

Retail Trade Area Golden, Colorado

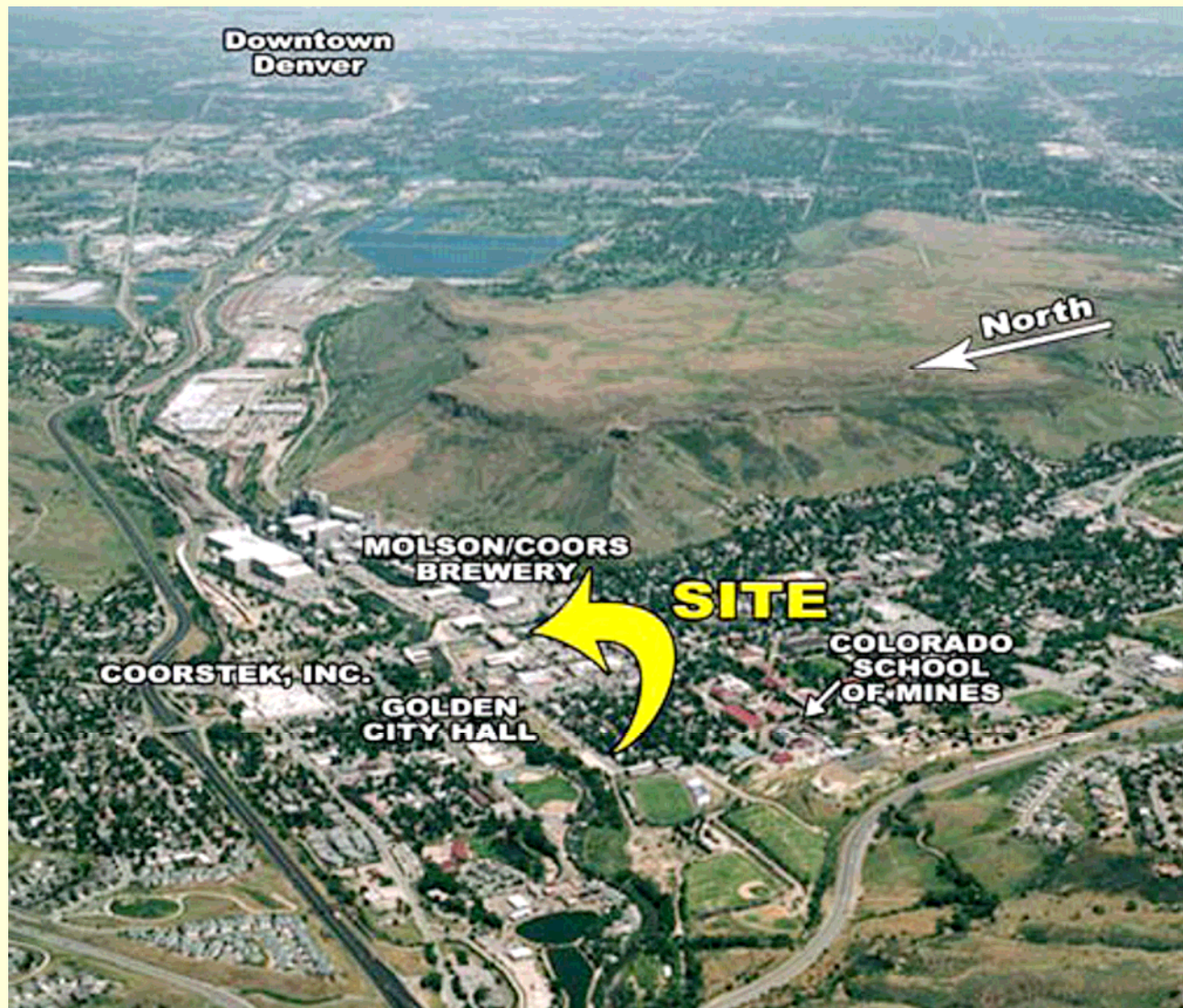


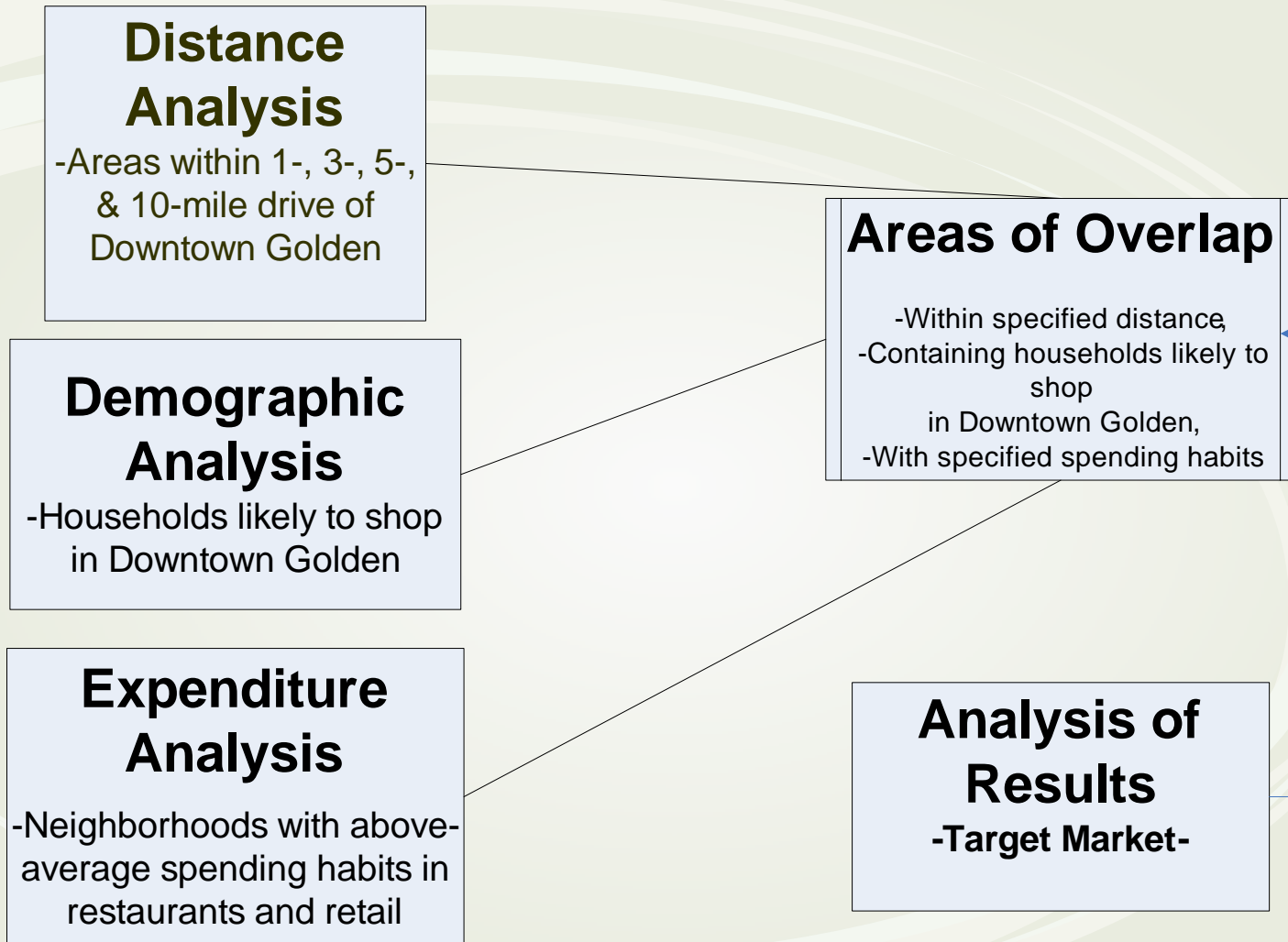
Photo credit: The Fuller Company

Background

- Golden Urban Renewal Authority
- Available Commercial Space Downtown
- What are the characteristics of the trade area?



