



BOULDER, CO

MARKET PROFILE 2021

MAJOR RETAILERS Altar'd State, Amazon 4-star, Anthropologie, Apple, Arhaus, Bonobos, 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

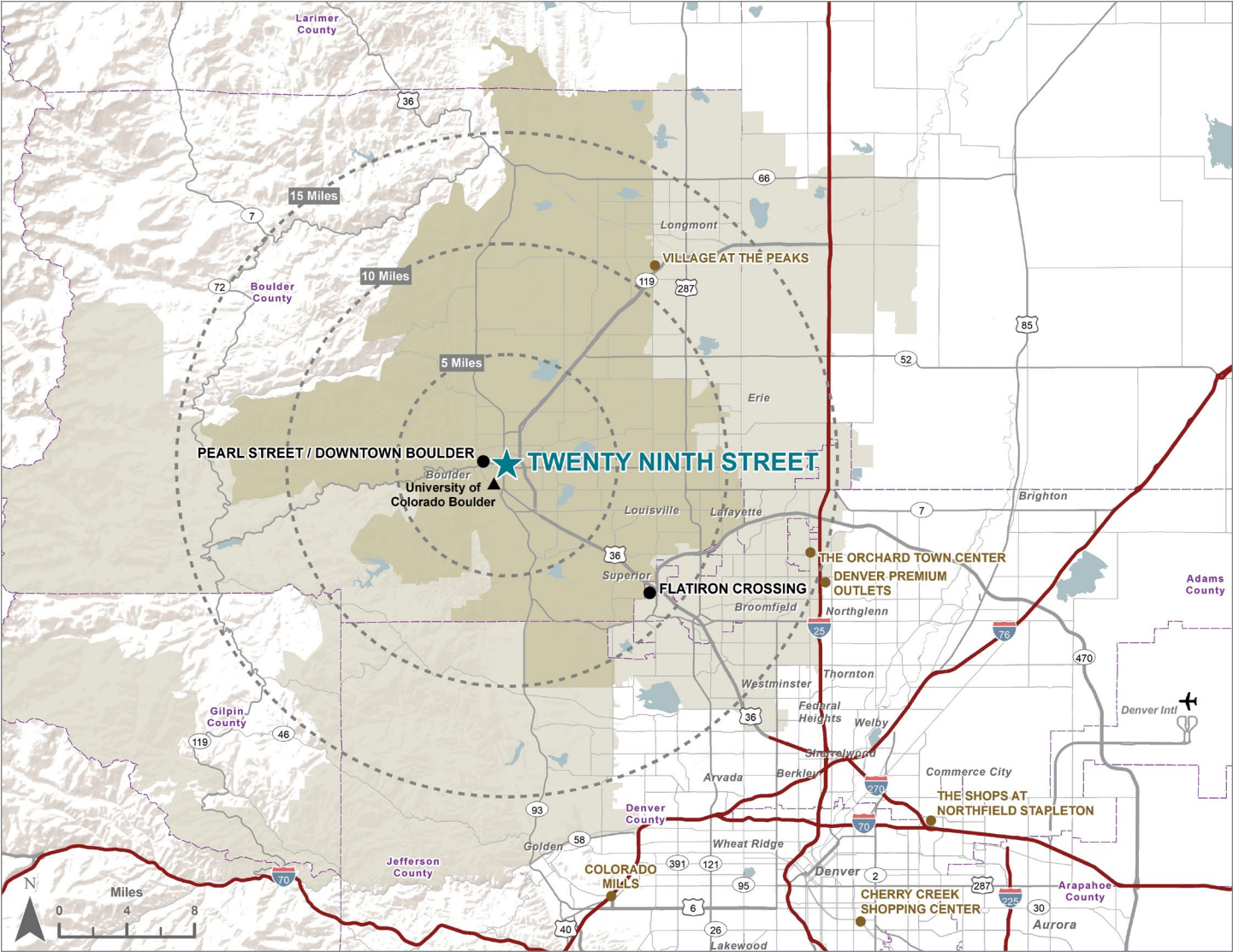
FOR MORE INFORMATION 720-887-9900 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2020 Total Population		236,282		602,173		333,476	
2025 Total Population		249,224		653,839		352,602	
2020-2025 Population Growth		5.5%		8.6%		5.7%	
HOUSEHOLDS							
2020 Total Households		96,065		234,172		132,787	
2025 Total Households		101,480		253,942		140,538	
2020-2025 Household Growth		5.6%		8.4%		5.8%	
INCOME							
Average Household Income		\$127,491		\$121,890		\$121,220	
Median Household Income		\$88,035		\$91,019		\$85,144	
Per Capita Income		\$51,970		\$47,393		\$48,387	
HOUSEHOLD INCOME RANGES							
\$50,000 +		67,532	70.3%	173,109	73.9%	92,978	70.0%
\$75,000 +		54,903	57.2%	138,624	59.2%	74,524	56.1%
\$100,000 +		43,185	45.0%	107,857	46.1%	57,344	43.2%
\$150,000 +		27,311	28.4%	61,989	26.5%	34,978	26.3%
AGE							
Median Age		35.9		37.5		36.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		108,421	70.4%	229,089	56.7%	138,992	63.1%
White Collar		100,973	76.6%	236,316	72.0%	133,950	72.9%
RACE / ETHNICITY							
White		204,312	86.5%	510,115	84.7%	286,023	85.8%
Black		2,506	1.1%	7,235	1.2%	3,510	1.1%
American Indian		1,150	0.5%	4,075	0.7%	2,066	0.6%
Asian		13,310	5.6%	31,159	5.2%	16,173	4.8%
Pacific Islander		145	0.1%	439	0.1%	176	0.1%
Other Race		14,858	6.3%	49,149	8.2%	25,528	7.7%
Hispanic or Latino		22,927	9.7%	87,795	14.6%	45,196	13.6%
Not Hispanic or Latino		213,355	90.3%	514,378	85.4%	288,280	86.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,524		7,143		8,267	
Total Employees		39,934		97,673		112,384	
Daytime Population		44,096		133,101		157,539	

