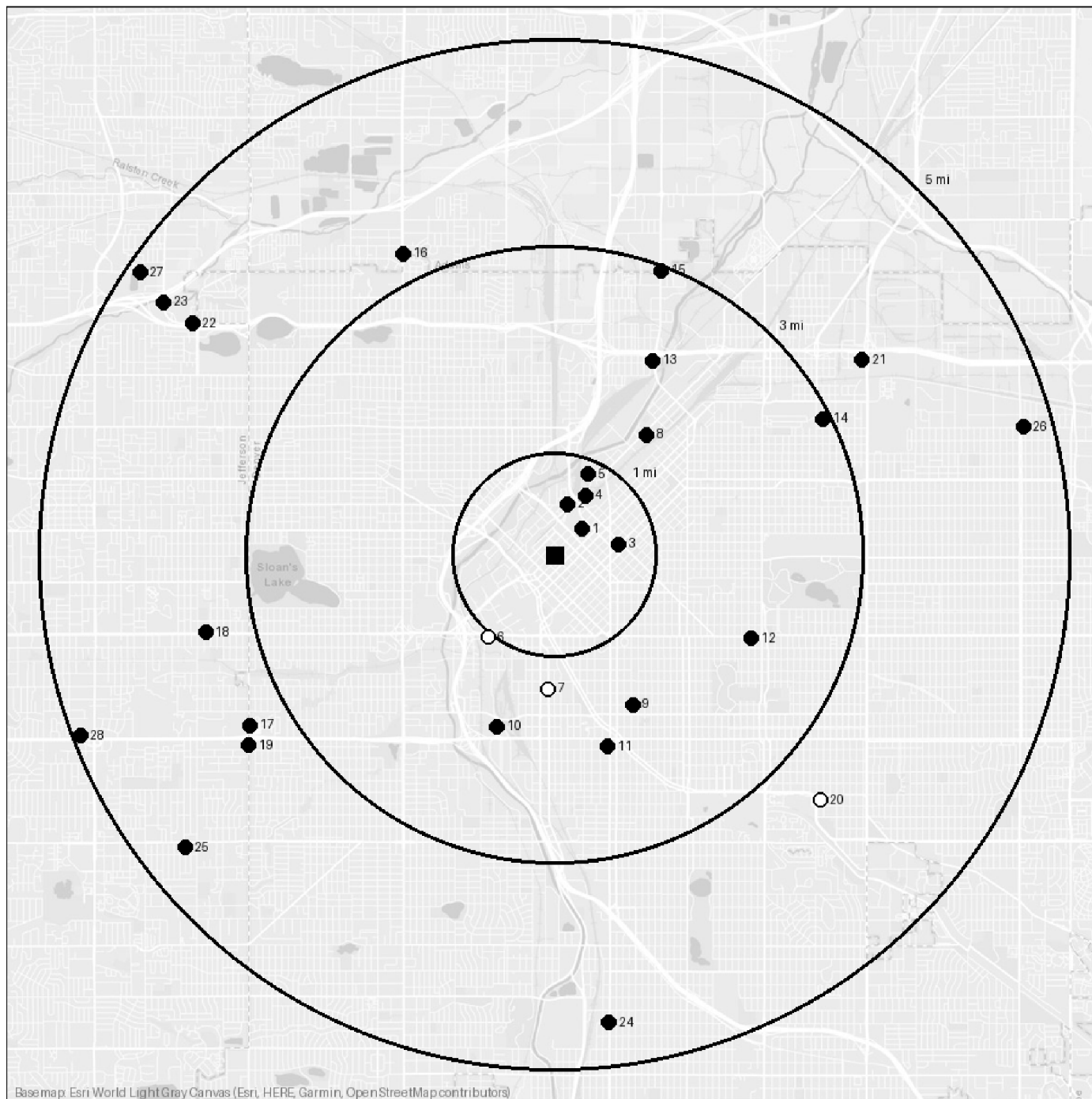


ZIP 80202, Denver, Colorado

1, 3 and 5 mile trade areas | October 21, 2026



SAMPLE REPORT

Supply, demand, competitor rates, demographics and traffic, built from public records and the 2026 Self-Storage Almanac.

