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With space leased & sold, The Collective launches third bldg.

by Jill Jamieson-Nichols

Adapting to user demand has paid dividends for developers of The Collective, a modern office/flex development at the Colorado Tech Center in Louisville.

Technology company Delve is the latest company to buy space in the distinctive development, which was intended as for-lease space.

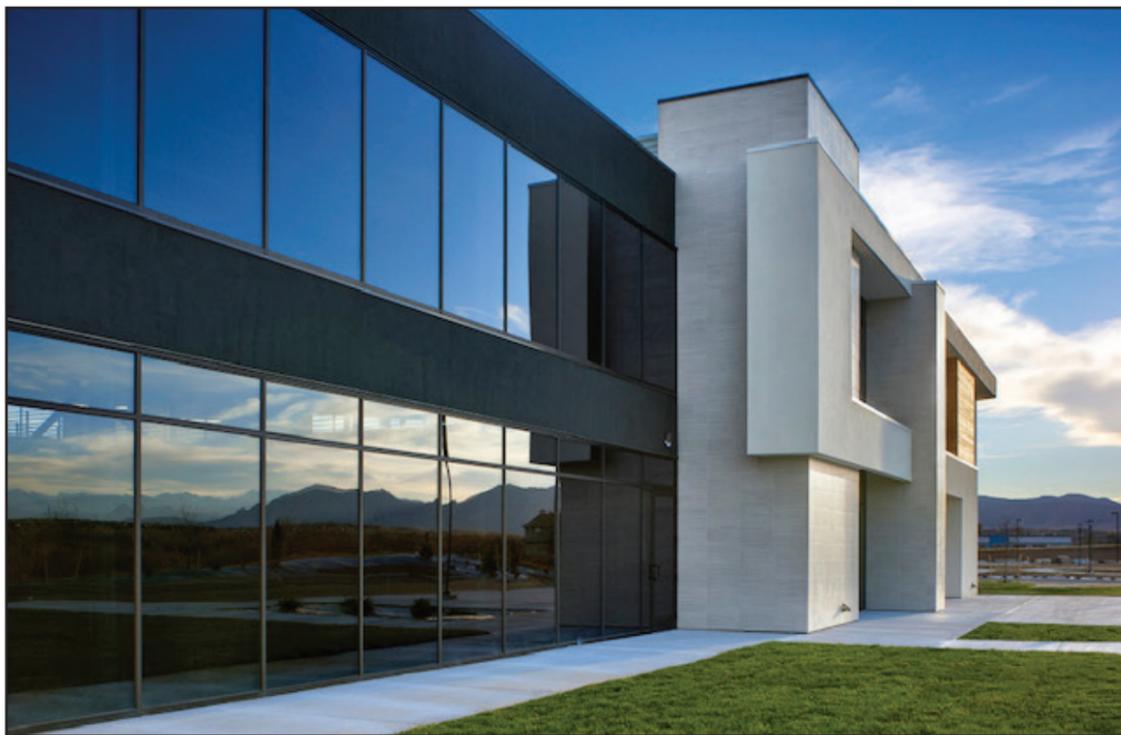
"What started happening is eight out of 10 inquiries were from people who wanted to buy, not lease. So, we finally said, 'Who are we to tell the market what it wants?'" commented Bartell



Dan Bartell

& Company Real Estate Principal Dan Bartell, who handles marketing for The Collective's ownership/development group.

The Collective consists of an approximately 37,500-square-foot building at 167 S. Taylor Ave. that recently was leased to Esri and a second, 29,604-sf, building at 183 S. Taylor, where Balfour leased 8,200 sf for its corporate headquarters. But because so much of the demand for the second building was from buyers, the building was legally demised so units could be either leased or sold. That has resulted in sales



Entasis Group, led by Brian Ojala and Aaron Ojala, designed The Collective.

to a chiropractor who specializes in sports therapy, a home health nursing service, an architectural firm and naturopathic doctor specializing in cancer treatment.

Like Delve, a Google partner that paid \$4.05 million for roughly 11,700 sf, many of the buyers had a presence in Boulder, where Bartell noted it is difficult to acquire for-sale product.

Designed by Entasis Group, The Collective's buildings feature skylights and "exceptionally

robust internet service," said Bartell. They also have glass roll-up doors that the developers expected some companies would use for loading. But with office users consuming all of the space in Building 2, the glass doors instead are being used as an amenity for letting in air and adding outdoor space. The building has unimpeded mountain views.

Units have 20-foot, 7-inch ceilings, providing the opportunity to increase usable space

by adding mezzanines.

"There is no architectural design for an office project or an office/flex project, certainly anywhere in metro Denver, like this. It is contemporary, I like to use the word crisp, architecture that you won't find anywhere else, and the market absolutely loves it," Bartell commented.

In addition, pricing that enables buyers to own space for around the same price they would pay to lease has driven demand for the

project, said Bartell.

"If I can own at the same price I rent property, why wouldn't I do that, especially if my growth patterns were predictable?" he said.

With the last space in Building 2 under contract, The Collective's third and final building, Building 1, is being constructed for delivery in March. Located at 199 S. Taylor Ave., the building will have 14 units totaling 37,211 sf. Six of the units will have built-in mezzanines.

Prices will range from \$310 to \$360 per sf. Mezzanine space, for those units that have it, will cost an additional \$185 per sf. Leases also will be considered. Presales won't begin until early 2020, but, "If someone comes along, and a couple of people have, that is 8,000 to 12,000 square feet and they want to do something now, then we will try to do it," said Bartell. "We have a lot of interest. We don't even have walls up yet."

In addition to office/flex space, Building 1 will have four units available for restaurant/retail space. They will face east along South Taylor Avenue.

"We've had comments for two years now that, if you're in Colorado Tech Center, you either have to go over to Broomfield or you have to go down into Louisville town center in order to eat and drink. We hope to change that," Bartell said. ▲