetheory, Pure Barre, Stretch Zone

OFFICE TENANTS Genscape, Juwi, Zayo

PROPERTY TYPE Outdoor Mixed-use Lifestyle Center | **TOTAL SQUARE FEET** 845,000 | **BUILT** 2006

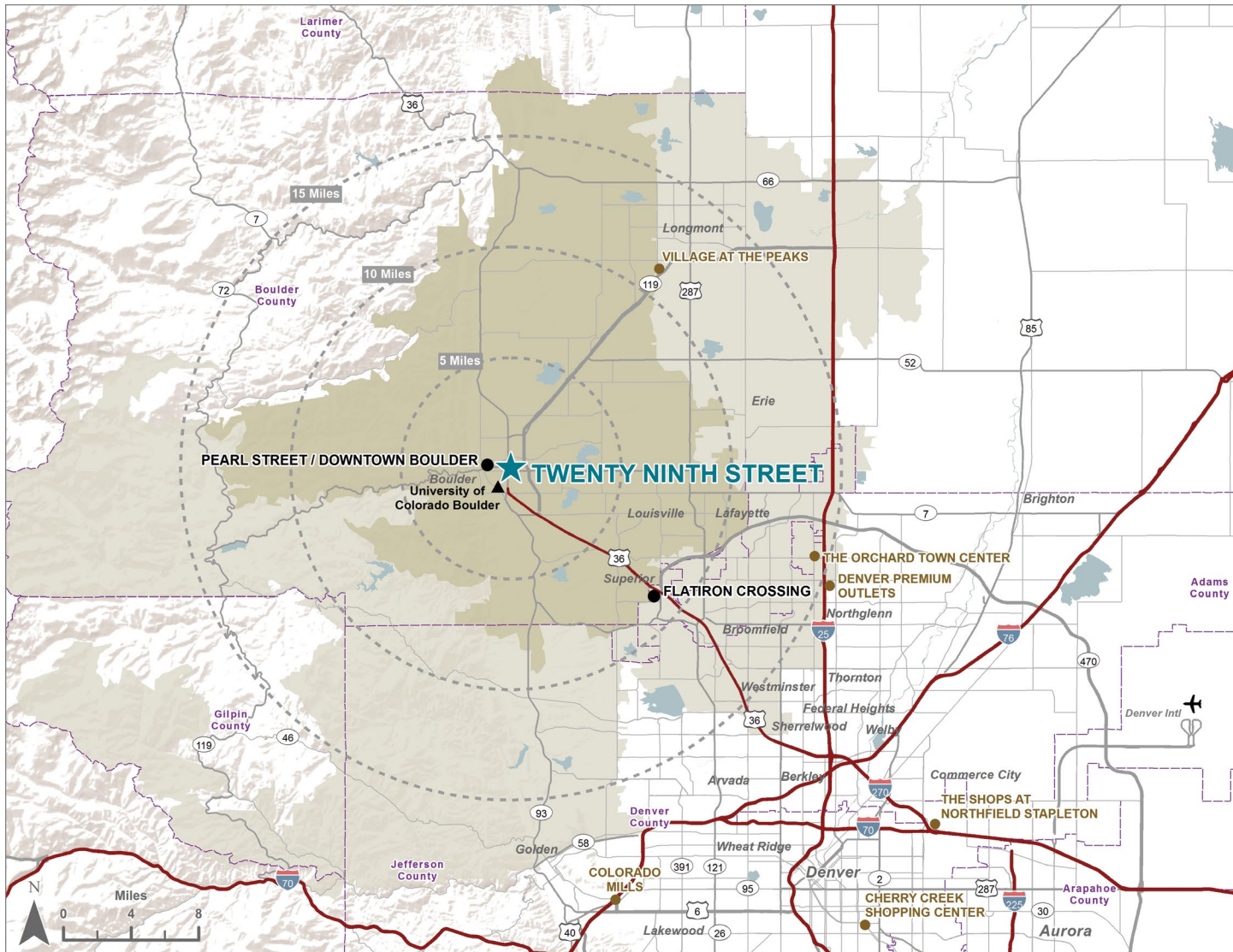
FOR MORE INFORMATION 720-887-9900 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2019 Total Population		236,878		596,021		333,887	
2024 Total Population		250,371		650,232		354,370	
2019-2024 Population Growth		5.7%		9.1%		6.1%	
HOUSEHOLDS							
2019 Total Households		96,317		231,778		132,940	
2024 Total Households		101,950		252,457		141,159	
2019-2024 Household Growth		5.8%		8.9%		6.2%	
INCOME							
Average Household Income		\$124,308		\$117,183		\$118,040	
Median Household Income		\$87,843		\$88,246		\$84,419	
Per Capita Income		\$50,701		\$45,572		\$47,126	
HOUSEHOLD INCOME RANGES							
\$50,000 +		67,781	70.4%	169,842	73.3%	93,037	70.0%
\$75,000 +		54,184	56.3%	133,986	57.8%	73,263	55.1%
\$100,000 +		43,716	45.4%	103,652	44.7%	57,821	43.5%
\$150,000 +		26,555	27.6%	56,646	24.4%	33,826	25.4%
AGE							
Median Age		36.0		37.4		36.9	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		109,561	70.8%	227,168	56.8%	139,388	63.1%
White Collar		102,351	75.8%	237,186	71.3%	135,318	72.0%
RACE / ETHNICITY							
White		205,430	86.7%	505,440	84.8%	286,992	86.0%
Black		2,494	1.1%	7,198	1.2%	3,483	1.0%
American Indian		1,151	0.5%	4,050	0.7%	2,063	0.6%
Asian		12,661	5.3%	30,216	5.1%	15,374	4.6%
Pacific Islander		143	0.1%	461	0.1%	174	0.1%
Other Race		14,999	6.3%	48,656	8.2%	25,801	7.7%
Hispanic or Latino		23,417	9.9%	87,464	14.7%	46,088	13.8%
Not Hispanic or Latino		213,462	90.1%	508,557	85.3%	287,799	86.2%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,707		7,625		8,803	
Total Employees		46,606		108,309		122,683	
Daytime Population		60,092		160,957		184,740	

