



Central Thoroughfare: Endless Retail Opportunities

The 120th Central District is a major corridor stretching over two miles through southern Broomfield with shopping and service choices from big box to unique independent retailers and restaurants. Businesses located within the corridor enjoy high growth potential with access to diverse markets. Roadway improvements on West 120th Avenue are anticipated to increase traffic counts, visibility and access with the completion in 2014 of the connection to the Interlocken Technology Business Park adjacent to the Rocky Mountain Metropolitan Airport. The Pacific Ocean Market, located in the middle of the corridor, offers pho restaurants, specialized retail and an international buffet — a virtual wellspring of all things Asian.

Redevelopment opportunities on the western end of the corridor and new development on vacant land on the east end is encouraged by an Urban Renewal District overlay. The District's goals are to improve transportation and drainage while setting a framework for orderly redevelopment including assembling of land for a Walmart.

200 independent and national retailers work in the corridor

Recreational activities and cultural activities in the City's Community Park, located a block from the corridor, bring families to the area throughout the year. The annual Colorado Firecracker Softball tournament (renamed to the Colorado Freedom Invitational in 2012) is hosted at the Community Park area annually. Since 1973, families from across the country have journeyed to this national caliber tournament. In addition, outdoor summer concerts at Community Park and indoor events at Broomfield's auditorium (the Audi) bring an influx of music, dance and theatre productions.

BUSINESS IS BOOMING





120th Central



Quick Stats:

- Population of more than 300,000 within a five-mile radius
- The 2+ mile stretch features more than 200 independent and national retailers, restaurants and service-oriented businesses that are easy accessibility and plentiful free parking
- More than 55 percent of the households within one mile have incomes of more than \$75,000
- More than 48 percent of the population within one mile is under 35 years old
- Average of 44,000 vehicle trips on West 120th Avenue



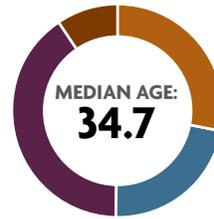
Why 120th Central?

- This gateway retail hub serves the daily shopping needs of the surrounding neighborhoods and region
- Pacific Ocean Market – is an enclave of ethnic Asian foods with specialized retail, personal services and room for more small retail opportunities
- Urban Renewal Area covers the majority of the district, offering big box and small retail opportunities
- West end redevelopment opportunities are almost unlimited
- Newer developing area – a new Walmart and surrounding small business at the east end offers significant new opportunities
- Highly anticipated 120th connection in 2014 to Interlocken and Rocky Mountain Regional Airport will increase already high traffic volume and link the corridor to major employment and transportation hubs
- Adjacent to City and County of Broomfield government campus featuring municipal and county offices, fire district administration offices, major recreation facilities including ball fields, a skate park, recreation/senior center and outdoor pool all nearby



Profile Data*

AGE:



Age 65+ Age 35 -64
Age 20 - 34 Age < 20

CONSUMER EXPENDITURES:

Apparel & Services	\$229,357,281
Computer & Accessories	\$30,512,253
Entertainment & Rec	\$439,107,680
Pets	\$69,210,333
TV, Radio & Sound	\$164,799,911
Food at Home	\$1,022,683,330
Food away from Home	\$437,389,774
Home Improvement & Services	\$316,205,689
Household Furnishings	\$170,432,952
Personal Care	\$54,048,367
Vehicle Maint. & Repair	\$125,577,011

TOTAL EXPENDITURES:
\$3.0B

HOUSEHOLD INCOME:



< \$49K
\$50K - \$74,999
\$75K +

* Source: Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. All data is within a 5-mile radius.



City and County of Broomfield
City and County Manager's Office
Economic Development Department
1 DesCombes Drive
Broomfield, CO 80020
303-438-6300
www.broomfield.org

