



29 TWENTY NINTH STREET

BOULDER, CO

MARKET PROFILE 2024

MAJOR RETAILERS Anthropologie, Apple, Arhaus, Avocado, EVEREVE, The Home Depot, Johnny Was, lululemon, Madewell, Nike by Boulder, Nordstrom Rack, Parachute Home, Sephora, Trader Joe's, Vuori, Warby Parker, West Elm

RESTAURANTS & ENTERTAINMENT Birdcall, BJ's Restaurant & Brewhouse, CAVA, Chipotle, Crisp & Green, Motomaki, Shake Shack, True Food Kitchen (coming soon), Century Boulder Theatres

WELLNESS F45 Training, Life Time (coming soon), Orangetheory Fitness, Pure Barre, Stretch Zone

OFFICE TENANTS Informa, Juwi, Scout Green Technologies, Zayo

PROPERTY TYPE Outdoor Mixed-use Lifestyle Center | **TOTAL SQUARE FEET** 694,000 | **BUILT** 2006

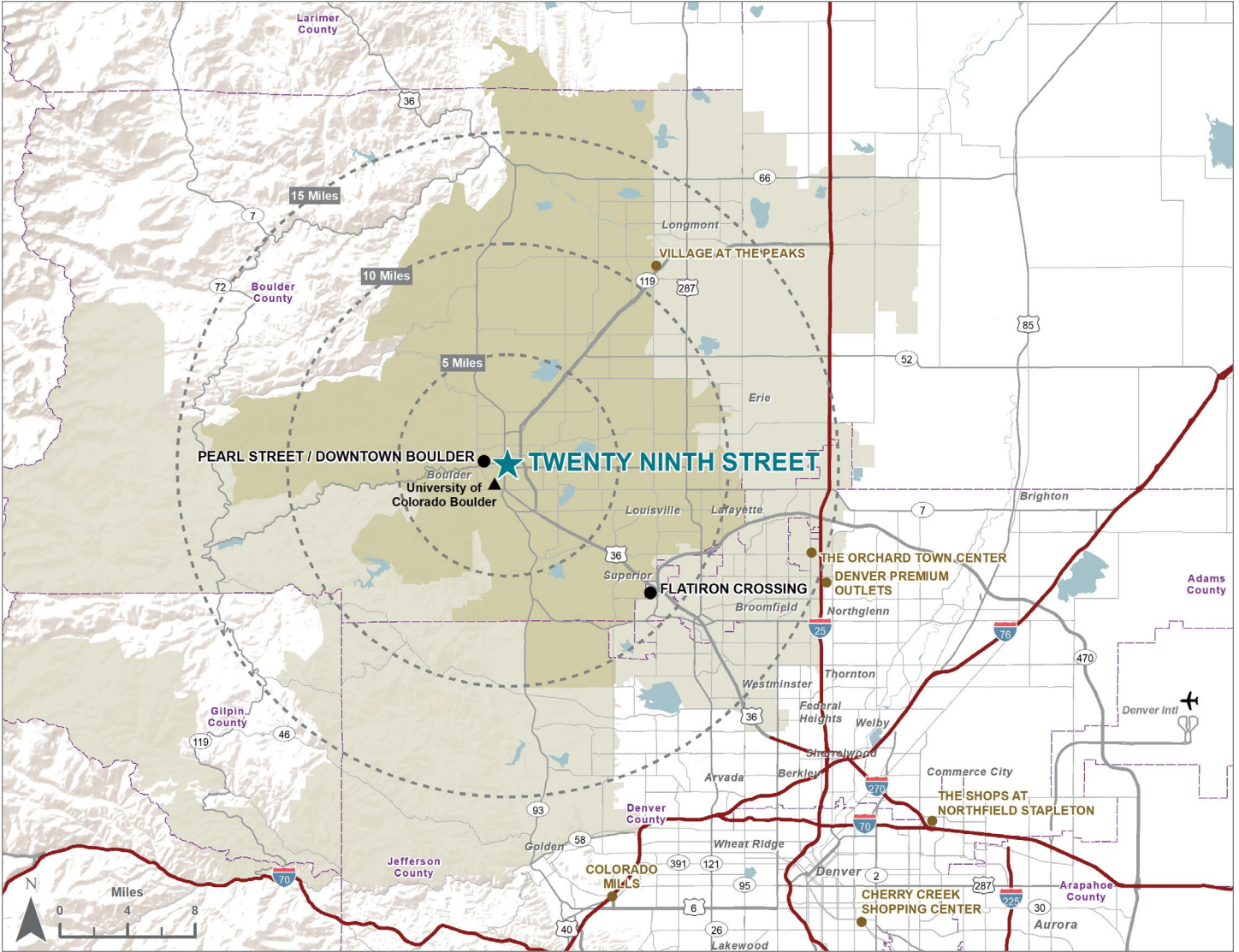
FOR MORE INFORMATION 720-887-9900 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

