

# THE SHOPS AT NORTHFIELD

8340 NORTHFIELD BOULEVARD  
DENVER, CO 80238

[www.shopsatnorthfield.com/leasing](http://www.shopsatnorthfield.com/leasing)





## DENVER SOPHISTICATION — IT'S IN OUR NATURE

Denver's population increased at a rate of nearly 20%, a higher rate than any other county in CO since 2010.

45% projected job growth over the next ten years, higher than the U.S. average of 33.5%.

Supportive entrepreneurial culture. The University of Colorado alone has raised more than \$5.2 billion for 323 start up companies. ([Colorado Real Estate Journal](#))

Highly educated population (ranked 10th in the U.S.) working in tech, engineering, aerospace, bio-science and Healthcare.

An outdoor lifestyle destination: 4 national parks, 11 national forests, 8 national wildlife reserves, and the largest public park system in the U.S. ([Denver Relocation Guide](#))

### FUN FACT

More annual hours of sun than Miami and San Diego. ([Denver.org](#))





## NORTHFIELD AREA

URBAN SENSIBILITY  
SUBURBAN COMFORT

Part of the developing Central Park neighborhood, The Shops at Northfield offer Main Street entertainment, dining and culture to the largest residential area in the city.



12,000

hotel rooms within a 10 mile radius of the center



69 MILLION

passengers making Denver International Airport the 5th busiest in the U.S.



2 MILLION

annual visitors attend sporting events and concerts at the 18,000 seat Dick's Sporting Goods Park, just two miles from the center



31

colleges and universities in Denver collectively serving over 251,000 students





## CENTRAL PARK COMMUNITY HIGHER SPENDS, HIGHER POTENTIAL

Central Park is an energizing community, with exciting new developments taking place in a location known for connectivity and elevated income levels.



# 7.5 SQUARE MILE

master planned community at the former site of the International Airport with 12 sub-neighborhoods



# 29,000

residents served by 11 schools, 30% of the population is under 17 years old



# \$150,000+

Average Household Income. 71% of residents have earned a college degree



# RTD

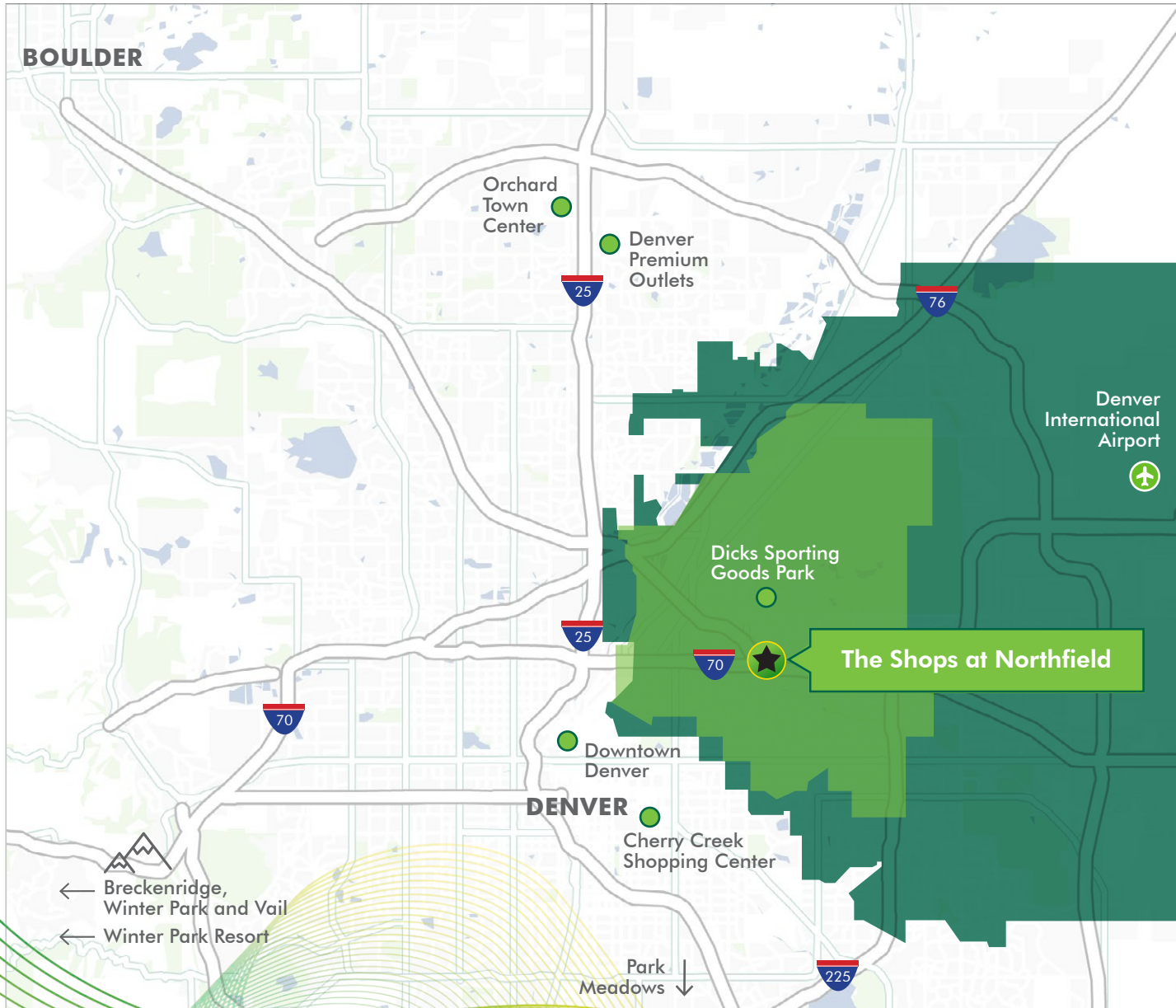
Rail offers direct connection from Central Park to Downtown Denver and Denver International Airport within minutes travelling at up to 79 mph