Overview of Analysis

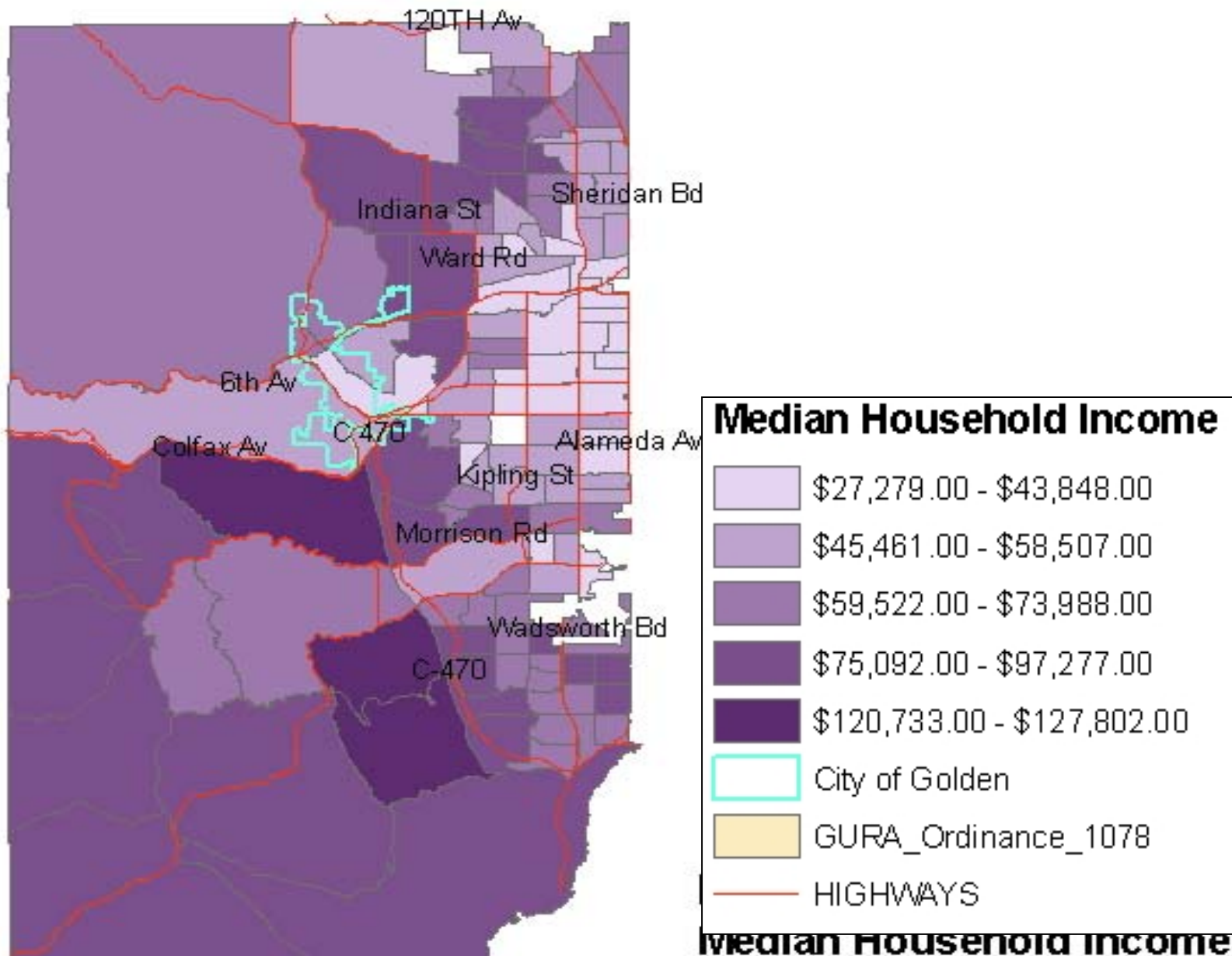


Data Table

File	Year	Source	Description
Roads	2006	CDOT	highways, arterials, and local roads
Tracts	2000	U.S. Census	Tract level demographic data
Expenditures	2007	Demographics Now	Spending data for households
GURA boundary	2005	City of Golden	Boundary line for district
Building footprints	2005	City of Golden	Building footprints for City