TRADE AREA MAP



LEGEND

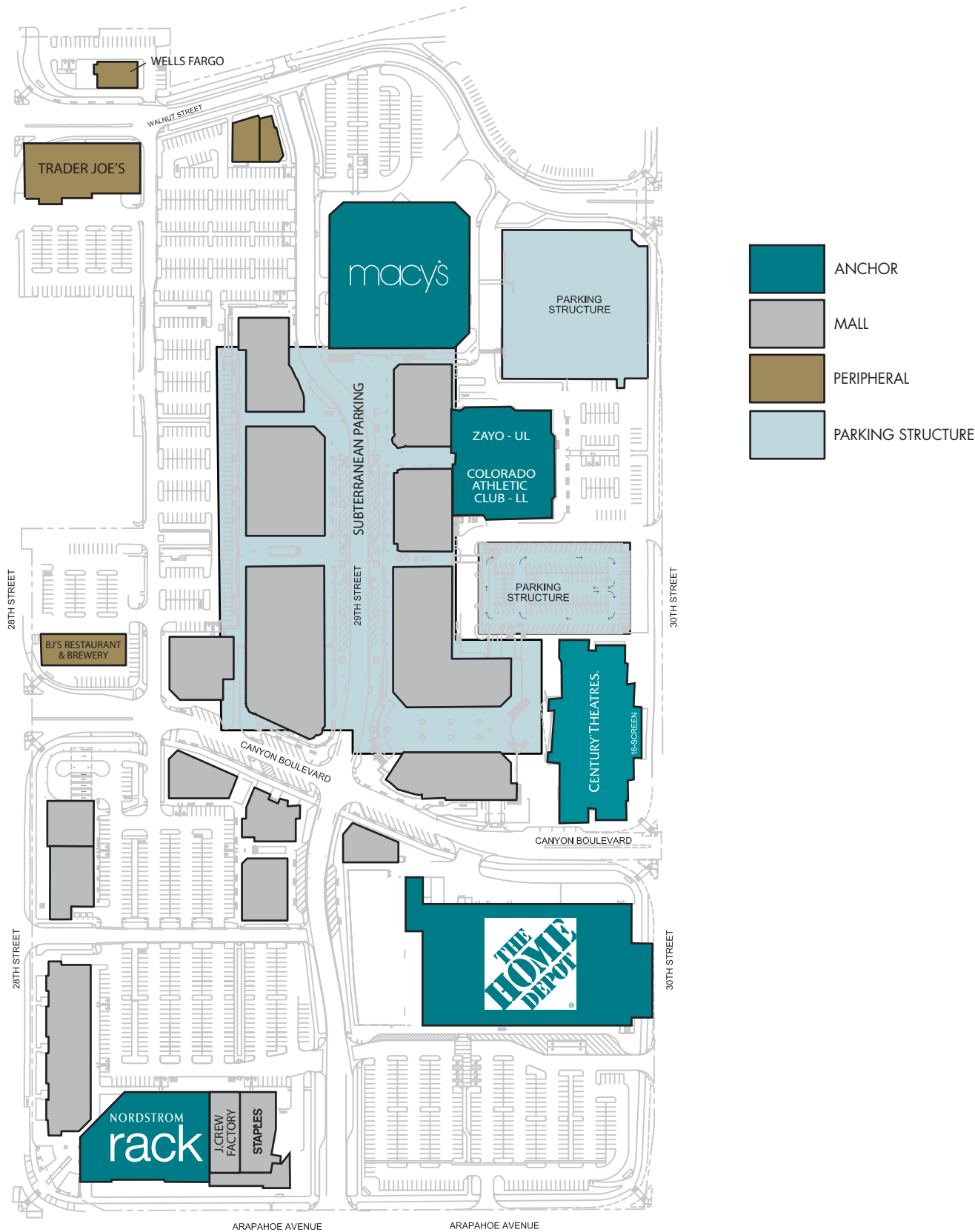
-  TWENTY NINTH STREET
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

