Come say

HiFi

It's hi time
for a good time

Peak
living

Mile-high
fun

Vibrant
shopping

Elevated
dining

Welcome to the neighborhood hub for all things *fun*

HiFi is where community meets adventure, surrounded by the beauty of Colorado's Flatiron Mountains. With thoughtfully designed living spaces, a unique variety of retailers, vibrant dining options, exciting entertainment experiences, and welcoming areas for outdoor gatherings, we're all about good times and good vibes.

Whether you're soaking up a weekend adventure or just taking in the majestic views, there's always something exciting happening here.

Join us and experience what makes this place truly one of a kind.

An elevated bird's eye view

Defining the future of FlatIron Crossing means densifying and diversifying this large, high-profile campus to become a multi-use destination and true community hub.

345	50K SF	150
Residential Units	Retail + F&B	Key Hotel

Nearly 25 acres of existing prime real estate will be reimagined into Broomfield's ultimate live-shop-work-play destination, creating a thriving hub for the city and surrounding areas for years to come.

COMMERCIAL DEVELOPMENTS

12.4M SF of existing Class A & B office space + 4.1M SF permitted

RESIDENTIAL

13.6K existing 3- and 4-star units + 1.5K units proposed

MIXED-USE DEVELOPMENTS

4.36M SF of proposed mixed-use space

1. WESTMOOR TECHNOLOGY PARK
2. INTERLOCKEN ADVANCED TECHNOLOGY ENVIRONMENT
3. SIMMS TECHNOLOGY PARK
4. ARISTA PLACE
5. REDTAIL RIDGE (LOUISVILLE)
6. ORACLE HQ + SCL HEALTH CORPORATE

Broomfield is booming

HiFi sits at the sweet spot between Denver and Boulder, the center of one of the most desirable residential and business corridors in the country: US 36.

Our community is young, well-educated, kid-centric, and active—with higher than national average income. And the desirable area continues to draw more and more big projects.

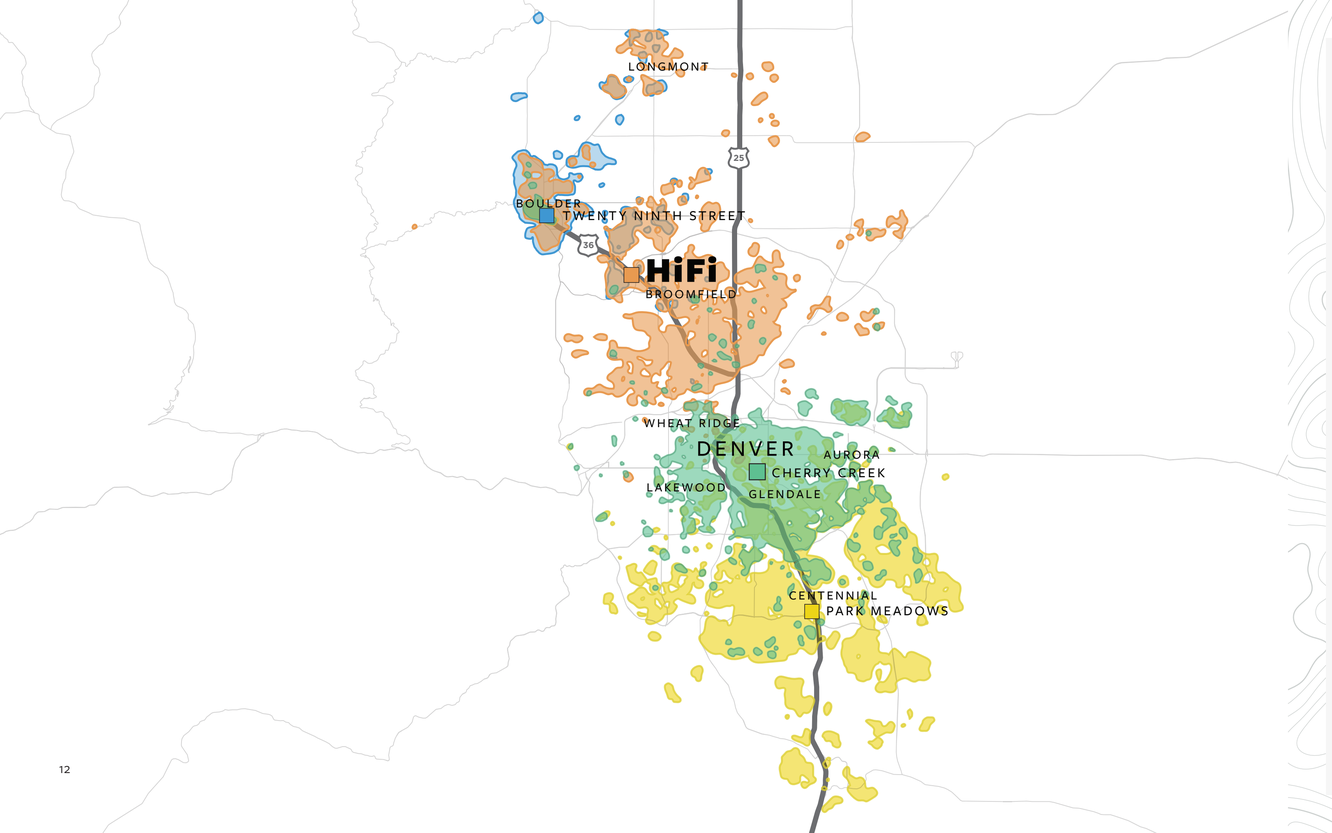
10.9M+ SF planned commercial and multi-use development

