



**Fort Collins Retail**

Nestled against the Rocky Mountain foothills, alongside the banks of the Cache La Poudre River, lies the city of Fort Collins. As home to Colorado State University, Fort Collins established itself as the retail, banking and healthcare center for Northern Colorado, southern Wyoming, and southwestern Nebraska.

**Fort Collins Facts**

2009 Population	137,200
2009 Avg Annual Population Growth Rate	1.4%
2005 Estimated Regional Population	561,372
Projected 2020 Regional Population	726,575
2009 Area (sq mi)	53.4
2008 Median Age	30.1
2008 Average Household Income	\$75,100
2008 Households Earning <\$75,000	38.7%
Avg Single-family Home Price 2007	\$251,081
Owner-occupied units	63.1%
Renter-occupied units	36.9%

# Mason Corridor & SOUTH COLLEGE AVENUE

The Mason/College Avenue Corridor is all about quality of life, economic development and improved transportation. Most residents refer to this area as "Main Street." The 3+ mile stretch, designated as a State Highway, developed over the past 40+ years. It's home to various shopping centers, auto dealerships, offices, and freestanding retail buildings, with the Foothills Mall (GGP, owner) its major anchor. Nearly 60% of all Fort Collins jobs are located within one-mile of this corridor. The City is well underway in transforming this area by the construction of MAX or Mason Express, Fort Collins' first Bus Rapid Transit System. The anticipated redevelopment will generate significant new retail sales opportunities for years to come. For more info on the Mason Corridor, visit [fcgov.com/masoncorridor](http://fcgov.com/masoncorridor).

**OPPORTUNITIES**

- Regional and community scale retail and services
- Available small and large retail space in various shopping centers
- College Avenue is a 6-lane major arterial, 60-70,000 ADT
- Potential redevelopment of multiple sites, see aerial on back

**VISION**

- Zoned for the full range of retail shopping
- Incremental upgrades to buildings, parking lots, access, landscaping, etc., as life cycles end and redevelopment occurs
- Existing retail character
- Community and regional retail, including the Foothills Mall and The Square



[fcgov.com/business](http://fcgov.com/business)

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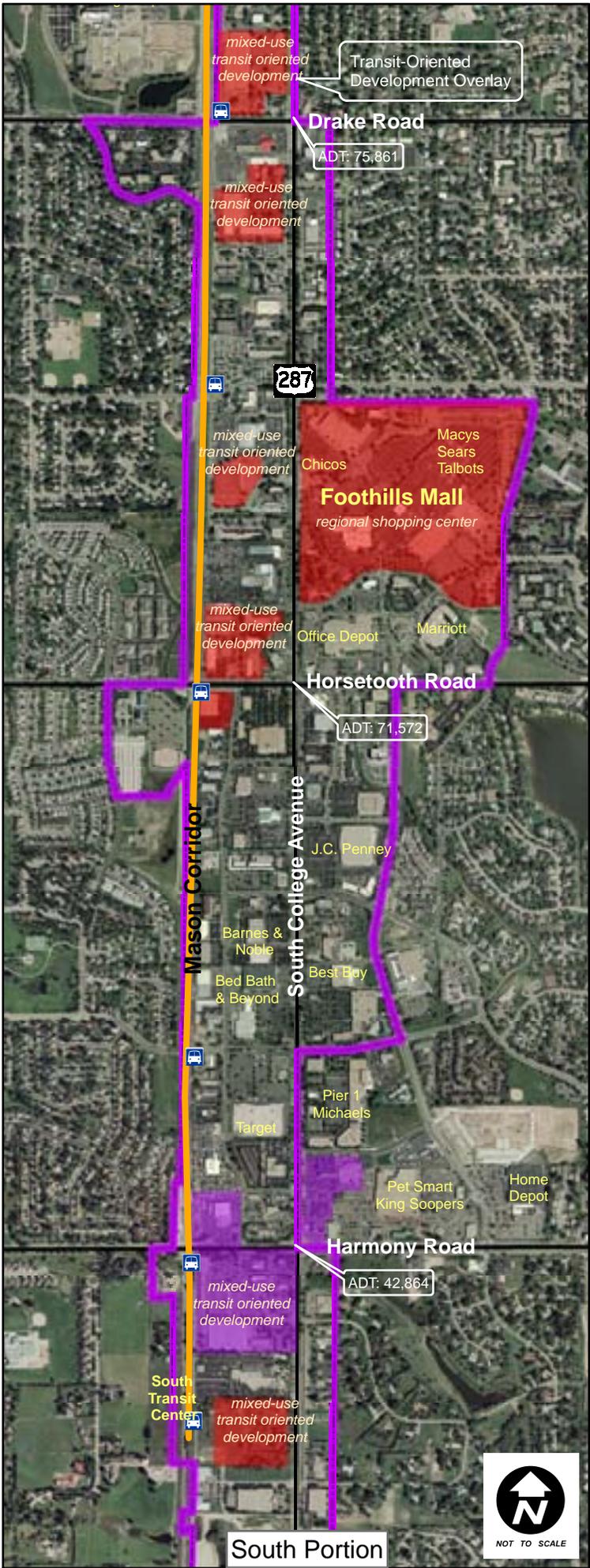
# Mason Corridor



North Portion

**Legend**

- Potential redevelopment sites
- Short-term opportunities



South Portion

  
NOT TO SCALE