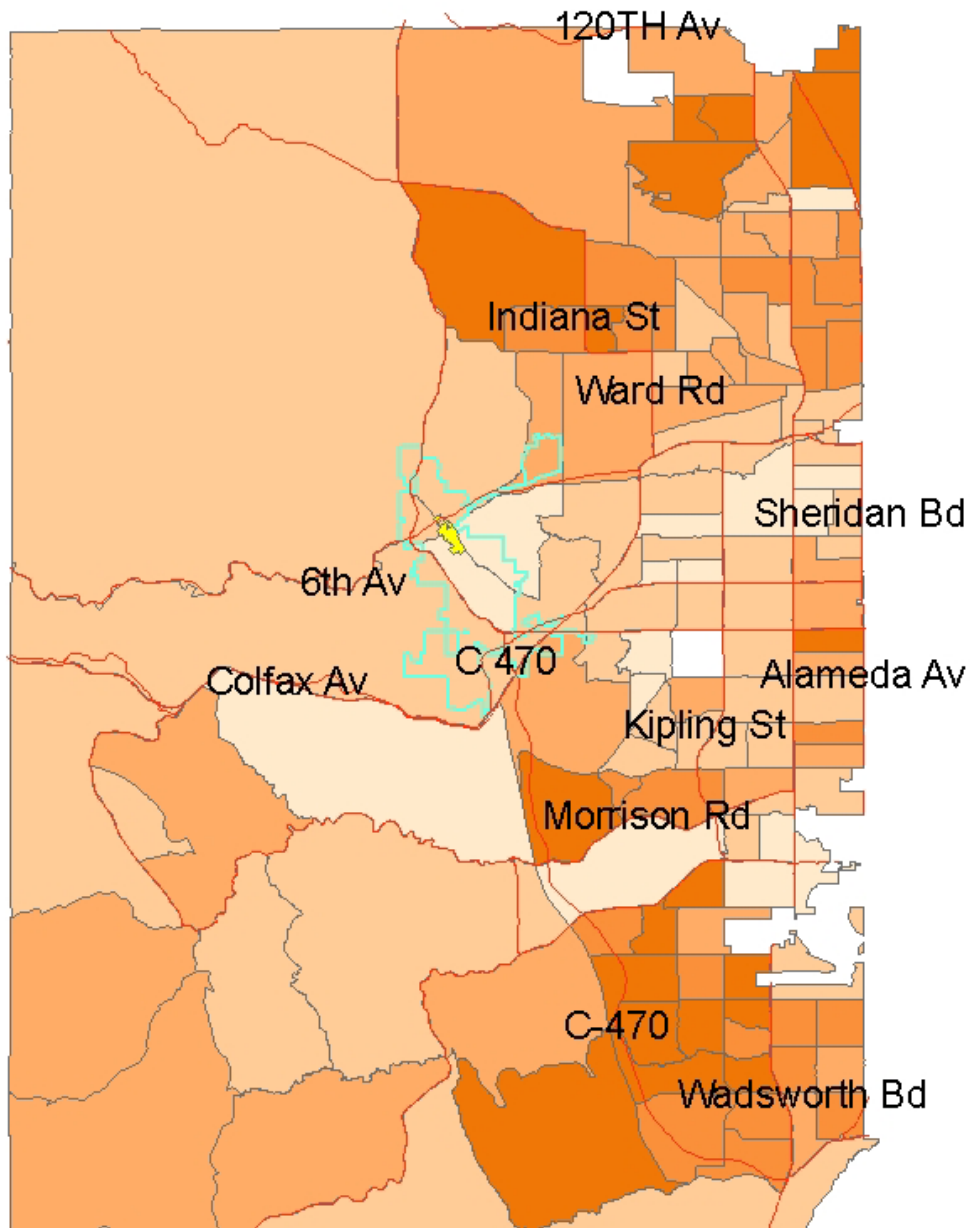
Standard Demographics

Median Household Income



Median Household Income

Median Age



Legend