The Silicon Valley of the Rockies

The 36 Corridor is the epicenter of Colorado's thriving tech industry. Within just three miles of HiFi are Oracle and Conga HQ, the highly desirable Interlocken Advanced Technology Environment, and many more buzzy properties.

New growth, more development

Spurred by regional demand for its central location, abundant new development reflects the city's growing achievements and aspirations.



A cornered market at the center of it all

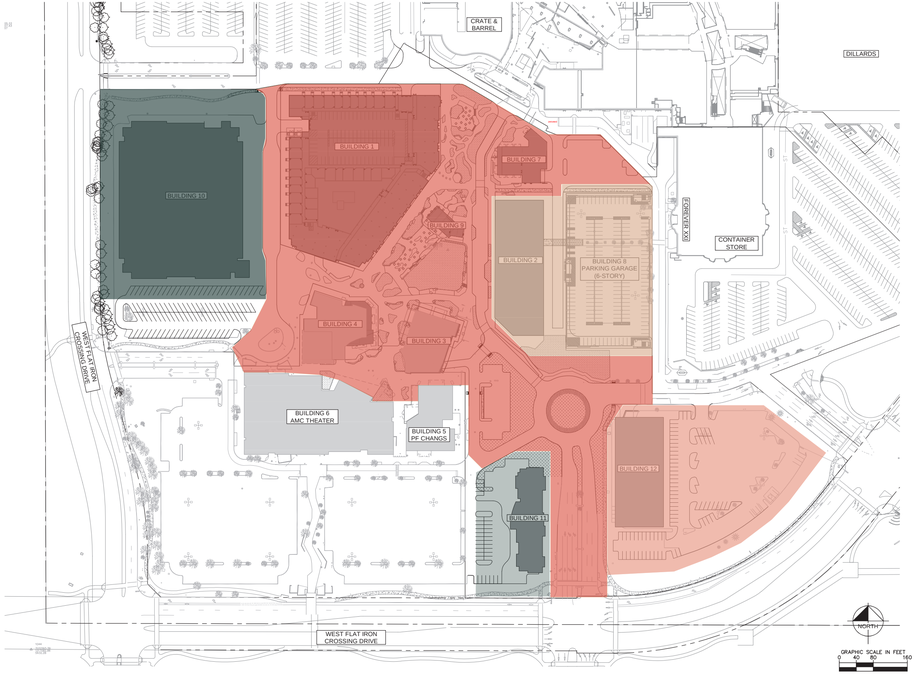
There is little to no overlap between our shoppers and nearby competing centers, Park Meadows and Cherry Creek.
A consistent flow of visitor traffic and an above-average dwell time means that FlatIron Crossing shoppers are shopping and staying.

3%
Market overlap with Park Meadows

7%
Market overlap with Cherry Creek

20%
Market overlap with Twenty Ninth Street

We are Colorado's only super-regional shopping center north of Denver, drawing 6M visits annually.