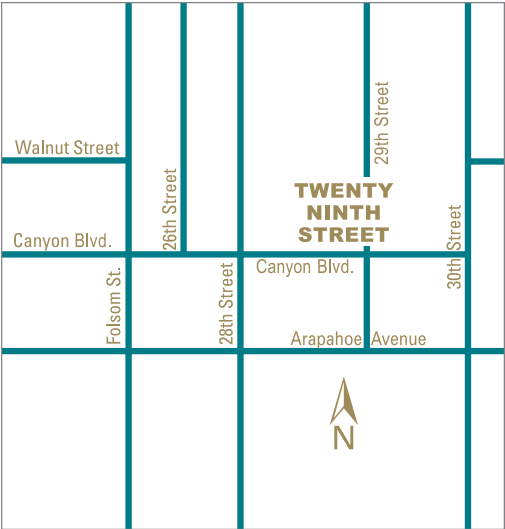
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2023 Total Population	236,035		621,272		337,093	
2028 Total Population	239,098		638,636		342,925	
2023-2028 Population Growth	1.3%		2.8%		1.7%	
HOUSEHOLDS						
2023 Total Households	95,802		245,466		135,802	
2028 Total Households	97,689		254,580		139,199	
2023-2028 Household Growth	2.0%		3.7%		2.5%	
INCOME						
Average Household Income	\$149,274		\$143,123		\$141,680	
Median Household Income	\$100,630		\$103,159		\$97,612	
Per Capita Income	\$60,857		\$56,602		\$57,260	
HOUSEHOLD INCOME RANGES						
\$50,000 +	69,796	72.9%	188,609	76.8%	99,639	73.4%
\$75,000 +	57,711	60.2%	156,112	63.6%	81,534	60.0%
\$100,000 +	48,186	50.3%	127,178	51.8%	66,771	49.2%
\$150,000 +	32,837	34.3%	79,983	32.6%	43,307	31.9%
AGE						
Median Age	36.3		37.9		37.2	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	111,836	72.3%	249,210	59.3%	147,091	65.7%
White Collar	101,683	78.1%	251,628	73.5%	137,273	75.0%
RACE/ETHNICITY						
White	185,257	78.5%	470,484	75.7%	258,075	76.6%
Black/African American	2,618	1.1%	7,192	1.2%	3,572	1.1%
American Indian	1,443	0.6%	5,044	0.8%	2,596	0.8%
Asian	14,380	6.1%	33,475	5.4%	17,749	5.3%
Pacific Islander	235	0.1%	579	0.1%	306	0.1%
Other Race	32,102	13.6%	104,498	16.8%	54,795	16.3%
Hispanic or Latino	26,613	11.3%	100,271	16.1%	50,473	15.0%
Not Hispanic or Latino	209,422	88.7%	521,001	83.9%	286,620	85.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,311		6,880		7,984	
Total Employees	39,483		100,558		115,702	
Daytime Population	43,565		155,973		180,337	