Jefferson County Tracts

MED. AGE

Median Age

24.4 - 30.4

30.5 - 34.4

34.5 - 38.0

38.1 - 42.2

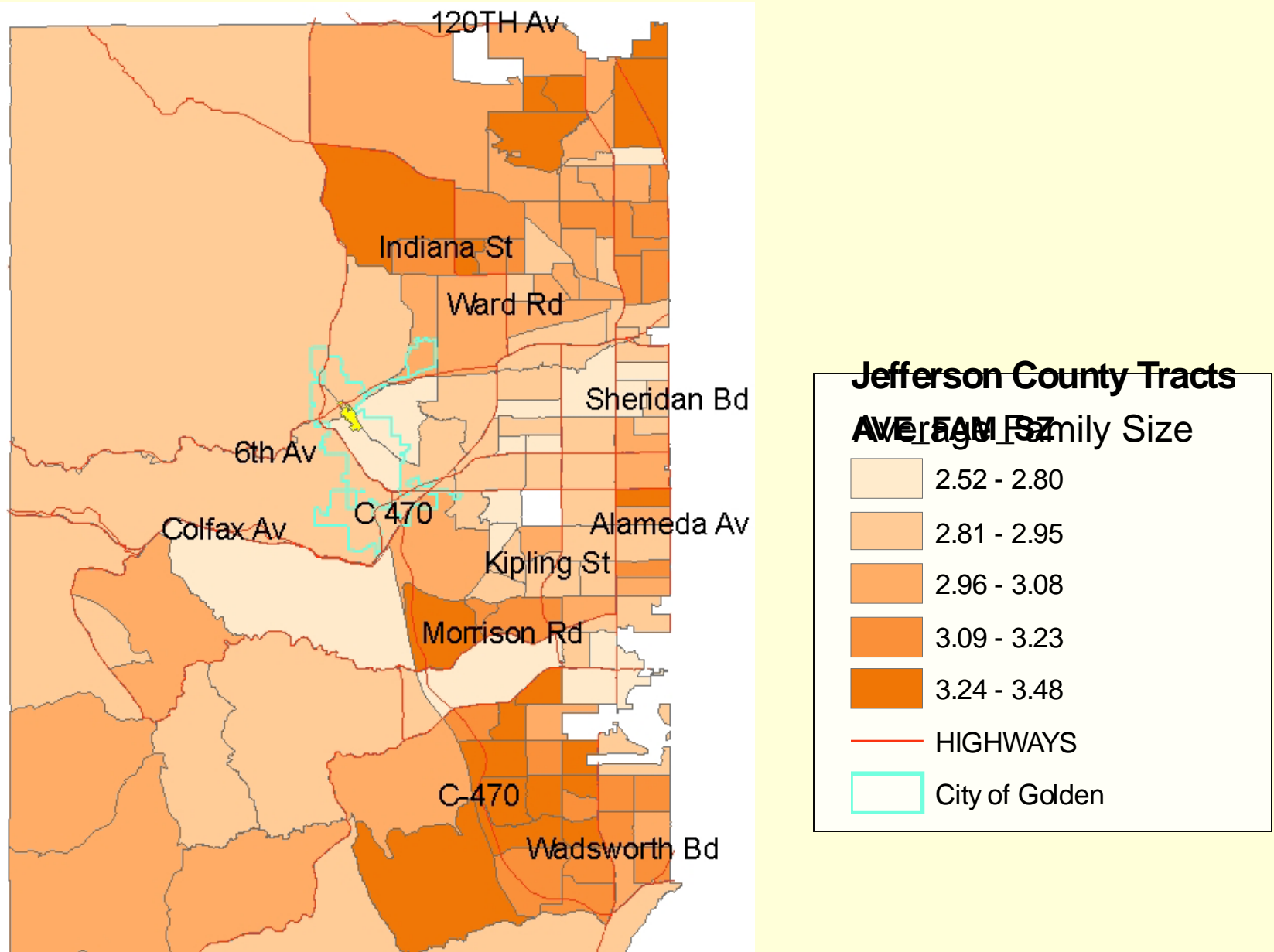
