

OFFERING MEMORANDUM For Sale



KEY INVESTMENT HIGHLIGHTS



ENTITLED RAW LAND

Fully approved and shovel-ready for commercial retail use in Severance's Town Core.



SALE PRICE: \$2,800,000

Lot Sizes: 4.733, 3.071, and 2.963 Acres
Total Acreage: 10.767



HIGH-GROWTH MARKET

Population of 11,500 today, projected to increase nearly 60% by 2033.



UNMET DEMAND

Growth outpacing available amenities, offering a rare opportunity to capture demand and establish retail presence.



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The information contained in this investment offering has been obtained from sources believed to be reliable. However, all potential buyers are responsible to take appropriate measures to verify all of the information set forth herein.

Contact Waypoint Real Estate, LLC, for any property showings or for more information.



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EXECUTIVE SUMMARY

THE OFFERING

Waypoint Real Estate is proud to present **Franklin Place**, a shovel-ready commercial retail development in the heart of Severance, Colorado. Spanning three contiguous lots totaling 10.77 acres, the site is entitlement-approved for retail use and strategically positioned within the town core. Severance is one of Northern Colorado’s fastest-growing communities, with over 4,300 rooftops and 11,500 residents, yet retail amenities remain extremely limited. With growth outpacing available services, the market presents a rare opportunity to capture demand and strengthen retail presence.

With approvals in place, a prime location, and virtually no competition, **Franklin Place** offers strong fundamentals for long-term growth. **Offered at \$2,800,000, the property represents a compelling investment in a high-demand, supply-constrained market.**

Listing Price:	\$2,800,000
Parcel Numbers:	080701255001 (4.733 ac), 080701255002 (2.963 ac), 080701255003 (3.071 ac)
Total Acres:	10.767
Property Type:	Entitled raw land - approved for Commerical Retail use
Buildings Size Ranges:	6,421–22,550 SF
Zoned:	Town Core (i.e. commercial, retail, service, restaurant, entertainment)
Buildings Size Ranges:	6,421–22,550 SF
Number of Buildings:	7
Parking Spaces:	439 total
Utilities:	Stubbed to Site
Street Address:	TBD 4th Ave / CR 74, Severance, CO



DEMAND FOR COMMERCIAL RETAIL

Severance's limited amenities create a prime opportunity to establish a strong market foothold in a rapidly growing community.

POPULATION & MARKET FUNDAMENTALS

Franklin Place offers 10.77 acres of entitlement-approved retail land, located to meet unmet demand in a market forecasted for 60% growth by 2033.

- Current population (2024): 11,554
- 2033 population estimate: 18,252
- Size: 9.1 sq. mi. | Population Density: 1,269.8 sq. mi.
- Current rooftops: 4,314
- Permits in Process: 431 new homes
- Median Age: 33.2 years
- Sales Tax: 3%

Sources: Census, Town Hall, Town of Severance, Avalara



ECONOMIC & INFRASTRUCTURE PROJECTS

Disposable income continues to leave Severance for neighboring markets.

Underserved Retail Market

- Restaurants: 3 total | 1 restaurant per 2,888 residents
- Fast Food: 1 (Domino's)
- Gas Stations: 1 (74 Xpress/Conoco)
- Retail Stores: 1 (Dollar General)
- Grocery Stores: 0 (nearest 6–19 minutes away)
- Shopping Centers: 0 (nearest 19–25 minutes away)

New Housing & Developments

- Active Projects: Alley Load Cottages & Hidden Valley
- Major Builders: Meritage Homes, Journey Homes, D.R. Horton, Richmond American Homes
- Housing Market (June 2025): Median Price \$485K

Town of Severance Incentives

- Expedited approvals and project prioritization
- Potential reimbursements/waivers: use tax, personal property tax, development fees, impact fees

SITE PLAN



PROPERTY INFORMATION



- Building SF ranges from 6,421 SF to 22,558 SF
- Full buildout proposed project consists of approximately 35,000 SF of commercial use, 24,000 SF hardware store, 12,000 SF restaurant use, 6,000 SF daycare center, and 17,000 SF church
 - Project will be built in two phases
- Zoned [Town Core](#), which encourages a variety of commercial, retail, service, restaurant, entertainment, and other uses interspersed with residential homes, lofts, and apartments
- Monument signage at Tailholt and Harmony with landscape bed

Design Standards:

- Outdoor Plaza Areas
- Site Amenities
- Seating
- Outdoor Dining
- Trash Receptacles
- Bike Racks
- Varied Setbacks
- Street Trees
- Pedestrian Walks
- Trash Enclosures

Encouraged uses:

- Commercial
- Retail
- Medical/Dental Offices
- General Office
- Restaurant
- Vet Clinic
- Recreation (Building 7)
- Church (Building 7)

Parking:

- Lot 1: 326 spaces
- Lot 2: 113 spaces



AERIAL PHOTOS



AERIAL OVERVIEW



AREA MAP





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