TRADE AREA MAP

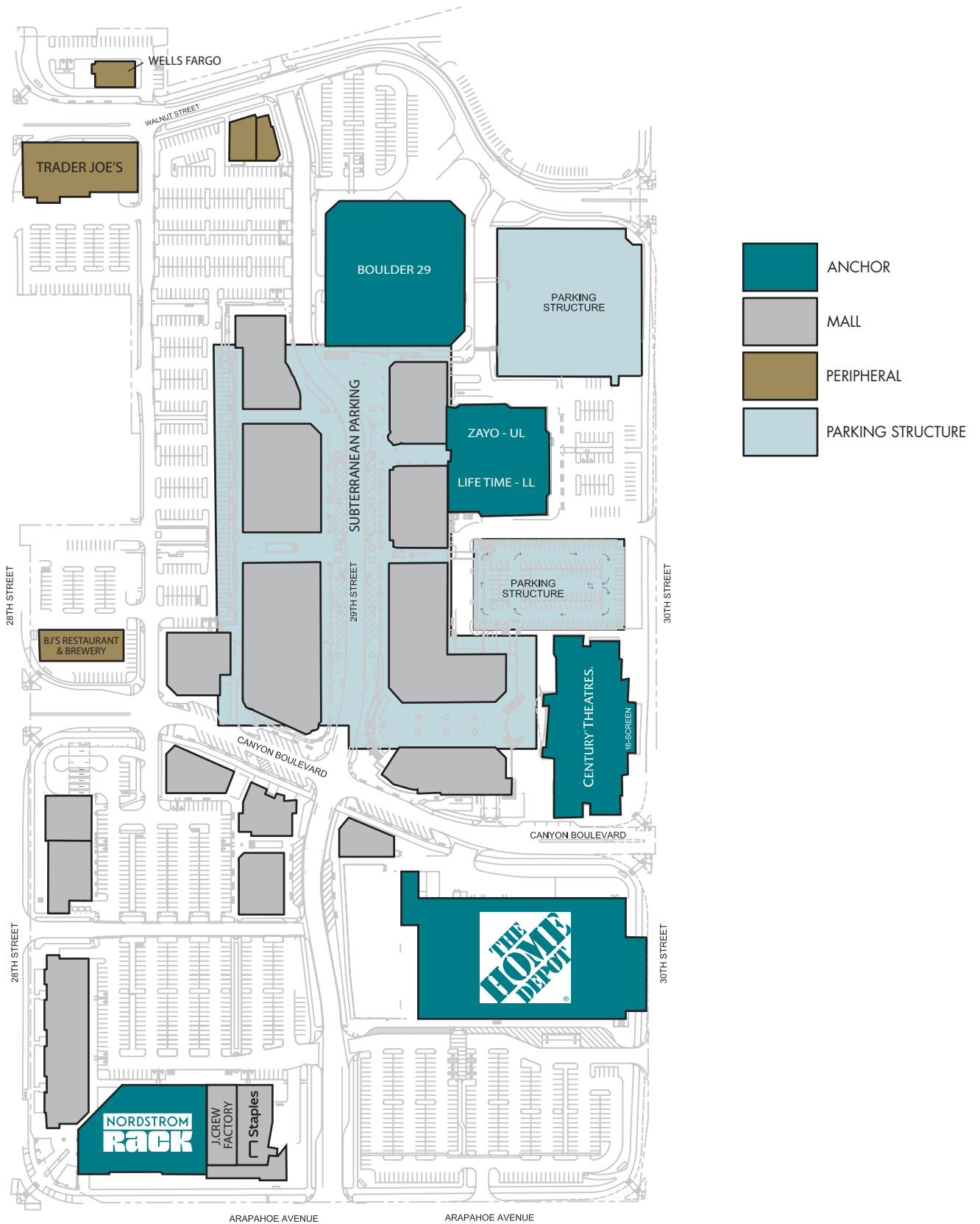


LEGEND

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



SITE PLAN



MARKET FACT SHEET

\$1.55 MILLION
MEDIAN HOME SALE
PRICE IN BOULDER
VALLEY (2021)

2,000 HOTEL ROOMS
WITHIN 1.5 MILES OF
TWENTY NINTH STREET

BOULDER IS HOME TO 12 OF
THE 50 COMPANIES NAMED
“**BEST PLACES TO WORK**”
BY *OUTSIDE MAGAZINE*,
COLORADO HAD A TOTAL OF
27 OUT OF THE 50 IN 2023

\$150,000 AVERAGE
HOUSEHOLD INCOME
WITHIN 10-MILE RADIUS

#4 BEST PLACE
TO LIVE IN THE U.S.