# TRADE AREA

## WHY THE SHOPS AT NORTHFIELD?



### TRADE AREA HIGHLIGHTS

- Dick's Sporting Goods Park 2 miles
- Cherry Creek Shopping Center 8 miles
- Downtown Denver 9 miles
- Denver Premium Outlets 15 miles
- Denver Intl. Airport 16 miles
- Orchard Town Center 16 miles
- Park Meadow 18 miles
- Breckenridge Ski Resort 85 miles
- Winter Park Resort 70 miles

Primary  
 Secondary  
 \*Extends east to Colorado/Kansas border




## DEMOGRAPHICS

Central Park and the surrounding trade area represent some of the largest and wealthiest populations in the Denver Metro area.

### PRIMARY/SECONDARY TRADE AREA

-  **Population: 835,704**
-  **Population Growth: 1.66%**
-  **Average Income: \$91,620**
-  **Households: 309,808**
-  **Household Growth: 1.67%**

### 30 MINUTES DRIVE TIME

-  **Total Population: 2,238,059**
-  **Population Growth: 1.50%**
-  **Average Income: \$100,530**
-  **Households: 889,707**
-  **Household Growth: 1.49%**



## SHOPPER PROFILES



### 12.6% 7A UP & COMING FAMILIES

- Median age: 31
- One of the fastest-growing markets in the country, 350% above national average
- Younger, mobile and ethnically diverse families with 2 or more workers in the household
- Seek the latest and best in technology and style



### 7.8% 11C METRO FUSION

- Median age: 29
- Young, diverse market with many households having young children
- Take pride in their style, are trendy and loyal to brands
- Social status is important and they look to impress with fashion and electronics



### 7.6% 4B HOME IMPROVEMENT

- Median age: 38
- Married-couple families make up over half of suburban households
- Spend heavily on eating out, at both fast food and family restaurants
- Enjoy home improvement and decor projects as 79% own their own home
- Very comfortable with new technology, embrace completing tasks on mobile device

## SHOPPER BEHAVIOR

### MOBILE. MONEYED. MODERN.

Higher spending power for a thriving retail market.



**\$70,125**

Average annual HH discretionary budget.



**\$3,874**

Average amount spent eating out per household.  
8% above national average.



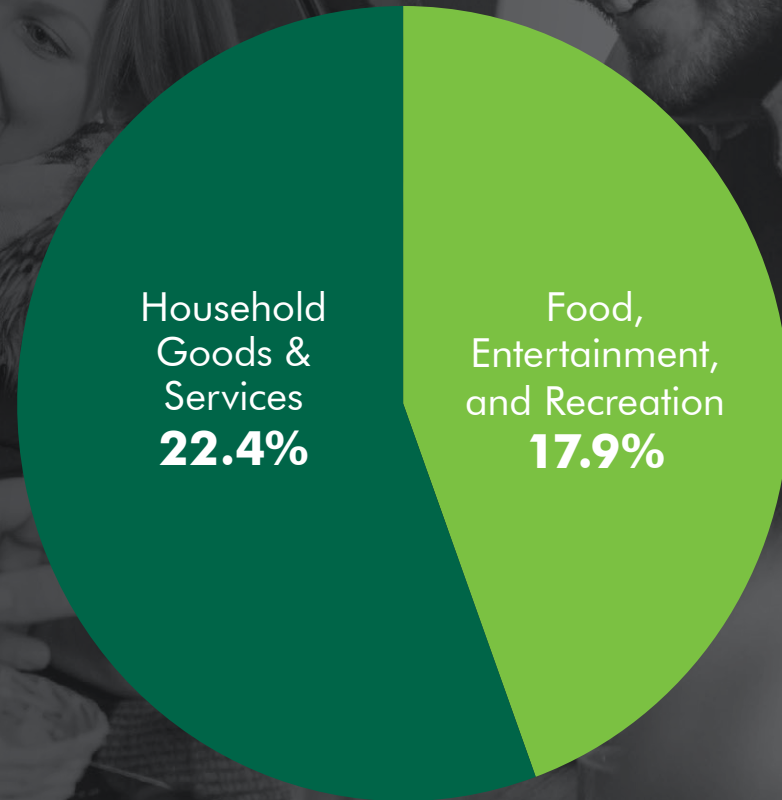
**\$5,509**

Average amount spent on groceries per household.  
5% above national average.



**\$2,295**

Average amount spent on apparel & services per household.  
8% above national average.





# THE MIX

## THE SHOPS AT NORTHFIELD

### DINING



### ENTERTAINMENT



### OUTDOOR & FITNESS



### SHOPPING

Bath & Body Works



OLD NAVY



VICTORIA'S SECRET

JCPenney

★ macy's





# SITE PLAN

## THE SHOPS AT NORTHFIELD







## JOIN US!

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