TRADE AREA MAP

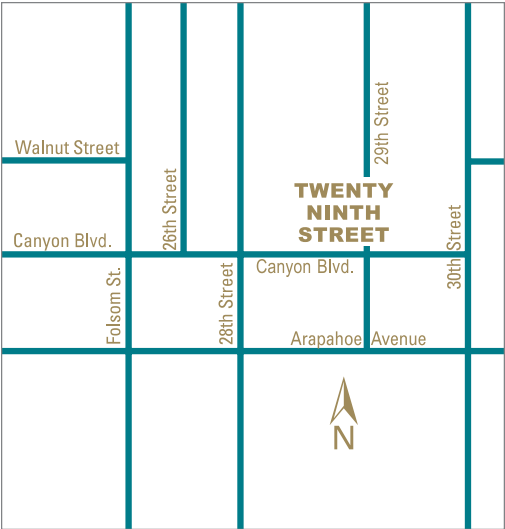


LEGEND

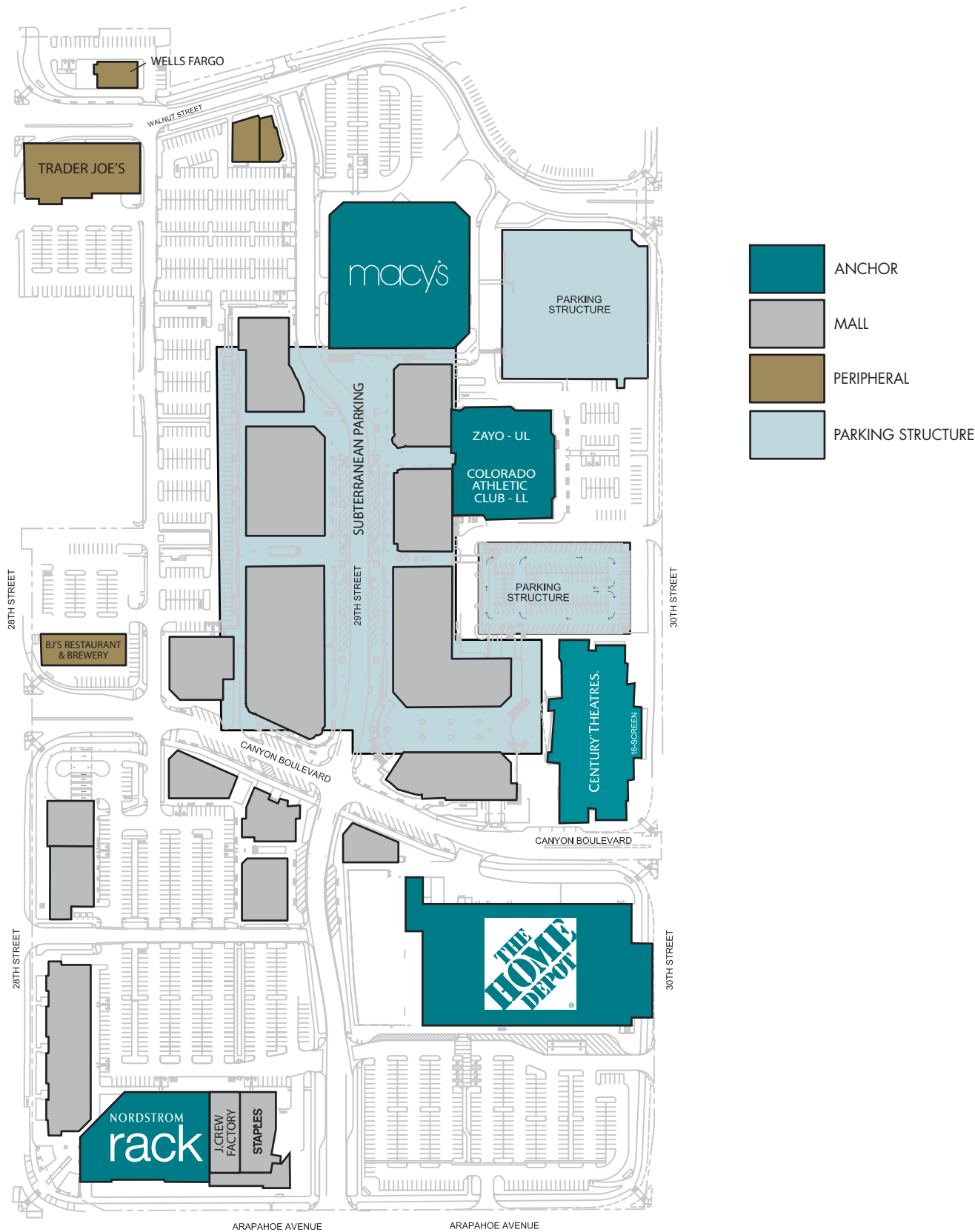
- ★ TWENTY NINTH STREET
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 10 OF
THE 50 COMPANIES NAMED
“**BEST PLACES TO WORK**”
BY *OUTSIDE MAGAZINE*,
COLORADO HAD A TOTAL
OF 25 OUT OF THE 50 FOR 2020

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

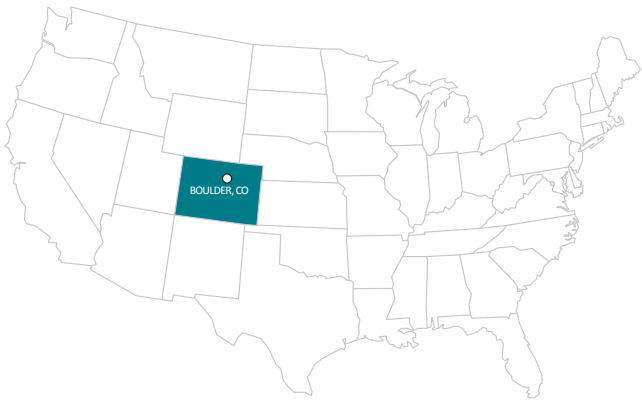
671 NEW MULTI-FAMILY UNITS
WITHIN 5 MILES OF
TWENTY NINTH STREET (Q3 2020)

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

**#7 OF 100
BEST SMALL CITIES**
(BESTCITIES.ORG 2020)

\$618.3 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.**
75% OF POPULATION HAS A BACHELOR’S DEGREE OR HIGHER, MORE THAN DOUBLE
THE U.S. AVERAGE OF 33% (WITHIN 5 MILES OF THE CENTER)

