

PRIME RETAIL, MEDICAL,  
HOSPITALITY OR OFFICE  
DEVELOPMENT OPPORTUNITY

# WESTGATE MASTER PLANNED DEVELOPMENT | HIGHLY VISIBLE COMMERCIAL LAND SITES ALONG HIGHWAY 34 NWC OF HIGHWAY 34 & 71ST AVENUE, GREELEY, CO



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# EXECUTIVE SUMMARY

## THE SITE:

Outstanding commercial development sites for sale located at the highly visible northwest corner of Highway 34 and 71st Avenue in west Greeley ("Property"). This opportunity is located within the Westgate master planned development which includes new single family rooftops, new class A apartment community Authentix (288-units), adjacent to UCHealth Greeley Hospital and surrounded by nearby amenities, recreation, and growing area of residential development. The Property is well suited for a variety of uses such as, retail, hospitality, medical, office, daycare and more.

## MARKET OVERVIEW & AREA INFORMATION:

- **LOCATION:** Established area in west Greeley across from the UCHealth Greeley Hospital and surrounded by retail, restaurants, schools, golf courses, trail systems, employment and residences, with easy access to major highways and the overall region.
- **POPULATION:** Northern Colorado is one of the fastest growing areas in the U.S. with a current population of approximately 967,000 (30 mile radius from I-25 and US 34).
- **EDUCATION:** Northern Colorado features two major universities: The University of Northern Colorado (8,869± students) and Colorado State University (34,218± students), and one community college - Aims Community College (5,981± students). These are significant employers and contribute greatly to the vibrancy of the regional and local economies by providing jobs, an educated workforce, and technology transfer to the private sector. University of Northern Colorado has plans for a new college of osteopathic medicine facility coming in 2026.
- **MAJOR EMPLOYERS:** UCHealth, Banner Health/North Colorado Medical Center, JBS USA, University of Northern Colorado, Aims Community College, Leprino Foods, TeleTech, and many more.
- **SERVICES & PUBLIC AMENITIES:** Extensive shopping and dining, cultural and recreational amenities, numerous golf courses and health care facilities.
- **RESIDENTIAL DEVELOPMENT:** New home sites, consisting of single family (under construction) and multifamily (recently completed) have been directly west and north of the Property, which are within Westgate.

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# PROPERTY HIGHLIGHTS

- Highway 34 frontage - 31,000+ VPD.
- Adjacent to UCHealth Greeley Hospital.
- Raw Water Dedication for Lot 1 & 2 are allocated 3.86 ac-ft/per acre totaling 25.6 acre-ft.\*  
(\*Buyer to verify specifics).
- Access and utilities at or near the site.
- Nearby health care, retailers, restaurants, schools, and employment.

## AVAILABLE FOR SALE (TOGETHER OR SEPARATELY)

SITE SIZE	LOT 1: 3.56± AC. (155,194± SF)
	LOT 2: 3.08± AC. (134,047± SF)
	TOTAL: 6.64± AC. (289,241± SF)
SALE	LOT 1: \$20.00/SF - \$3,103,880.00
	LOT 2: \$14.00/SF - \$1,876,658.00
	Together: \$16.00/SF - \$4,627,856.00



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# LOCATION OVERVIEW



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# PRIME RETAIL, MEDICAL, HOSPITALITY OR OFFICE DEVELOPMENT OPPORTUNITY

## PROPERTY DETAILS:

**Zoning:** PUD  
**County:** Weld  
**Mill Levy:** 131.998  
**Parcel's:** Lot 1: 095917408001 | 3.56± AC. (155,194± SF)  
Lot 2: 095917408002 | 3.08± Ac. (134,047± SF)

## ENTITLEMENTS:

- Annexed and zoned within the City of Greeley
- PUD including uses from R-H (Residential High Density) & C-H Zoning.  
First Amendment to Westgate Preliminary PUD: [click here](#)  
City of Greeley Zoning Code: [click here](#)

## METRO DISTRICT: (contact broker for more details)

The property will be subject to the Westgate Metro District #4, which is currently 46.780 mills.

## ACCESS & UTILITIES:

Access and utilities are at or near the site.