NOTE: THIS PLAN IS CONCEPTUAL IN NATURE

HiFi phasing plan

PHASE 1

344 luxury multi-family units

61K SF of food & beverage, entertainment and retail

2.5-acre outdoor community space

PHASE 2

250K SF Class A office, parking deck

PHASE 3

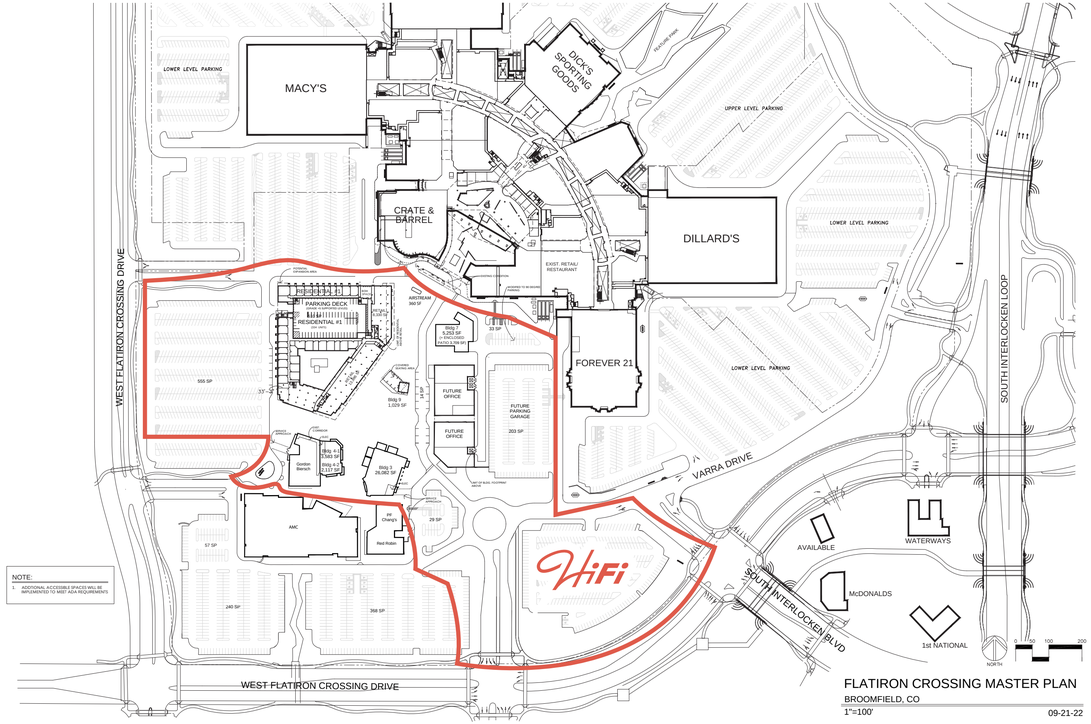
350 luxury multi-family units

PHASE 4

125K SF Class A office

PHASE 5

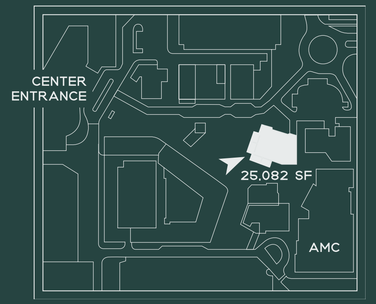
150 key hotel



HiFi + FlatIron Crossing site plan

Find your place at HiFi

Dive deeper into the multi-use destination and community hub.



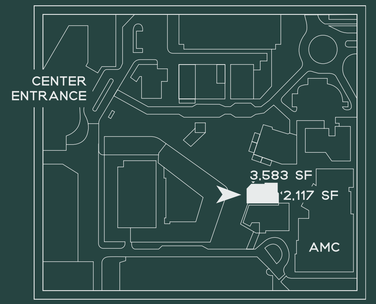
OPPORTUNITY

Flagship restaurant or entertainment

Featuring rooftop deck and picturesque views.

THE ALLEY
THE ALLEY
THE ALLEY

THE ALLEY
THE ALLEY



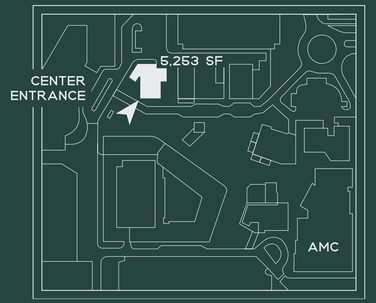
OPPORTUNITY

Prime restaurants

Featuring locations around the central green space.

pizzeria

amc
Local
Cantina

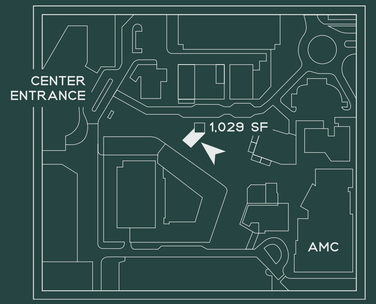


OPPORTUNITY

Premier open-air restaurant

Featuring a large patio adjacent to a new Class A office building.

The Grill
The Grill



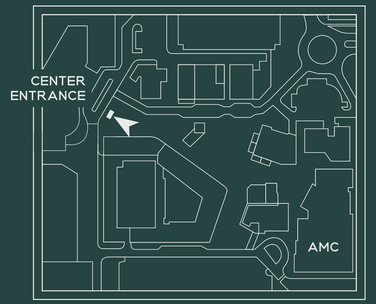
OPPORTUNITY

Signature restaurant

Located in the heart of HiFi, overlooking activated green space.

SUGAR & SALT
Lava Java
CAFE
PERCHERON

SUGAR & SALT



OPPORTUNITY

Intimate gathering space

Featuring Airstream, fire pits, and lush greenery.

THE ALLEY
THE ALLEY
MAJESTIC

Southern point of center

Showing strong connectivity between all tenants.

Most desirable U.S. markets

Leader in sustainability

MACERICH®

Macerich's proven track record

A reputation for successfully redeveloping high-performing retailer assets
in outstanding markets is a proven Macerich attribute.

Industry-leading expertise in mixed-use with exceptional success
bringing office and residential uses to our Class A properties.

Now, the increasingly vital community of Broomfield
is ready for its super-regional center to become more.

FlatIron Crossing's 25-acre outdoor area will be reimagined with an integrated mixed-use plan to deliver the uses and density the community craves.

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