



WHITEWATER  
VILLAGE

WHERE LIFE HAPPENS





# DISCOVER

## WHITEWATER VILLAGE

Located at the bustling College of Western Idaho campus in Boise, Whitewater Village is not just a place to live or work; it's a vibrant hub where community thrives. Planning to open (DATE), Whitewater Village is set to redefine the landscape of the West End Neighborhood, offering an unparalleled mixed-use experience that seamlessly integrates education, living spaces, retail, and recreation.

Discover the pulse of urban living at Whitewater Village, where innovation meets convenience and community flourishes. Spanning ten acres along the scenic Boise River on Main St. at Whitewater Park Blvd., this dynamic project is poised to become the heart of Boise's West End, energizing the area with its diverse offerings and cohesive design.







# THE VISION

At Whitewater Village, we're not just building structures; we're crafting a lifestyle. Our vision is to create a vibrant, interconnected community that serves the needs of CWI students, faculty, visitors, and residents alike. This mixed-use development will feature state-of-the-art classrooms, modern apartments, enticing retail spaces, ample parking, and a stylish hotel, all seamlessly integrated with expansive greenbelt connections.



# SHAPING TOMORROW

**Join us in shaping the future of  
Boise's West End Neighborhood.**

Whitewater Village will be more than just a place to live, work, or shop; it will be a destination where people come together to connect, collaborate, and thrive.

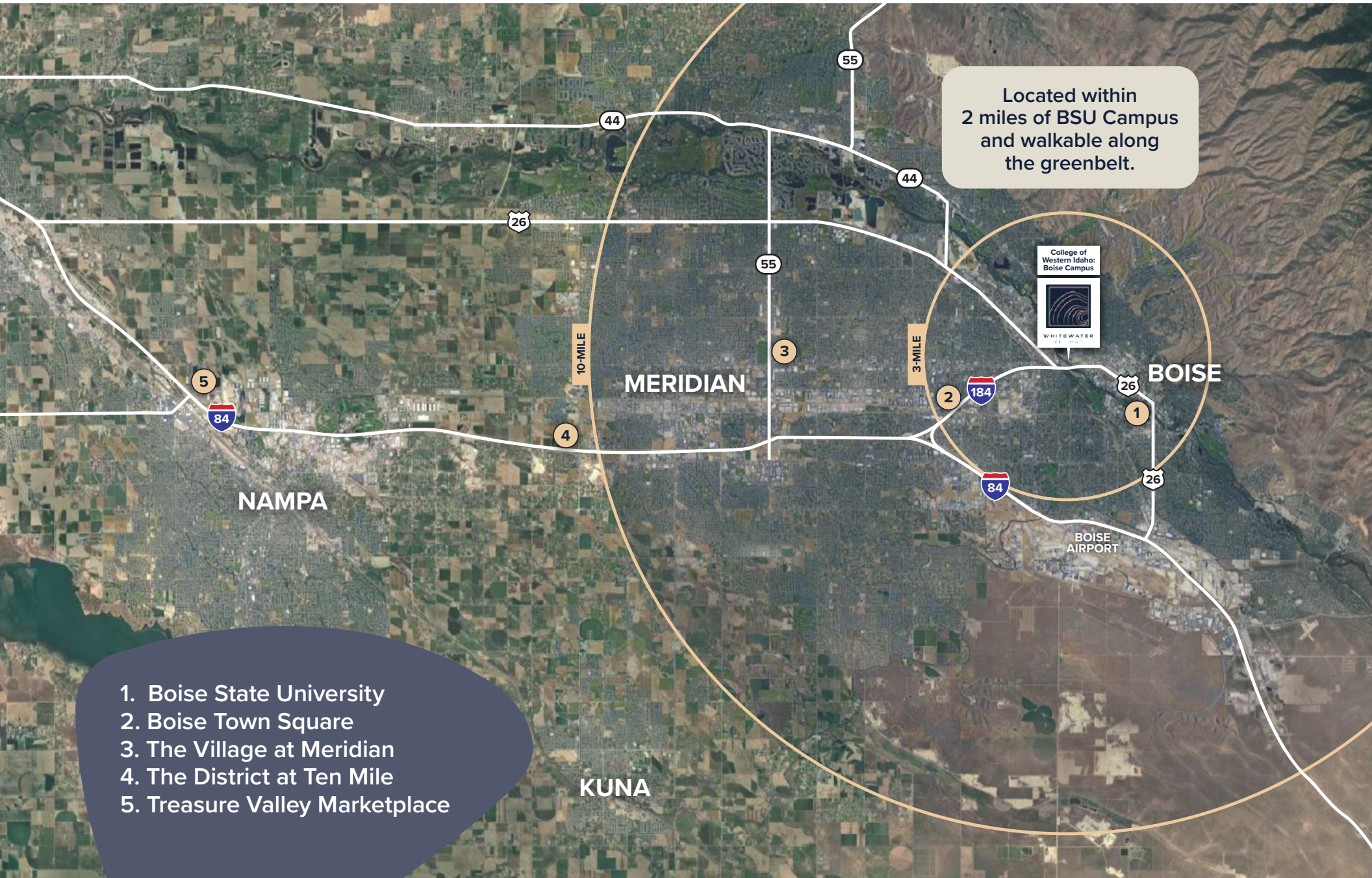
From engaging common areas to scenic greenbelt connections, every aspect of Whitewater Village is designed to foster a sense of belonging and community.