## UTILITY PROVIDERS:

Water - City of Greeley  
Sewer - City of Greeley  
Electric - Poudre Valley REA  
Gas - TBD

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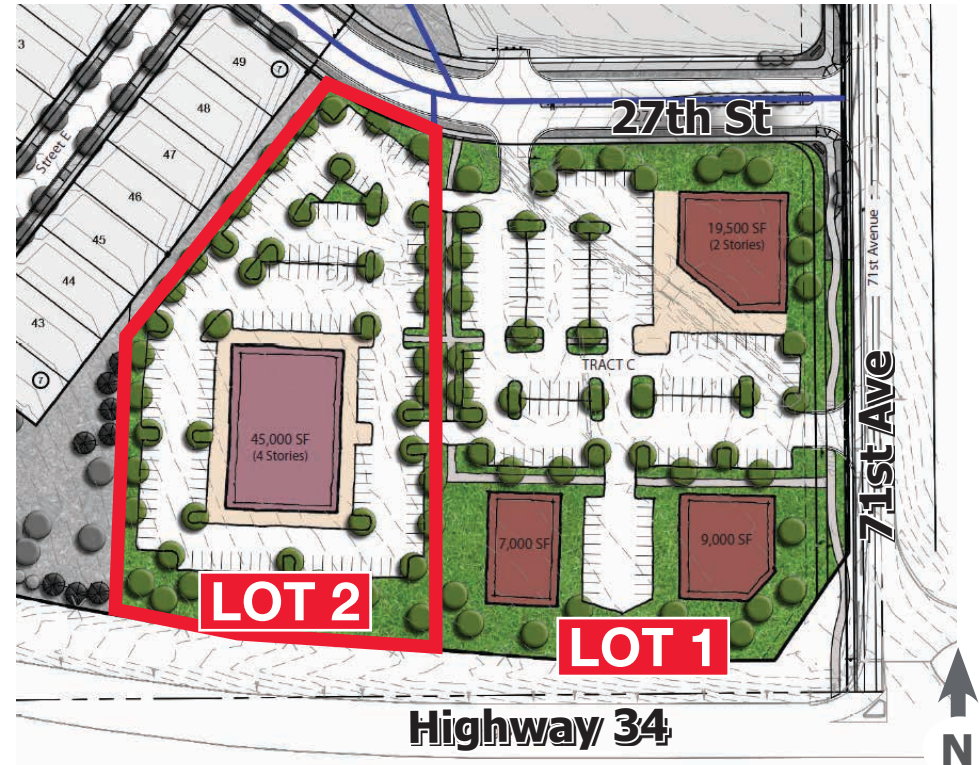
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## CONCEPTUAL PLAN:



## PLAT:

Recorded Plat: [click here](#)

## RESTRICTED USES:

Auto Rental, Auto Repair/Sales, Commercial Truck Wash, Self Serve Storage Units, Thrift / Second Hand Stores. Additional uses may be prohibited.

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# DEMOGRAPHICS AND AREA INFORMATION

## DEMOGRAPHICS

	3-MILES	5-MILES	7-MILES
2024 Est. Population	43,902	104,891	162,273
2029 Projected Population	49,416	112,425	171,285
2024 Est. Avg. HH Income	\$122,744	\$105,955	\$100,470
Median Age	35.7	34.8	33.3
Daytime Employment	19,982	44,674	78,035

Source: Site To Business - February 2025

## JOB GROWTH



### Greeley MSA's Total Nonfarm Employment Growth Rate was 1.6% (November 2024)

Source Colorado Department of Labor and Employment; Bureau of Labor Statistics Data seasonally adjusted, November 2023 to November 2024.

## POPULATION GROWTH



### Weld County had a 2.55% population increase YOY and 2.85% household increase YOY

Sources: U.S. Census Bureau 1/7/2025; U.S. Bureau of Labor Statistics 1/7/2025



### Population of approximately 967,000±

(30 mile radius from I-25 and US 34)

Source: Site to do Business, January 2025

## NORTHERN COLORADO ACCOLADES

Northern Colorado communities are consistently being recognized on “top and best of” lists.

- Community Playmaker's 2024 Community of the Year: Greeley, Colorado (Community Playmaker - January 2025)
- Weld County ranked No. 1 in percentage growth among counties with at least 100,000 population (U.S. Census Bureau - July, 2022)
- Weld County ranks within top 10 nationally in population growth (Bureau of Labor Statistics, July, 2021)
- Greeley MSA ranks #3 nationwide for one-year population growth rate (U.S. Census Bureau - March, 2020)
- Greeley ranks #5 in Top 10 Boomtowns in America (SmartAsset - December 2019)
- Greeley MSA ranks as seventh-fastest-growing in country (U.S. Census Bureau - April, 2019)
- Greeley ranked #25 as America's most innovative cities, with 98.82 patents files per 100,000 residents. (24/7 Wall Street - November, 2018)
- Greeley ranks #1 nationwide for growth in jobs and the economy. (WalletHub - October, 2018)
- Greeley MSA ranks as nation's fourth-fastest-growing. (U.S. Census Bureau