EXECUTIVE SUMMARY

Site: ZIP 80202, Denver, Colorado (ZIP centroid 39.7515, -104.9977). 28 storage facilities within 5 miles; 25 post online rates.

	1 MILE	3 MILES	5 MILES
Population (estimate)	38,036	225,001	459,454
Facilities found	5	15	28
Rentable supply, sq ft EST	460,683	1,020,946	1,365,842
Supply per capita, sq ft EST	12.11	4.54	2.97
vs Denver MSA (7.23 sq ft)	+68%	-37%	-59%
Excess demand (oversupply) at Denver MSA 7.23 sq ft EST	(185,679)	+605,810	+1,956,010
Excess demand (oversupply) at Colorado state 8.4 sq ft EST	(141,177)	+869,061	+2,493,571
Excess demand (oversupply) at U.S. 7.21 sq ft EST	(186,440)	+601,310	+1,946,821

RATES

Median public 10×10 rate within 5 miles: **\$98** per month across 34 rates, versus the Almanac Denver street rate of **\$146** (\$1.46 per sq ft).

VERDICT

Within 5 miles there is about 2.97 square feet of storage per resident, versus 7.23 for the Denver metro. The 3 and 5 mile trade areas both look undersupplied, while the 1 mile downtown core is oversupplied at 12.11 square feet per resident. Posted 10×10 rates nearby (median \$98) sit below the Almanac Denver street rate of \$146, which points to promotional pricing and active competition. Preliminary view: demand supports new supply in the 3 to 5 mile ring, ideally outside the downtown cluster. Confirm the 6 facilities with unknown size and current lease-up before committing.

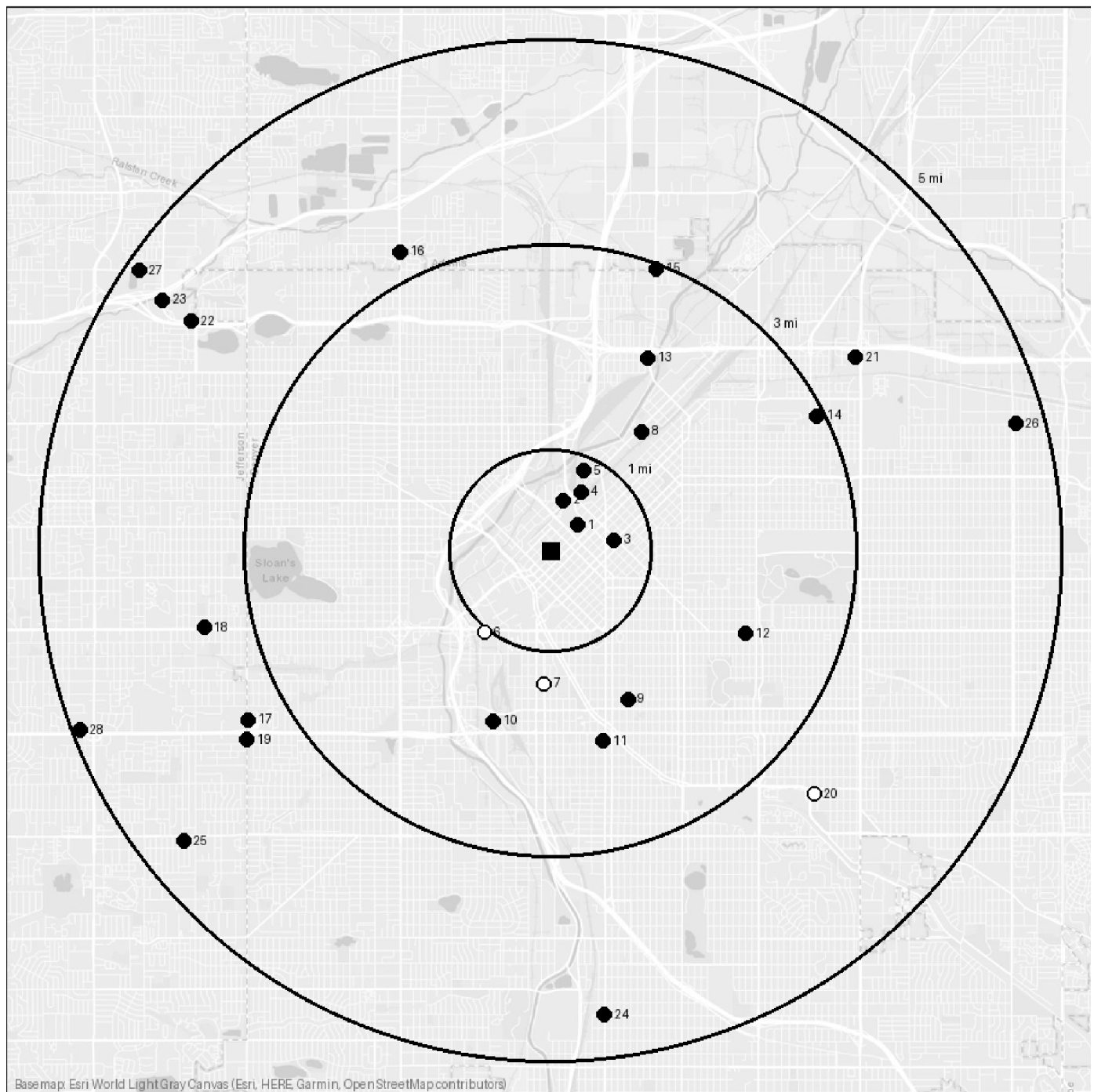
Positive excess demand means the ring has less storage than the benchmark implies; values in parentheses mean oversupply. Methods and caveats are in the appendix.