42.3 - 48.8

City of Golden

GURA_Ordinance_1078

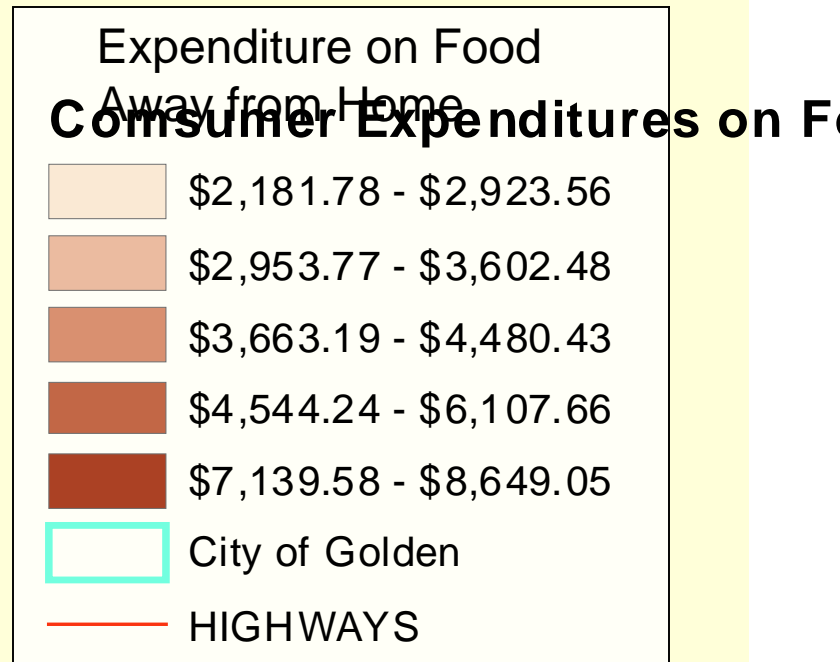
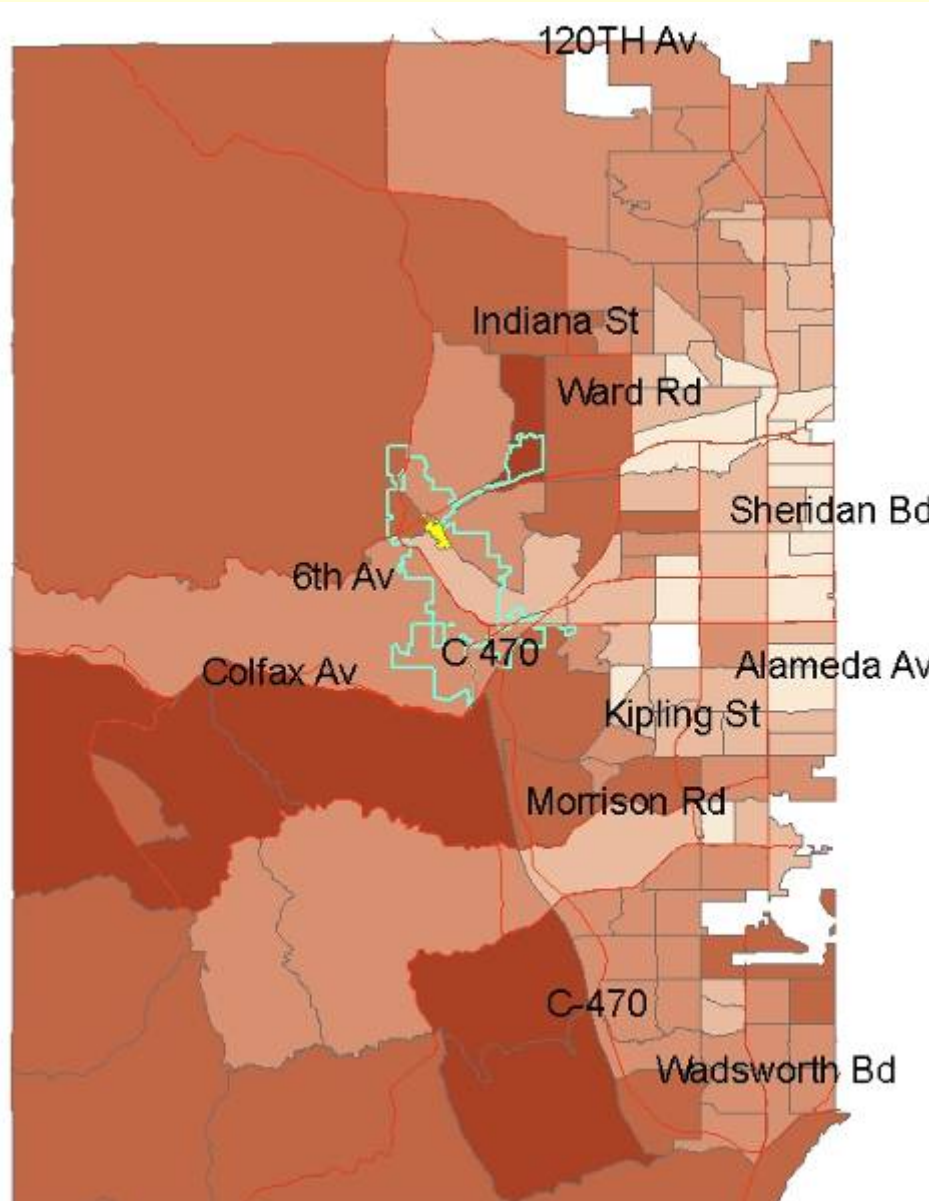
HIGHWAYS