# TRADE AREA

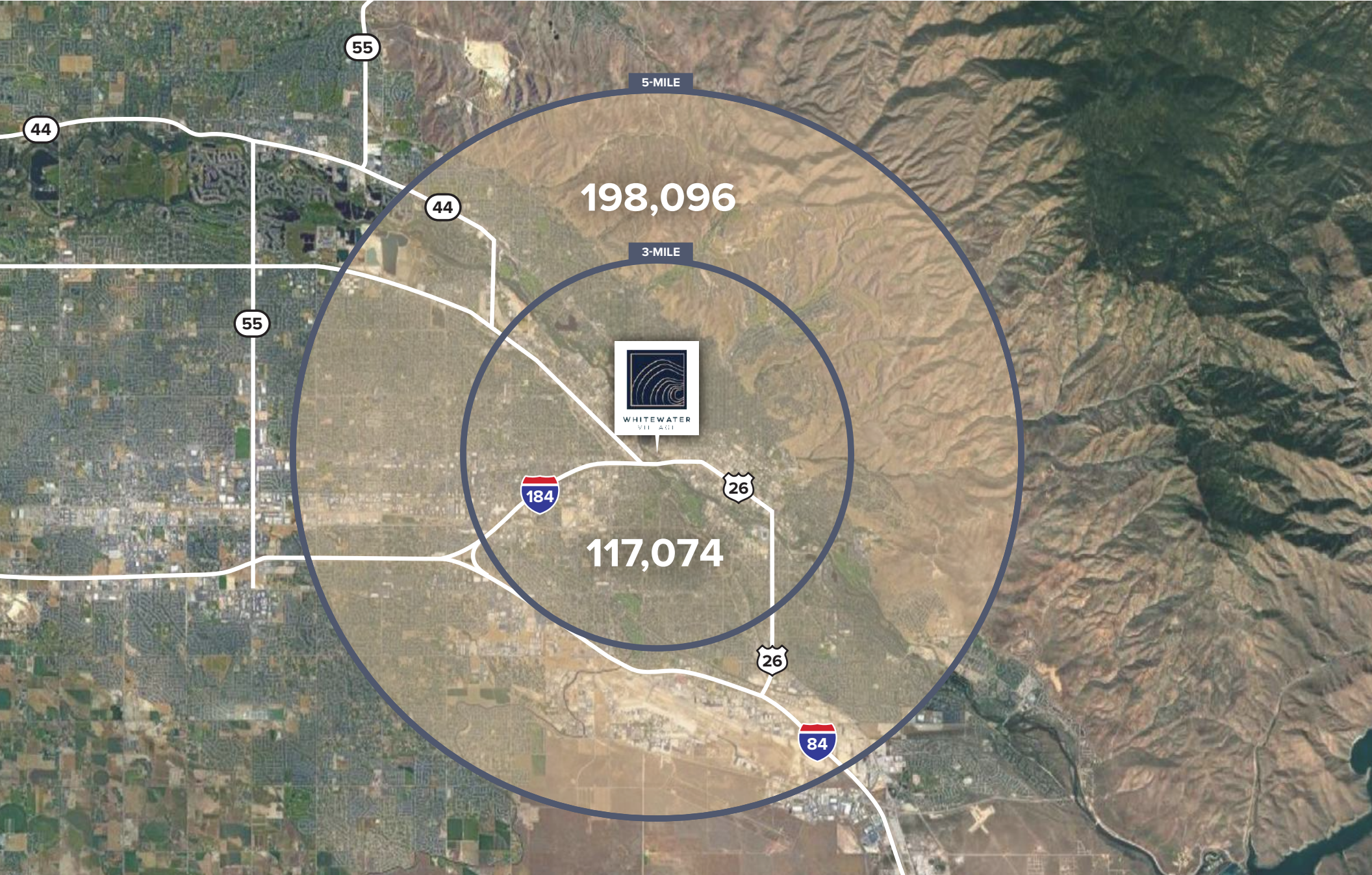
## 3-MILE & 10-MILE RADIUS





# DAYTIME POPULATION

3-MILE & 5-MILE RADIUS





# SITE MAP



# CONSUMER BEHAVIOR

## ESRI TAPESTRY SEGMENTS 3-MILE RADIUS



### 19.7% | Emerald City Median Age: 37.4

- Live in lower-density neighborhoods of urban areas. Young and mobile, they are more likely to rent
- Consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.



### 16.6% | Set to Impress Median Age: 33.9

- Mostly found in urban areas, but also in suburbs.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Quick meals on the run are a reality of life.
- Residents are tapped into popular music and the local music scene.



### 16.2% | Old and Newcomers Median Age: 39.4

- Metropolitan city dwellers, populated by renters who are just beginning their careers or retiring.
- Predominantly single households with a mix of married couples (no children); average household size lower at 2.12.
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are comfortable with the latest technology.



# DEMOGRAPHICS

		3-MILE	5-MILE	10-MILE