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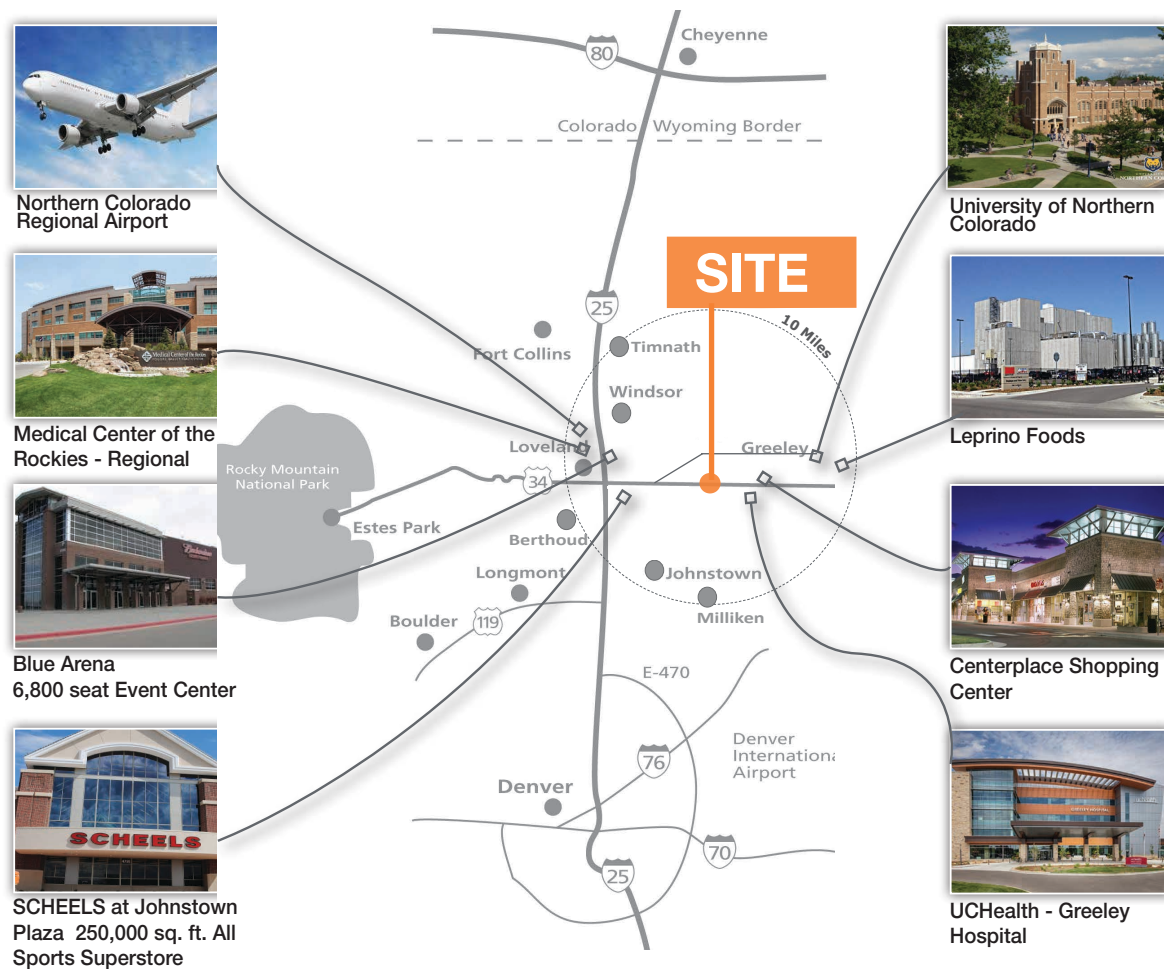
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## LOCATION INFORMATION

### NEARBY CATALYSTS



**NORTHERN COLORADO** Nestled between the Rocky Mountains, Colorado's high plains and Denver International Airport – Northern Colorado communities consistently rank as some of the best locations in the country for business, lifestyle and craft beer.