Average Family Size



Consumer Expenditures

Food Purchased Away From Home

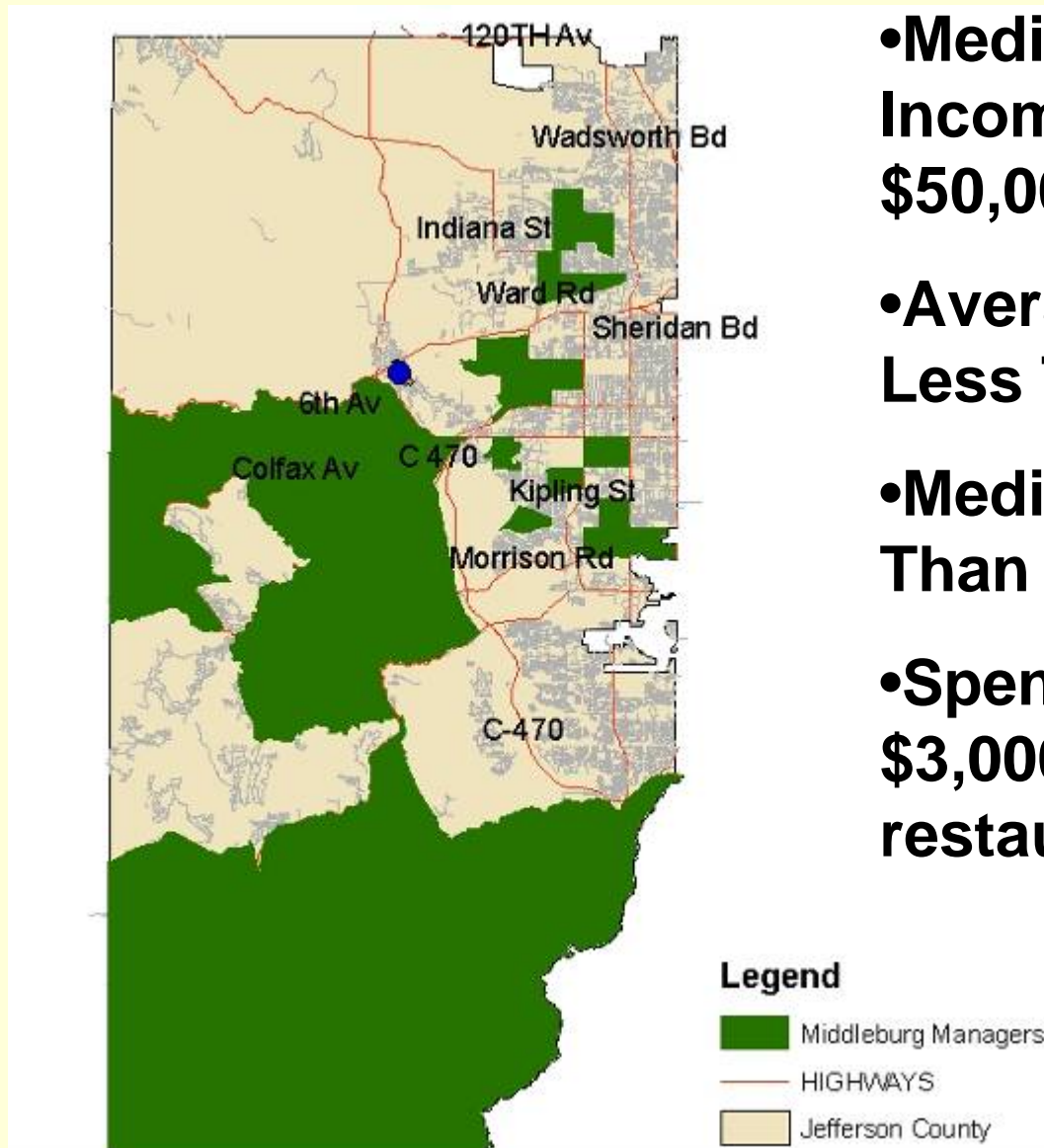


Psychographics

- Middleburg Managers
 - Mid-level, white collar couples
 - Mid-scale incomes: \$47,331
 - Play musical instruments
 - Go bird watching
 - Watch U.S. Senior Open
 - Drive a Toyota Camry Solara