(U.S. NEWS & WORLD REPORT, 2022)

#2 BEST PLACE TO LIVE FOR
QUALITY OF LIFE

(U.S. NEWS & WORLD REPORT, 2022)

2,643 NEW MULTI-FAMILY
UNITS IN BOULDER (Q3 2023)

GOOGLE’S
330,000-SQUARE-FOOT
CAMPUS LOCATED
ADJACENT TO TWENTY NINTH
STREET EMPLOYS 1,500 PEOPLE

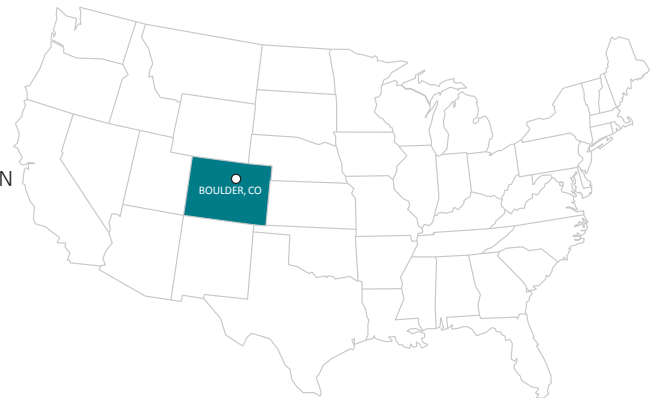
#1 OF THE 50
BEST COLLEGE TOWNS
IN AMERICA

(BEST COLLEGE REVIEWS, 2022)

BOULDER COUNTY PULLED
IN NEARLY **\$1 BILLION FROM**
VISITOR SPENDING, UP 33%
FROM THE PREVIOUS YEAR.
THAT SPENDING HELPED
GENERATE ABOUT \$75 MILLION
IN LOCAL TAX REVENUES
(DEAN RUNYAN ASSOCIATES, 2022)

155 MILES OF HIKING/
BIKING TRAILS

#7 HEALTHIEST CITY
IN AMERICA (NICHE, 2021)



MAJOR EMPLOYERS

THE CITY OF BOULDER HAS
APPROXIMATELY 2,400 EMPLOYERS
WITH 5 OR MORE EMPLOYEES.
THE CITY’S 10 LARGEST EMPLOYERS
(LISTED IN ALPHABETICAL ORDER) ARE:
- BALL AEROSPACE & TECHNOLOGIES
- BOULDER COMMUNITY HEALTH
- BOULDER COUNTY
- BOULDER VALLEY SCHOOL DISTRICT
- CITY OF BOULDER
- GOOGLE
- IBM
- MEDTRONIC
- UCAR/NCAR
- UNIVERSITY OF COLORADO BOULDER

THE BOULDER METROPOLITAN AREA HAS THE HIGHEST PERCENTAGE
OF PEOPLE WITH A **BACHELOR’S DEGREE OR HIGHER** IN THE U.S.,
ACCORDING TO U.S. CENSUS DATA

UNIVERSITY OF COLORADO, LESS THAN 2 MILES FROM TWENTY NINTH
STREET, ATTRACTS **600,000+** VISITORS ANNUALLY FOR CULTURAL
EVENTS AND PROGRAMS

UNIVERSITY OF COLORADO HAS **37,000 STUDENTS** AND NAROPA
UNIVERSITY HAS ANOTHER 1,100 STUDENTS

YEARLY SALES

JAN	7.9%	MAY	8.2%	SEP	8.6%
FEB	7.6%	JUN	8.4%	OCT	8.7%
MAR	8.2%	JUL	8.4%	NOV	7.9%
APR	8.2%	AUG	8.6%	DEC	9.3%



TWENTY
NINTH
STREET

MAJOR RETAILERS INCLUDE:

- CENTURY THEATRES
- THE HOME DEPOT
- NORDSTROM RACK
- TRADER JOE'S
- LIFE TIME (COMING SOON)
- ANTHROPOLOGIE
- APPLE
- ARHAUS
- AVOCADO
- BJ'S RESTAURANT & BREWHOUSE
- EVEREVE
- JOHNNY WAS
- LULULEMON
- MADEWELL
- NIKE BY BOULDER
- SEPHORA
- SHAKE SHACK
- VUORI
- WARBY PARKER
- WEST ELM



NORTH



UNIVERSITY OF COLORADO BOULDER

FOLSOM FIELD

MILLENNIUM HARVEST HOUSE

ARAPAHOE AVE

RESIDENCE INN
BOULDER MARRIOTT

EMBASSY SUITES
HILTON GARDEN INN

CANYON BLVD

TRADER JOE'S

NORDSTROM
RACK

LIFETIME

CENTURY THEATRES

TWO NINE NORTH

GOOGLE

28TH STREET

WALNUT STREET

30TH STREET

HYATT PLACE