



A Young Urban Oasis Poised for Growth

VIA VARRA AT PARKWAY CIRCLE IS NAMED after the Varra family who farmed and ranched in the Broomfield area, Via Varra at Parkway Circle is an up-and-coming neighborhood perfect for the lifestyles and interests of young professionals. It's close to

Opportunity: 2.9 million square feet of mixed-use commercial development

the intersection of the Northwest Parkway and U.S. 36 (the Boulder Turnpike). Transportation is easily accessed to Denver or Boulder from the nearby RTD park-n-Ride which provides frequent regional and local transit service. There are great trail connections and an established regional open space corridor — another draw for young professionals.

This 100-acre neighborhood offers mixed-use office, retail, hotel, residential condo and apartment opportunities in an urban setting directly east of the proposed ConocoPhillips Global Training and Technology Center on the former 450-acre Storage Technology site. New apartment construction is under way adding homes for an additional 1,000 residents. The project has zoning that permits up to 2.9 million square feet of mixed-use commercial development. Via Varra at Parkway Circle is a short drive, walk or bicycle ride from the FlatIron Crossing regional mall, but is designed and ready for its own business community that would provide neighborhood support services, eateries and entertainment.

BEYOND BUSINESS





Parkway Circle



Quick Stats:

- Population of more than 134,000 within a five-mile radius
- 60 percent of the population within one-mile is under the age of 34
- Two-thirds of the households within one mile are renter occupied
- 66 percent of the population within one mile has an education level above a bachelor's degree
- Over 21,000 trips per day on the Northwest Parkway adjacent to Via Varra
- Significant number of newer housing units (more than 1,500) that cater to a young, upwardly mobile workforce



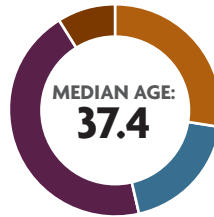
Why Parkway Circle?

- Conveniently located midway between Denver and Boulder and includes a RTD park-n-Ride transportation link nearby
- Easy highway access to the Northwest Parkway/E-470 beltway and U.S. 36
- Desirable mixed-use area for office, entertainment, and restaurant uses
- Adjacent to proposed ConocoPhillips Global Training and Technology Center and near FlatIron Crossing regional mall, Interlocken Advanced Technology Business Park and Rocky Mountain Metropolitan Airport



Profile Data*

AGE:



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

CONSUMER EXPENDITURES:

Apparel & Services	\$118,468,489
Computer & Accessories	\$15,849,993
Entertainment & Rec	\$232,393,578
Pets	\$36,671,240
TV, Radio & Sound	\$83,863,114
Food at Home	\$297,610,376
Food away from Home	\$223,641,703
Home Improvement & Services	\$180,689,047
Household Furnishings	\$90,892,949
Personal Care	\$27,598,083
Vehicle Maint. & Repair	\$64,944,837

TOTAL EXPENDITURES:
\$1.4B

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