CENTRAL  
LOCATION

POPULATION  
& EMPLOYMENT  
GROWTH

PATH OF  
DEVELOPMENT

QUALITY  
OF LIFE

Northern Colorado's trade area consists of approximately 967,000 people (within 30 miles of I-25 & US 34). The trade area is well-known for its high quality of life and is home to two major universities, a young, well educated, population, and a diverse and well compensated workforce. Northern Colorado offers outdoor activities and recreation for every season. With ideal proximity to Rocky Mountain National Park and Estes Park as the main gateway, residents enjoy an active lifestyle through activities such as mountain biking, backpacking, kayaking, rafting and camping, and have easy access to world-class skiing and snow sports in the Rocky Mountains.

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# AREA GROWTH

## LIND HAS ACQUIRED LAND FOR COLORADO EAGLES ARENA, HOTEL IN GREELEY. [View full article](#)

Windsor developer Martin Lind has acquired two contiguous parcels of land on the west side of Greeley as he works to assemble properties for his massive new arena, hotel and water-park development.

“Everybody in my industry knows that west Greeley is the behemoth,” Lind added. “West Greeley has water, stable soils, available land, so it was more of a kind of a place to put some money from some 1031 sales we had. As you know, I love Northern Colorado, and that’s where I want to stay. It just is a very logical place to put money.”

According to the Greeley City Council meeting packet that the city posted late Friday, the project would include a new 8,600-seat arena for the Eagles that would also house an ice center with at least three sheets of ice that could be used by the Northern Colorado youth hockey program.

Lind told BizWest that the proposed new arena would be able to seat 8,500 to 9,000 people for hockey and 10,000 to 12,000 for concerts, up from 5,200 and 6,800 respectively at Blue Arena, the 21-year-old facility at The Ranch Events Complex east of Loveland. That facility, formerly known as the Budweiser Events Center, has been home since it opened to the Eagles, an American Hockey League franchise affiliated with the National Hockey League’s Colorado Avalanche.

The Greeley development — with the working title of the “West Side Project” — could also include retailers as well as mixed-income and affordable housing, all served by a transit center and multimodal hub with connections to local, intercity and national bus service.

According to the city document, “the West Side Project is intended to be a catalyst for development on the west side of the city that will provide significant social and economic benefits to the city and its residents, including job creation, public transportation options and increased tax revenue.”



*The exterior of the proposed Eagles Arena is depicted. The proposed new arena in west Greeley could seat 8,500 to 9,000 people for hockey games and 10,000 to 12,000 for concerts. (Courtesy/Martin Lind)*

## COMMUNITY PLAYMAKER’S 2024 COMMUNITY OF THE YEAR: GREELEY, COLORADO. [View full article](#)

Some cities are proactive with residential growth. Other cities are proactive with economic development. Still others put a focus on community engagement. It’s rare to find a city that does all three — and that’s exactly what makes Greeley, Colorado stand out.

With a population of nearly 113,000 and a location a little over an hour’s drive from Denver, Greeley is in the midst of a transformation of its own making. Its elected officials, in close workings with a dedicated and motivated staff, have reached out to the residents. Together, they are creating plans for new residential developments and exciting technological innovations, all with a promise to keep the warm, small-town feel that makes the city so beloved.

Community Playmaker is proud to announce Greeley as the 2024 Community of the Year.

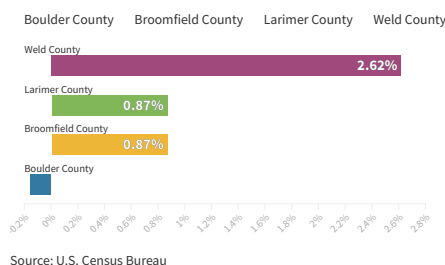
However, city officials anticipate thousands of new residents moving to the city. Projections see the population doubling by 2060.

## WELD RANKED NO. 1 IN PERCENTAGE GROWTH AMONG COUNTIES WITH AT LEAST 100,000 POPULATION. [View full article](#)

Weld County added more residents than any other county in Colorado from July 1, 2021, to July 1, 2022, accounting for 36% of the population growth in the state overall.

### Counties ranked by one-year population growth

Comparing July 1, 2023, to the prior year.



Add in population growth for Larimer County, and the Northern Colorado neighbors accounted for 51.3% of the population added in the state during the one-year period.

Weld County added 10,365 residents during the 12-month period, compared with 6,163 residents added in Douglas County and 4,065 in Larimer. Colorado overall grew by 28,629 residents.

Weld County also topped the state in terms of residents added since the April 1, 2020, census, adding 21,200 residents, No. 5 statewide in terms of percentage growth.

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