

# SUPERIOR DYNAMICS

of Superior  
town 3 5 10  
mile radius mile radius mile radius

Population 2017	13,189	56,015	185,967	698,646
Households 2017	4,645	22,388	73,246	271,575
Average Household Size	2.8	2.5	2.5	2.5
Households w/Children < 18, 2015	2,169	9,343	24,748	83,655
% Family Households	70.6%	64.9%	63.3%	63.6%
Median Household Income	\$119,253	\$96,391	\$94,326	\$83,491
Average Household Income	\$149,284	\$118,714	\$113,102	\$97,620
Median Age	33.7	37.7	37.7	36.6
Population in Labor Force	80.6%	75.6%	73.7%	71.5%
Median Housing Value	\$461,432	\$392,173	\$380,360	\$334,405
<b>Occupations</b>				
Management/Business	61.6%	54.7%	48.4%	42.6%
Sales/Office	25.9%	22.0%	21.6%	25.7%
<b>Education</b>				
Bachelor's	45%	36.2%	34.4%	27.2%
Master's Plus	39.1%	28.8%	26.1%	18.8%



The Gateway to Boulder Valley®

# SUPERIOR COLORADO

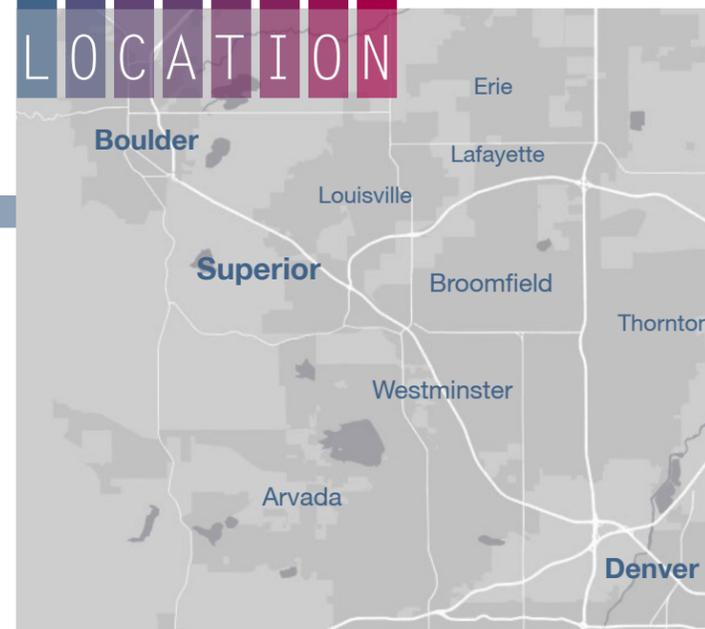
Economic Opportunities 2018  
[www.superiorcolorado.gov](http://www.superiorcolorado.gov)



Downtown Superior



## SUPERIOR LOCATION



8 Miles to Boulder  
20 Miles to Downtown Denver  
35 Miles to Denver International Airport

**Superior Market**  
Within just 10 minutes are nearly 80,000 households with median family incomes of \$95,000

**Superior Transit**  
Recent transit improvements and US 36 Express Lanes bring Bus Rapid Transit to Superior, connecting to Boulder, Denver, and the train to Denver International Airport

**Superior Environment**  
Superior is integrated to a vast network of trails and open space in spectacular Boulder County

The Town of Superior is vibrant, progressive and known as one of the best small towns in Colorado. Its ideal location along the US 36 Corridor between Boulder and Denver provides high visibility to 120,000 vehicles daily.

The Town has opportunities in retail and office in both existing, proven areas and in new developments. We are proud of the steps we've taken to grow into a high quality service oriented community.



[www.superiorcolorado.gov](http://www.superiorcolorado.gov)  
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[martint@superiorcolorado.gov](mailto:martint@superiorcolorado.gov)



## Downtown Superior

Superior's primary development opportunity is Downtown Superior, which will serve as the heart of Superior, offering unique shopping, office, entertainment, and urban residential opportunities. Downtown Superior is located at the intersection of US 36 and McCaslin Blvd, offering great visibility and easy access to the highway with its 120,000 vehicles each day. Downtown Superior is envisioned to include pedestrian-oriented streetscapes, narrow street widths and reduced building setbacks with high density residential and office uses above first floor retail, access to mass transit and trail systems, public gathering places and shared parking opportunities. The Master Developer is RC Superior, who has an approved PD, and construction is ongoing. The project has a regional draw in operation with the 150,000 SF Superior Sport Stable private recreation facility, and a Tesla sales and service center under construction.

### Property Info

**Area** 157 acres  
**Zoning** Planned Dev.  
**Utilities** at McCaslin Blvd  
**Mixed Use** 35% Office  
 40% Retail  
 25% Residential  
**Contact** RC Superior  
 Bill Jencks  
 858.523.1799

## Superior Marketplace

### Property Info

**Area** 88 acres  
**Zoning** Planned Dev.  
**Utilities** In Place  
**Contact** Brixmor  
 Gavin Gray  
 858.202.1113

The Superior Marketplace is the premier retail center in Superior. Adjacent to the US 36 corridor, the Superior Marketplace contains more than 600,000 sq ft of occupied retail space that is viewed by more than 120,000 vehicles per day. The center is anchored by Costco, Super Target, Whole Foods, Michael's, Office Max, PetSmart, TJ Maxx, and Ethan Allen (under construction). The Marketplace currently has occupancy in excess of 90%, but still has small tenant spaces available ranging from 1,022 to 3,500 sq ft. There are also 2 pad sites available for lease or purchase, ranging from 3,150 to 10,200 sq ft, each with excellent visibility from US 36. The development serves a regional population of 200,000 and generates sales in excess of \$300 per sq ft.



## Resolute Investments

This key parcel is located adjacent to Flatirons Crossing Mall with more than 1.5 million sq ft of retail, anchored by Dillard's, Macys, Nordstrom, and Dick's Sporting Goods. The Resolute property is zoned Regional Activity Center in the Rock Creek Ranch Planned Development, which allows for a high density mixed-use project and offers the opportunity for retail, hotel, and office use. The site benefits from great visibility, high traffic volume, easy access and adjacency to a major retail destination.

### Property Info

**Area** 13.6 acres  
**Zoning** Regional Activity Center  
**Utilities** at Coalton Road  
**Contact** Resolute Investments  
 Kristopher Barnes  
 303.572.4371

## Discovery Office Park



## Rock Creek Village

## Coalton Crossing