SUPPLY AND DEMAND

	1 MILE	3 MILES	5 MILES
Facilities: assessor / footprint est. / unknown	5 / 0 / 0	14 / 1 / 0	18 / 4 / 6
Rentable supply, sq ft EST	460,683	1,020,946	1,365,842
Population, current / 5 yr projected	38,036 / 46,006	225,001 / 241,316	459,454 / 474,780
Supply per capita, current EST	12.11	4.54	2.97
Supply per capita, 5 yr PROJ	10.01	4.23	2.88
Demand at Denver MSA benchmark (7.23 sq ft per capita)	275,004	1,626,756	3,321,852
Excess demand (oversupply) at Denver MSA, current EST	(185,679)	+605,810	+1,956,010
Excess demand (oversupply) at Denver MSA, 5 yr PROJ	(128,063)	+723,770	+2,066,815
Demand at Colorado state benchmark (8.4 sq ft per capita)	319,506	1,890,007	3,859,413
Excess demand (oversupply) at Colorado state, current EST	(141,177)	+869,061	+2,493,571
Excess demand (oversupply) at Colorado state, 5 yr PROJ	(74,236)	+1,006,110	+2,622,307
Demand at U.S. benchmark (7.21 sq ft per capita)	274,243	1,622,256	3,312,663
Excess demand (oversupply) at U.S., current EST	(186,440)	+601,310	+1,946,821
Excess demand (oversupply) at U.S., 5 yr PROJ	(128,983)	+718,944	+2,057,319
Supply per capita vs Denver MSA 7.23	+68%	-37%	-59%

Benchmarks: 2026 Self-Storage Almanac, Table 13.1a. Supply counts only facilities with a known or estimated size, so it is a floor.

COMPETITOR MAP



Each numbered marker is a storage facility; the number matches its row in the rate and supply tables. Filled marker: posted rate found. Open marker: no posted rate found. Black square: the site. Rings at 1, 3 and 5 miles. Basemap: Esri World Light Gray Canvas.

