



# A Panorama of Development Choices

BROOMFIELD'S PANORAMIC DISTRICT at the intersection of Lowell and East Midway boulevards is the perfect place for service businesses and quaint neighborhood stores. Currently, this area is sparsely developed providing a big opportunity for commercial activity to serve the Westlake, Columbine Meadows, Crofton Park and eastern Brandywine neighborhoods.

14,500 cars per day

Commuters traveling through the intersection reach more than 14,000 vehicles per day. Recent public and private investments are creating exciting new opportunities for infill development in this established neighborhood. The Broomfield County Commons and Paul Derda Recreation Center are just to the north of the Panoramic District, where open space and recreation opportunities for the region are in abundance. There are breathtaking panoramic views of the Front Range mountains throughout the Panoramic District – making it a beautiful place to live and work.

Future plans for the Panoramic District include housing for seniors, making the area an excellent choice for small retail and service-oriented businesses that are easy to access for pedestrians as well as motorists.

BEYOND BUSINESS





## Panoramic District



## Quick Stats:

- Population of more than 236,000 within five miles (18,000 within one mile)
- Convenient location at the intersection of two minor arterials with average daily trip volumes of 14,000.
- Average income over \$75,000 of 58 percent of the households within one mile



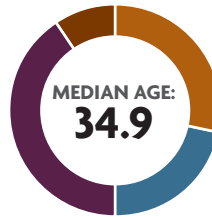
## Why Panoramic District?

- Excellent redevelopment and new development opportunities with existing businesses focused on neighborhood services
- Panoramic mountain views of the Front Range across Broomfield-owned open space
- Commercial development could support the regular and well-attended recreational events at the Commons and Paul Derda Recreation Center
- Commercial Spaces are ready for immediate occupancy
- Commercial development could support the regular and well-attended recreational events at the Commons



## Profile Data\*

### AGE:



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

### CONSUMER EXPENDITURES:

Apparel & Services	\$177,670,886
Computer & Accessories	\$23,591,251
Entertainment & Rec	\$341,408,972
Pets	\$53,901,899
TV, Radio & Sound	\$127,822,857
Food at Home	\$452,467,276
Food away from Home	\$338,933,728
Home Improvement & Services	\$248,305,925
Household Furnishings	\$132,671,550
Personal Care	\$41,939,750
Vehicle Maint. & Repair	\$97,404,912

TOTAL EXPENDITURES:  
**\$2.9B**

### 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.



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