Middleburg Managers



- **Median Household Income Greater Than \$50,000**

- **Average Family Size Less Than Three**

- **Median Age Greater Than 38**

- **Spend more than \$3,000 annually on restaurants**

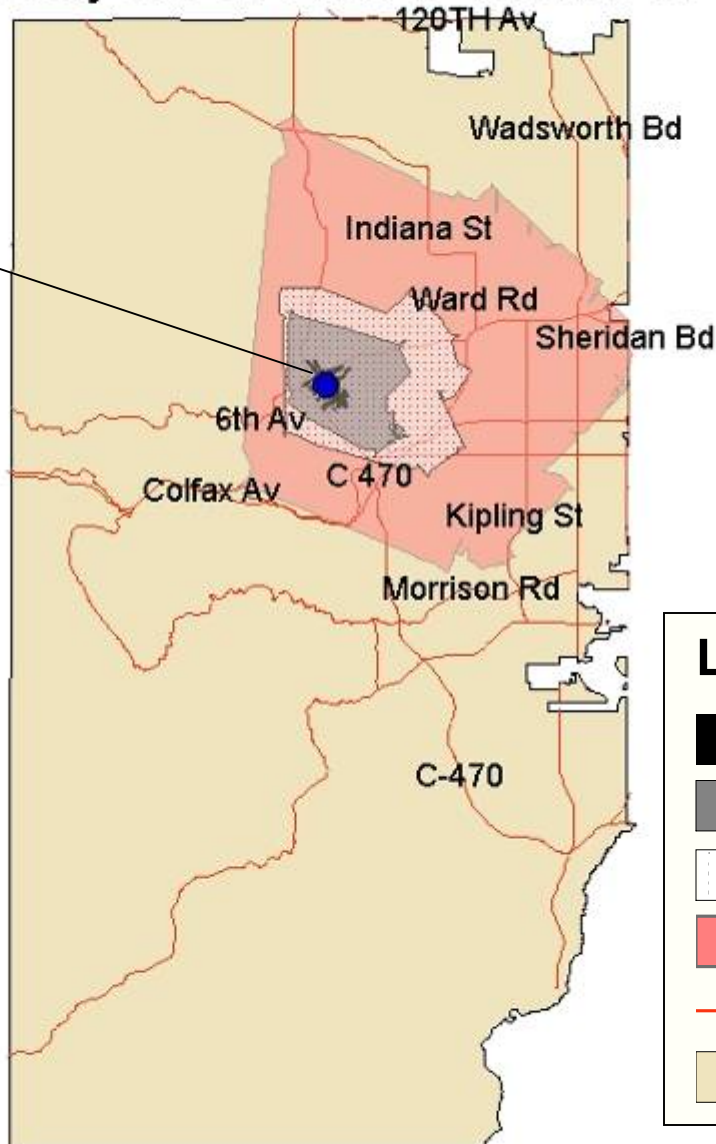
Network Analysis

- Used to define trade area based on travel distance
- Road network versus using rings
- Convenience-based stores are most affected by travel times