COMPETITOR RATES

#	FACILITY	MI	5X5	5X10	10X10	10X15	10X20	10X30	SOURCE, DATE SEEN
1	Public Storage - Denver - 2100 Blake Street	0.4	\$32 ^S / -	\$38 ^S / -	\$53 ^S / -	\$100 ^T / -	\$111 ^T / -	\$266 ^T / -	S, T 2026-10-21
2	Public Storage - Denver - 2900 Fox St	0.5	\$42 ^S / \$42 ^S	\$52 ^S / \$52 ^S	\$89 ^S / \$89 ^S	- / \$122 ^T	- / \$181 ^T	no posted rate	S, T 2026-10-21
3	Extra Space Storage - 2016 - Denver - 2255 Champa Street	0.6	\$32 ^S / \$32 ^S	\$48 ^S / \$48 ^S	\$83 ^S / \$83 ^S	no posted rate	no posted rate	no posted rate	S 2026-10-21
4	Greenbox Self Storage	0.6	- / \$54 ^C	- / \$89 ^C	- / \$159 ^C	- / \$249 ^C	- / \$259 ^C	- / \$319 ^C	C 2026-10-21
5	LoDo Self Storage & Moving Center	0.8	no posted rate	no posted rate	- / \$73 ^T	no posted rate	\$265 ^T / -	no posted rate	T 2026-10-21
6	Urban Self Storage	1.0	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	none found
7	Santa Fe Self Storage	1.3	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	none found
8	Greenbox Self Storage	1.5	- / \$49 ^C	- / \$99 ^C	no posted rate	no posted rate	no posted rate	no posted rate	C 2026-10-21
9	Extra Space Storage - 2014 - Denver 900 Grant Street	1.6	- / \$44 ^T	\$72 ^S / \$72 ^S	\$136 ^S / \$136 ^S	- / \$211 ^T	- / \$318 ^T	no posted rate	S, T 2026-10-21
10	Midgard Self Storage - Denver - 741 Osage Street	1.7	\$35 ^S / \$35 ^S	\$47 ^S / \$47 ^S	\$71 ^S / \$71 ^S	- / \$101 ^T	- / \$158 ^T	- / \$459 ^T	S, T 2026-10-21
11	All American Mini Storage	1.9	\$60 ^O / -	\$102 ^O / -	\$150 ^C / -	no posted rate	no posted rate	no posted rate	C, O 2026-10-21
12	A-American Self Storage - Colfax	2.1	\$40 ^O / -	\$128 ^O / -	\$182 ^O / -	\$185 ^O / -	\$289 ^O / -	no posted rate	O 2026-10-21
13	StorQuest	2.1	- / \$33 ^O	- / \$49 ^O	- / \$85 ^O	- / \$121 ^O	- / \$224 ^O	no posted rate	O 2026-10-21
14	Extra Space Storage - 2015 - Denver - Adams Street	2.9	\$41 ^S / \$41 ^S	\$82 ^S / -	\$92 ^S / \$92 ^S	\$170 ^T / \$136 ^T	- / \$255 ^T	no posted rate	S, T 2026-10-21
15	Mini U Storage - Thornton	2.9	\$69 ^S / -	\$45 ^S / -	\$179 ^S / -	\$209 ^T / -	\$135 ^T / -	no posted rate	S, T 2026-10-21
