

Derby Area Property Characteristics

Total Area

- 78 parcels – 81.2 acres
- Total Land Value = \$8.6 million
- Total Improvements = \$28.1 million
- Total Value = \$36.7 million
- Average Property Utilization = 76.6% (Improvements Value / Total Value)
- Average Age of Buildings = 1955 (range of 1902 to 2001)

1 church
property
comprises
53 acres

Underutilized Properties (less than 60% parcel utilization)

- 23 parcels – 61 acres (7.2 acres without church properties)
- Total Land Value = \$3.0 million (\$2.4 million without church properties)
- Total Improvements = \$1.2 million (\$1.1 million without church properties)
- Total Value = \$4.2 million (\$3.5 million without church properties)
- Average Property Utilization = 28.4% (30.5% without church properties)
- Average Age of Buildings = 1960 (range of 1902 to 2001)

Derby Area Psychographic Profile

Top Trade Area Lifestyle Segments

Tapestry Segment

Description

Area Households

Forging Opportunity



WHO ARE WE?

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors

8,159
(x 45.7)

Southwestern Families



WHO ARE WE?

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English-speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

1,656
(x 12.3)

Up and Coming Families



WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

1,163
(x 2.4)

Urban Edge Families



WHO ARE WE?

Located throughout the South and West, most *Urban Edge Families* residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the internet.

1,001
(x 3.9)

Enterprising Professionals



WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

880
(x 3.5)

Primary Trade Area Retail Demand

Primary Trade Area Retail Demand

Retail Category	Estimated 2025 Household Retail Demand	Estimated 2025 Retail Sales (Supply)	Estimated 2025 Retail Void (Leakage)	Estimated Retail Sales/s.f.	New Retail Space Needed to Recapture Void / Leakage	Annual Household Growth Rate (2025-2035)	Net New Household Retail Demand	New Retail Space Needed for Household Growth	Total 10-Year New Trade Area Retail Demand (s.f.)
Furniture & Home Furnishings	\$3,445,057	\$17,671	\$3,427,386	\$250	13,710	0.6%	\$212,375	849	14,559
Electronics & Appliance	\$2,404,557	\$429,059	\$1,975,498	\$250	7,902	0.6%	\$148,232	593	8,495
Bldg Materials, Garden Equipment	\$11,768,240	\$32,920,132	\$0	\$300	0	0.6%	\$725,467	2,418	2,418
Food & Beverage (Grocery)	\$25,649,334	\$32,930,699	\$0	\$400	0	0.6%	\$1,581,184	3,953	3,953
Health & Personal Care	\$10,810,982	\$69,276	\$10,741,706	\$400	26,854	0.6%	\$666,456	1,666	28,520
Clothing and Accessories	\$8,394,873	\$145,996	\$8,248,877	\$300	27,496	0.6%	\$517,512	1,725	29,221
Sporting Goods,Hobby, Book, Music	\$2,864,505	\$2,067,363	\$797,142	\$250	3,189	0.6%	\$176,586	706	3,895
General Merchandise	\$23,601,927	\$2,647,587	\$20,954,340	\$400	52,386	0.6%	\$1,454,969	3,637	56,023
Miscellaneous Stores	\$4,476,058	\$572,023	\$3,904,035	\$250	15,616	0.6%	\$275,932	1,104	16,720
Foodservice & Drinking Places	\$30,957,390	\$63,861,721	\$0	\$350	0	0.6%	\$1,908,405	5,453	5,453
Total	\$124,372,922	\$135,661,527	\$50,048,983		147,153		\$7,667,117	22,105	169,257

Source: Colorado State Demographer; Urban Land Institute; Envirionics Analytics; and Ricker | Cunningham.

Including demand from retail “leakage” (~150,000 sq ft) and new household growth (~22,000 sq ft), the Derby Primary Trade Area could support an additional 170,000 square feet of retail/restaurant/service space over the next 10 years. The highest retail “leakage” categories are general merchandise, health and personal care, clothing and accessories, furniture and home furnishings, electronics and appliances, and sporting goods, hobby, books and music. Within food and beverage, there is “leakage” supporting new specialty grocers and markets. Within foodservice and drinking places, there is “leakage” supporting new food contractors.

Derby Area Potential Market Opportunities

Land Use / Product Types

- Rental Apartments targeted to “middle income” renters (80% to 120% of AMI)
- Home Furnishings
- Electronics and Appliances
- Nursery / Garden Store
- Specialty Food and Grocery (e.g., meat market, farmers market)
- Health and Personal Care
- Specialty Clothing, Shoes and Jewelry
- Gift and Novelty Stores
- Pet and Pet Supplies
- Food Service Contractors (e.g., food trucks, caterers)
- Neighborhood / Local Service Office space
- Live / Work “Maker” space
- Light industrial / manufacturing space

Derby Area Supportable Product Images

Residential



Retail



Employment