Network Analysis of Drive Times to Golden

Downtown Golden

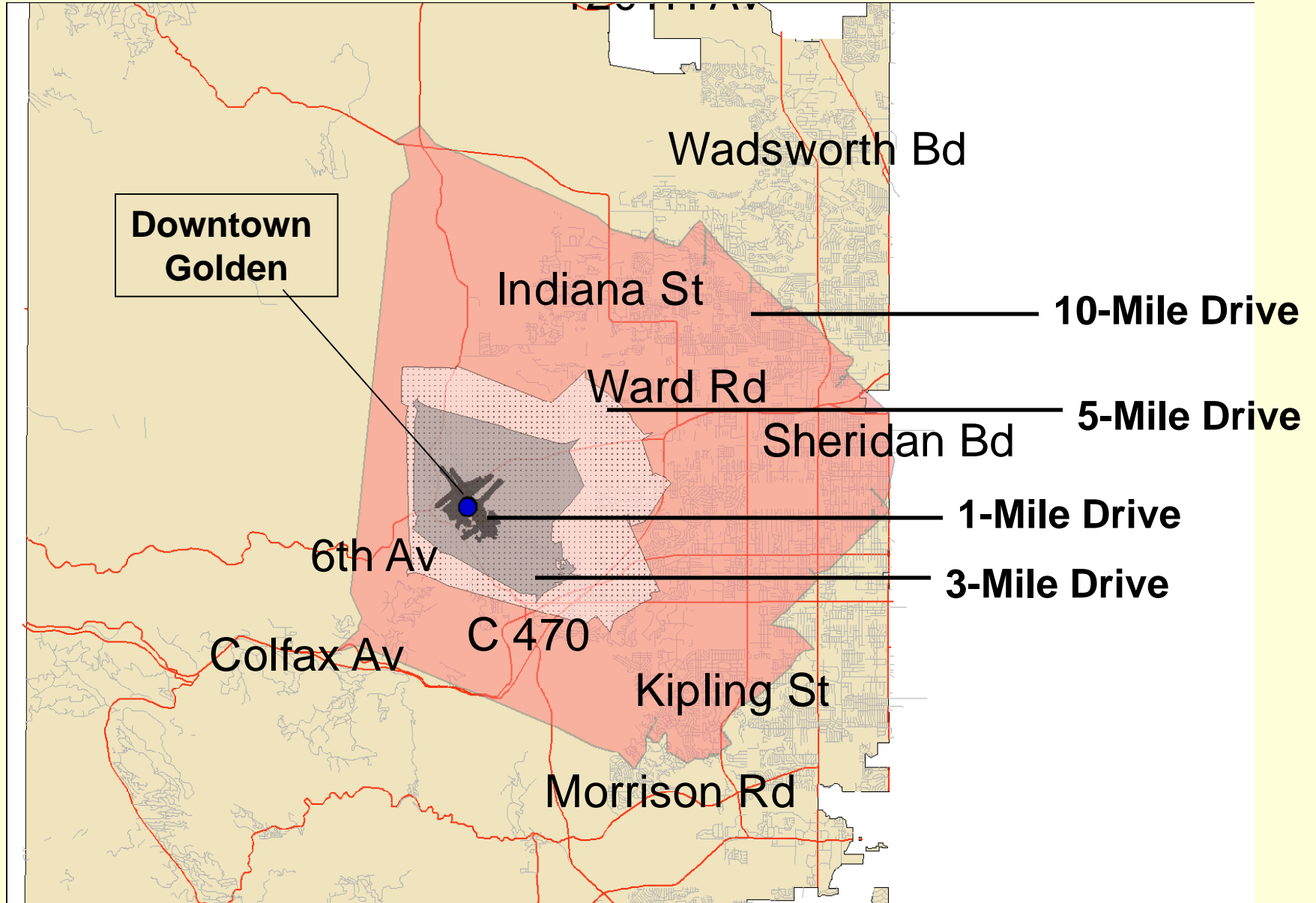


Legend

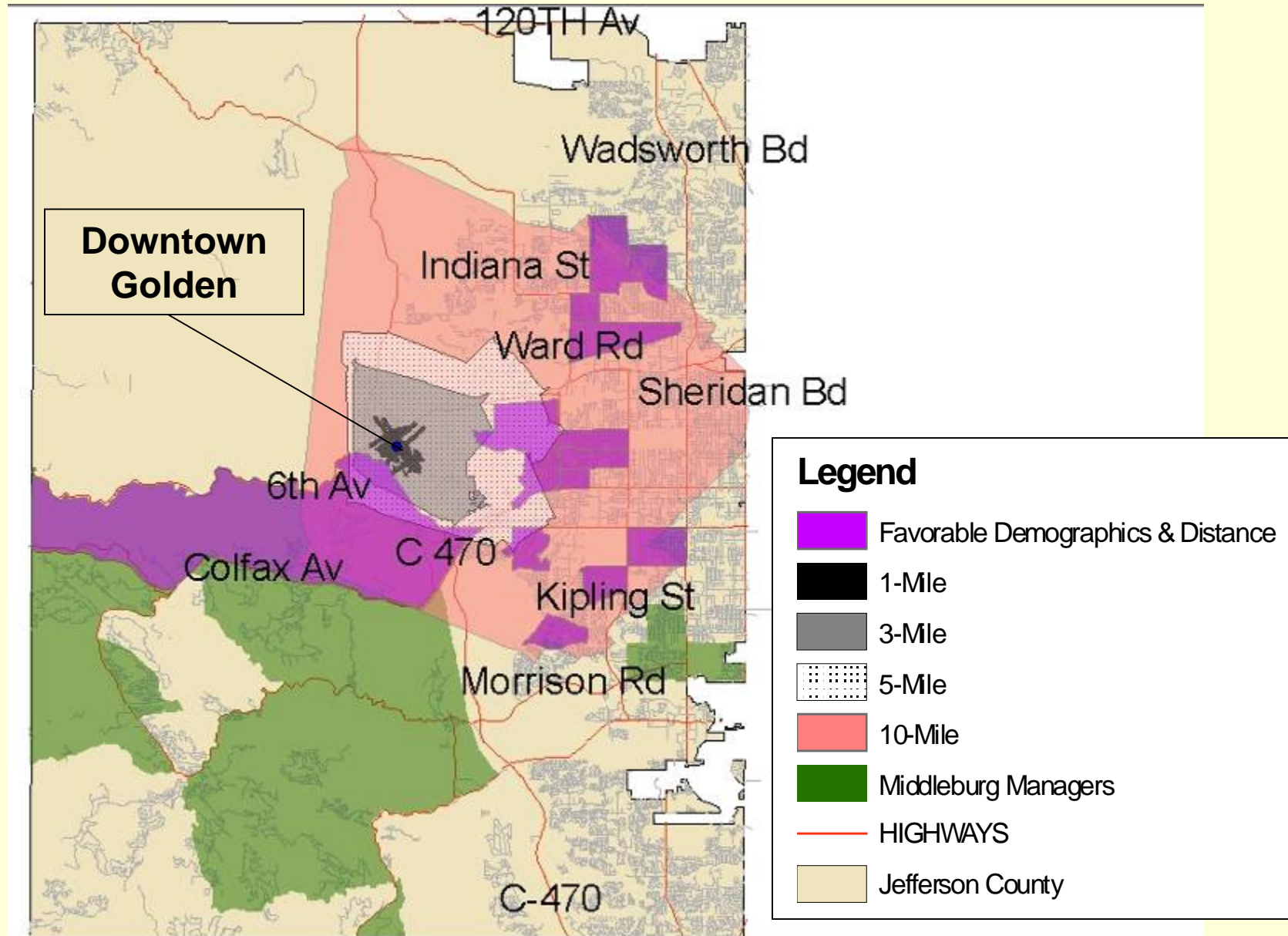
- 1-Mile
- 3-Mile
- 5-Mile
- 10-Mile
- HIGHWAYS
- Jefferson County

0 3,900 7,800 15,600 Meters

Network Analysis



Desirable Demographics & Trade Area



Conclusions & Areas for Future Research

- Trade area -- Wheat Ridge & Lakewood
- Favorable demographics to South and to the West

Future Research

- Use analysis for specific business type
- Use block level data to refine analysis