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

- 1 NORDSTROM RACK
- 2 THE HOME DEPOT
- 3 CENTURY THEATRES
- 4 COLORADO ATHLETIC CLUB
- 5 MACY'S

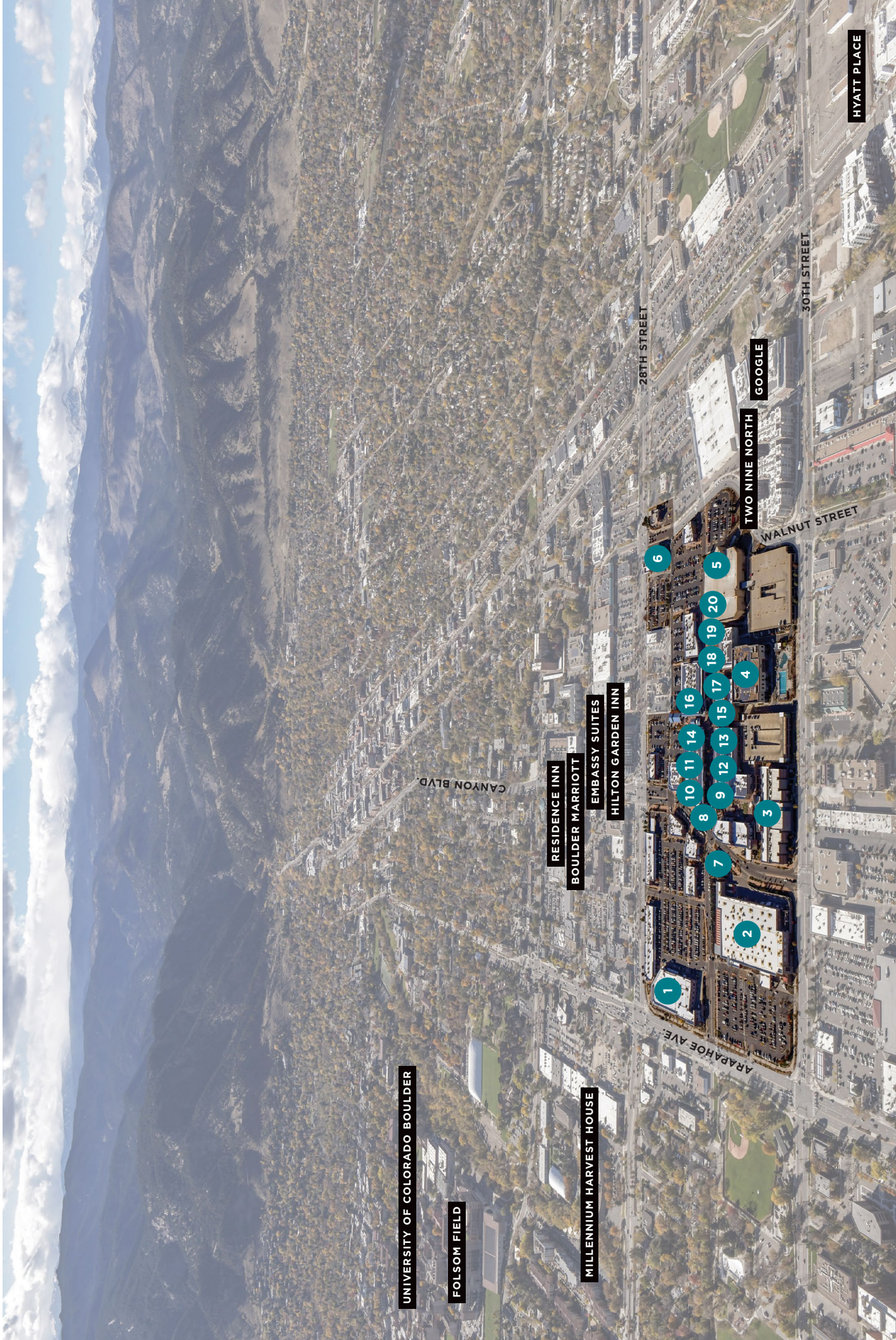
- 6 TRADER JOE'S
- 7 SHAKE SHACK
- 8 ARHAUS
- 9 WEST ELM
- 10 APPLE

- 11 SEPHORA
- 12 PURE BARRE
- 13 WARBY PARKER
- 14 LULULEMON
- 15 MADEWELL

- 16 ANTHROPOLOGIE
- 17 BONOBOS
- 18 DRYBAR
- 19 AMAZON 4-STAR
- 20 ORANGETHEORY



NORTH



UNIVERSITY OF COLORADO BOULDER

FOLSOM FIELD

MILLENNIUM HARVEST HOUSE

RESIDENCE INN

BOULDER MARRIOTT

EMBASSY SUITES

HILTON GARDEN INN

28TH STREET

ARAPAHOE AVE.

TWO NINE NORTH

WALNUT STREET

GOOGLE

30TH STREET

HYATT PLACE