16	Extra Space Storage - 6655 - Denver - Federal Blvd	3.3	\$28 ^S / \$28 ^S	\$46 ^S / \$46 ^S	\$107 ^S / \$107 ^S	- / \$139 ^T	- / \$139 ^T	no posted rate	S, T 2026-10-21
17	Public Storage - Denver - 680 Sheridan Blvd	3.4	\$31 ^S / -	\$28 ^S / -	\$67 ^S / -	\$103 ^T / -	\$72 ^T / -	no posted rate	S, T 2026-10-21
18	CubeSmart Self Storage	3.5	no posted rate	- / \$52 ^T	- / \$100 ^T	\$112 ^T / -	\$172 ^T / \$238 ^T	no posted rate	T 2026-10-21
19	Public Storage - Lakewood - 599 Sheridan Blvd	3.5	\$49 ^S / \$49 ^S	\$69 ^S / \$69 ^S	\$99 ^S / \$99 ^S	- / \$123 ^T	- / \$174 ^T	- / \$312 ^T	S, T 2026-10-21
20	Neighbor Self Storage	3.5	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	no posted rate	none found
21	Mini U Storage - I-70	3.5	no posted rate	\$55 ^S / -	\$179 ^S / -	\$99 ^T / -	\$135 ^T / -	no posted rate	S, T 2026-10-21
22	Public Storage - Wheat Ridge - 6161 West 48th Ave	4.2	\$36 ^S / -	\$35 ^S / -	\$70 ^S / -	no posted rate	\$134 ^T / -	\$189 ^T / -	S, T 2026-10-21
23	Wheat Ridge Self Storage	4.5	\$80 ^S / -	\$119 ^S / -	\$178 ^S / -	\$225 ^T / -	\$290 ^T / -	no posted rate	S, T 2026-10-21
24	303 Self Storage	4.6	\$31 ^T / \$26 ^T	\$44 ^T / \$41 ^T	\$98 ^T / \$91 ^T	\$157 ^T / -	no posted rate	no posted rate	T 2026-10-21
25	Extra Space Storage - 7592 - Lakewood - Alameda Ave	4.6	\$49 ^S / \$49 ^S	\$64 ^S / \$64 ^S	\$103 ^S / \$103 ^S	no posted rate	no posted rate	no posted rate	S 2026-10-21
26	303 Self Storage - Monaco	4.7	- / \$29 ^O	- / \$53 ^O	- / \$97 ^O	- / \$155 ^O	\$197 ^O / -	no posted rate	O 2026-10-21
27	Advantage Self Storage - Arvada	4.9	\$49 ^S / \$49 ^S	\$65 ^S / \$65 ^S	\$145 ^S / \$145 ^S	\$275 ^T / \$255 ^T	\$341 ^T / -	\$445 ^T / -	S, T 2026-10-21
28	Public Storage - Lakewood - 7701 W 6th Ave	4.9	no posted rate	\$26 ^S / -	\$69 ^S / -	no posted rate	no posted rate	no posted rate	S 2026-10-21
	Minimum		\$28 / \$26	\$26 / \$41	\$53 / \$71	\$99 / \$101	\$72 / \$139	\$189 / \$312	
	Median		\$40 / \$42	\$52 / \$52	\$99 / \$97	\$164 / \$138	\$172 / \$224	\$266 / \$319	
	Maximum		\$80 / \$54	\$128 / \$99	\$182 / \$159	\$275 / \$255	\$341 / \$318	\$445 / \$459	
	Rates counted		16 / 14	19 / 14	19 / 15	10 / 10	11 / 9	3 / 3	
	Almanac Denver street rate		-	-	\$146	-	-	-	Almanac 2026