Population		107,029	201,046	429,457
Households		50,476	90,147	174,415
Bachelor's or Higher		44.1%	43.5%	44.7%
Average HH Income		\$103,088	\$111,365	\$126,463
Average HH Income \$100,000+		32.1%	35.2%	42.9%
Population by Race	WHITE	76.5%	78.9%	81.3%
	HISPANIC	11.3%	10.7%	9.6%
	ASIAN	3.0%	4.5%	3.9%
	BLACK	5.5%	2.4%	1.9%





# CONSUMER SPENDING

## 2023 Q4 TOTAL SPENDING

	3-MILE	5-MILE	10-MILE
Apparel	\$123,958,056	\$237,147,800	\$509,124,100
Footwear	\$24,471,775	\$46,791,319	\$100,007,713
Recreational Equipment And Supplies	\$80,499,030	\$155,003,799	\$334,103,585
Entertainment	\$199,538,674	\$382,747,989	\$821,709,844
Food At Home	\$115,438,794	\$320,762,585	\$1,115,648,015
Food Away From Home	\$92,750,259	\$263,433,158	\$902,088,070
Personal Care	\$20,461,262	\$57,754,437	\$198,664,906







**PRIME  
LOCATION**

**GREENBELT  
CONNECTIONS**



**MIXED-USE  
APPEAL**

**VIBRANT  
COMMUNITY**



**SOCIAL**



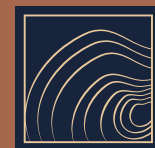


# LEASING CONTACT

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VILLAGE

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