BOULDER AVERAGE
HOME SALE PRICE IS
\$1,207,403
(BIZWEST 2018)

2,051 HOTEL ROOMS
WITHIN 1.5 MILES OF
TWENTY NINTH STREET

BOULDER IS HOME TO 9 OF
THE 50 COMPANIES NAMED
“**BEST PLACES TO WORK**”
BY *OUTSIDE MAGAZINE*,
COLORADO HAD A TOTAL
OF 20 OUT OF THE 50 FOR 2019

#1 OF THE 50
BEST COLLEGE TOWNS
IN AMERICA
(BEST COLLEGE REVIEWS)

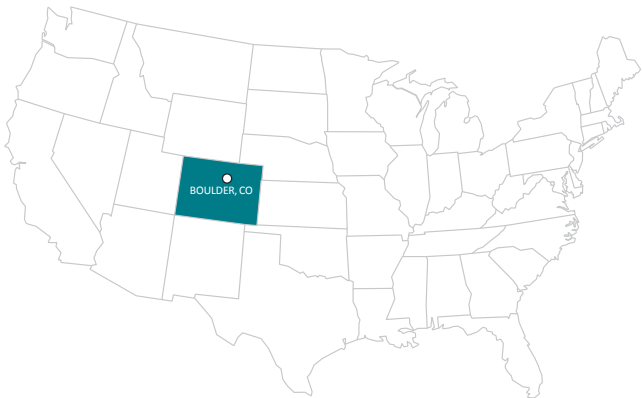
948 NEW MULTI-FAMILY UNITS
WITHIN 2 MILES OF
TWENTY NINTH STREET

**GOOGLE’S NEW
330,000-SQUARE-FOOT**
CAMPUS LOCATED ADJACENT TO
TWENTY NINTH STREET PLANS
TO GROW TO 1,500 EMPLOYEES

**1 OF 6 BEST SMALL
CITIES IN THE U.S.**
(NATIONAL GEOGRAPHIC TRAVELER, JANUARY 2018)

\$515.4 MILLION
TOURISM ECONOMIC
IMPACT

155 MILES
OF HIKING/
BIKING TRAILS



PRIMARY INDUSTRIES

- PROFESSIONAL, SCIENTIFIC
& TECHNICAL SERVICES
- MANUFACTURING
- HEALTH CARE & SOCIAL ASSISTANCE
- ACCOMMODATION & FOOD SERVICES
 - RETAIL TRADE
 - INFORMATION

BOULDER IS RANKED AS ONE OF THE **MOST HIGHLY EDUCATED MSA’S IN THE U.S.**
76% OF POPULATION HAS A BACHELOR’S DEGREE OR HIGHER, MORE THAN DOUBLE
THE U.S. AVERAGE OF 33%

UNIVERSITY OF COLORADO, LESS THAN 2 MILES FROM TWENTY NINTH STREET,
ATTRACTS **592,000** VISITORS ANNUALLY FOR CULTURAL EVENTS AND PROGRAMS

UNIVERSITY OF COLORADO HAS **36,000 STUDENTS** AND NAROPA UNIVERSITY HAS
ANOTHER 900 STUDENTS

YEARLY SALES

JAN	7.9%	MAY	8.1%	SEP	8.7%
FEB	7.3%	JUN	8.1%	OCT	8.9%
MAR	7.9%	JUL	8.3%	NOV	8.3%
APR	8.1%	AUG	8.6%	DEC	9.8%



TWENTY
NINTH
STREET

OWNED
OTHER



PEARL STREET

CANYON BLVD

ARAPAHOE AVE

UNIVERSITY
OF COLORADO

RESIDENCE INN

BOULDER MARRIOTT HOTEL

EMBASSY SUITES &
HILTON GARDEN INN

MILLENNIUM HARVEST
HOUSE HOTEL

CHIPOTLE

NORDSTROM RACK

J.CREW MERCANTILE

STAPLES

29TH STREET

GENSCAPE

JUWI SOLAR

WEST ELM

ZAYO - UL

MACY'S

COLORADO ATHLETIC CLUB - LL

CENTURY BOULDER THEATRES

TRADER
JOE'S

B.J'S RESTAURANT & BREWERY

ZAYO

LULULEMON

BRANDY
MELVILLE

WELLS FARGO

28TH STREET

TARGET

GOOGLE
CAMPUS

TWO NINE NORTH
APARTMENTS

WHOLE FOODS

GRIFFIS
APARTMENTS

30TH STREET