Lowest monthly rate seen, non-climate / climate. A dash means that variant was not seen. Source key: S = SelfStorage.com, T = Storage.com, C = StorageCafe, O = operator website; dates seen in the last column. Benchmark: 2026 Self-Storage Almanac, Table 13.1a. 25 of 28 facilities have a public rate.

FACILITY SUPPLY

#	FACILITY	MI	METHOD	BUILDING SQ FT	RENTABLE SQ FT EST
1	Public Storage - Denver - 2100 Blake Street	0.4	Assessor	57,170	45,736
2	Public Storage - Denver - 2900 Fox St	0.5	Assessor	232,677	186,142
3	Extra Space Storage - 2016 - Denver - 2255 Champa Street	0.6	Assessor	75,849	60,679
4	Greenbox Self Storage	0.6	Assessor	128,799	103,039
5	LoDo Self Storage & Moving Center	0.8	Assessor	81,359	65,087
6	Urban Self Storage	1.0	Assessor	29,080	23,264
7	Santa Fe Self Storage	1.3	Assessor	27,878	22,302
8	Greenbox Self Storage	1.5	Assessor	65,728	52,582
9	Extra Space Storage - 2014 - Denver 900 Grant Street	1.6	Assessor	122,213	97,770
10	Midgard Self Storage - Denver - 741 Osage Street	1.7	Assessor	180,689	144,551
11	All American Mini Storage	1.9	Assessor	46,438	37,150
12	A-American Self Storage - Colfax	2.1	Assessor	70,687	56,550
13	StorQuest	2.1	Assessor	107,220	85,776
14	Extra Space Storage - 2015 - Denver - Adams Street	2.9	Assessor	48,329	38,663
15	Mini U Storage - Thornton	2.9	Footprint est.	2,069	1,655
16	Extra Space Storage - 6655 - Denver - Federal Blvd	3.3	Unknown	n/a	n/a
17	Public Storage - Denver - 680 Sheridan Blvd	3.4	Assessor	108,040	86,432
18	CubeSmart Self Storage	3.5	Unknown	n/a	n/a
19	Public Storage - Lakewood - 599 Sheridan Blvd	3.5	Unknown	n/a	n/a
20	Neighbor Self Storage	3.5	Footprint est.	43,093	34,474
21	Mini U Storage - I-70	3.5	Assessor	70,679	56,543
22	Public Storage - Wheat Ridge - 6161 West 48th Ave	4.2	Footprint est.	3,234	2,587
23	Wheat Ridge Self Storage	4.5	Unknown	n/a	n/a
24	303 Self Storage	4.6	Assessor	84,965	67,972
25	Extra Space Storage - 7592 - Lakewood - Alameda Ave	4.6	Footprint est.	21,779	17,423
26	303 Self Storage - Monaco	4.7	Assessor	99,331	79,465
27	Advantage Self Storage - Arvada	4.9	Unknown	n/a	n/a
28	Public Storage - Lakewood - 7701 W 6th Ave	4.9	Unknown	n/a	n/a

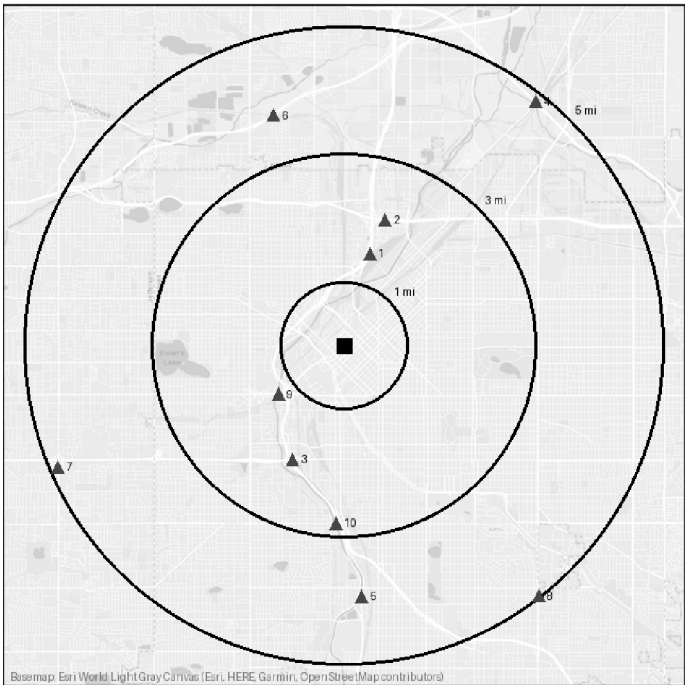
Method: Assessor = county assessor building area; Footprint est. = building footprint estimate; Unknown = excluded from supply.

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
Population EST	38,036	225,001	459,454
Population density per sq mi EST	12,107	7,958	5,850
5 yr projected population PROJ	46,006	241,316	474,780
2020 Census population	40,436	226,961	461,681
Households EST	23,926	127,068	228,687
5 yr projected households PROJ	31,918	151,100	258,702
Median household income EST	\$116,118	\$108,358	\$110,409
Average household income EST	\$151,641	\$137,259	\$140,322
Per capita income EST	\$95,386	\$77,516	\$69,844
Median gross rent EST	\$2,213	\$1,891	\$1,902
Median age EST	35.1	35.5	36.6

Source: U.S. Census Bureau, American Community Survey 2020 to 2024 and 2020 Census.

