DENVER'S HOTTEST ZIP CODE

West Colfax is in the center of Denver's 80204 zip code, where home sale prices increased 27.5% from 2012 to 2013 to an average price of $237,027. A projected 1,300 new apartments and townhomes are in the pipeline near West Colfax today, attracting Millennials and young families.

DEMOGRAPHICS

Our quiet neighborhoods are close to classic Sloan's Lake, walking paths, four light rail stations and new retail and cultural amenities. Crime is down 43% since 2006. A diverse mix of singles, families and seniors enjoy the sustainable lifestyle offered here. Cars are optional.

MAJOR CONSUMER PROFILES WITHIN A 10-MINUTE DRIVE:

<table>
<thead>
<tr>
<th>Metro Renters</th>
<th>Metropolitan</th>
<th>Industrious Urban Fringe</th>
<th>Old &amp; Newcomers</th>
<th>Main Street USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>28.8% of households</td>
<td>14.4% of households</td>
<td>11.7% of households</td>
<td>6.6% of households</td>
<td>6.6% of households</td>
</tr>
<tr>
<td>Young, well-educated singles</td>
<td>Gen Xers, retirees</td>
<td>Young working families</td>
<td>Singles in transition</td>
<td>2/3 families 1/3 singles</td>
</tr>
<tr>
<td>Median age 33.8</td>
<td>Median age 37.2</td>
<td>Median age 29</td>
<td>20s or over 75</td>
<td>Median age 36</td>
</tr>
<tr>
<td>Median HHI $50,400</td>
<td>Median HHI $55,500</td>
<td>Median HHI $39,000</td>
<td>Median HHI $40,400</td>
<td>Median HHI $50,400</td>
</tr>
<tr>
<td>Renters</td>
<td>2/3 own homes</td>
<td>2/3 own homes</td>
<td>2/3 rent homes</td>
<td>2/3 own homes</td>
</tr>
</tbody>
</table>

Source: ESRI Community Tapestry, 2013

New restaurants, offices, a draft house and a cinema. Diverse older neighborhoods and new city homes for young professionals and families. Rich cultural history connected to Downtown energy just a light rail stop away. More than $550 million in sustainable development and public improvements. This is West Colfax today – an Avenue of Opportunity.
RETAIL OPPORTUNITIES

Market research indicates strong demand for neighborhood services, including those supporting the healthy lifestyle preferred by existing and future residents.

FEATURED PROJECTS

SLOANS
- Former 19-acre St. Anthony’s Hospital campus
- $500 million mixed-use redevelopment
- LEED-ND
- 800-1,200 residential units
- 75-150,000 sq ft commercial space
- www.sloansdenver.com

MILE HI VISTA
- 2 acre, $32 million transit-oriented development
- 28,000 sq. ft. public library
- 80 affordably priced apartments, LEED-Platinum; Avondale Apartments pictured left
- 14,000 sq. ft. commercial space

FRAMEWORK AT SLOAN’S LAKE
- 28-unit, LEED for homes, townhomes
- 2, 3 and 4 bedrooms from the $400s
- www.frameworkdenver.com

BUSINESS SUPPORT

The West Colfax BID promotes business expansion, investment and development.
- Economic development and transportation investments
- Marketing, networking, events
- Advocacy
- Sustainability initiatives
- Financial counseling and loan funding

TRANSPORTATION & PARKING
- $22 million in public improvements since 2010
- District wayfinding system
- 30,300 vehicles per day on West Colfax between Federal and Sheridan Boulevards
- Free on-street parking
- 4 RTD Light Rail Stations

MORE INFORMATION
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