TRAFFIC COUNTS



#	ROUTE	MI	AADT	COUNT YEAR
1	025A	1.5	286,000	2025
2	070A	2.1	172,000	2025
3	006G	2.0	155,000	2025
4	270A	4.8	105,000	2025
5	085B	3.9	100,000	2025
6	076A	3.7	83,000	2025
7	121A	4.8	65,000	2025
8	002A	5.0	60,000	2025
9	040C	1.3	51,000	2025
10	026B	2.8	48,000	2025

Highest-volume count point on each of the top state highway routes within 5 miles. Annual average daily traffic, Colorado Department of Transportation.

APPENDIX: SOURCES AND METHODS

CONFIDENCE LABELS

EST: estimate computed from public data. **PROJ:** projection, a trend extrapolation and not a forecast. Unlabeled figures are taken directly from the cited source.

LOCATION AND RINGS

The site is the Census internal point of ZIP Code Tabulation Area 80202. Rings are straight-line radii of 1, 3 and 5 miles.

DEMOGRAPHICS

Current figures are American Community Survey 2020 to 2024 five-year estimates at the block-group level, apportioned to each ring by the share of each block group's 2020 Census population living inside the ring. Medians are household- or population-weighted averages of block-group medians, not true ring medians. Projections extend the growth rate between the 2017 to 2021 and 2020 to 2024 surveys for five years. Small areas carry large survey error, so the 1 mile projection should be read with caution.

SUPPLY

Facilities come from SelfStorage.com listings and OpenStreetMap. Building size comes first from county assessor records (City and County of Denver, Jefferson County). Where no storage-use assessor record matched, size is estimated from Microsoft building footprints near the facility, assuming 1 story. Rentable area is 80% of building area, an industry rule of thumb for drive-up storage; multi-story climate buildings often run lower. Facilities with unknown size are excluded, so supply figures are a floor and excess demand is an upper bound. Assessor matches with non-storage use or under 5,000 sq ft were rejected as likely wrong parcels.

DEMAND

Demand equals ring population times a square-feet-per-capita benchmark from the 2026 Self-Storage Almanac, Table 13.1a: United States n/a, Colorado n/a. The Denver-Aurora-Centennial MSA has 7.23 sq ft per capita (projected 7.08) across 399 facilities and 21,784,486 sq ft.

RATES

Monthly rates seen on public web pages on the date shown: SelfStorage.com and Storage.com listing pages, StorageCafe listings, and operator websites. Each cell shows the lowest rate seen for that size and variant, marked with its source (S = SelfStorage.com, T = Storage.com, C = StorageCafe, O = operator website). Online rates are often promotional and can differ from in-store street rates. No rate was estimated; where none was found the cell reads "no posted rate". The Almanac Denver 10×10 average street rate is \$1.46 per sq ft, or \$146 per month.

TRAFFIC

Annual average daily traffic from Colorado Department of Transportation open data, state highways only. Local streets are not counted.

NOT INCLUDED

Facilities under construction, housing starts at the ring level, daytime population and retail sales are not available from free public sources at this geography.

SOURCES

- Census 2020 ZCTA internal point via TIGERweb
- 2020 Decennial Census block counts (POP100, HU100) via Census TIGERweb
- 2010 Decennial Census block counts via Census TIGERweb
- ACS 2020-2024 5-year estimates, block-group level, Census table-based Summary File
- ACS 2017-2021 5-year estimates, block-group level, Census table-based Summary File
- SelfStorage.com listings and posted prices
- OpenStreetMap via Nominatim search (storage facilities)
- Adams County parcels: no building area field, footprint fallback
- Arapahoe County parcels: no building area field (server also times out), footprint fallback
- City & County of Denver Assessor parcels (COM_GROSS_AREA)
- Jefferson County CO parcels (STTGRSAREA gross area)
- Microsoft Global ML Building Footprints
- 2026 Self-Storage Almanac (MiniCo / Modern Storage Media)
- Census Building Permits Survey, annual place-level files
- CDOT Highways: Traffic Counts (state highways only)
- 2026 Self-Storage Almanac, Table 13.1a