

**ADMINISTRATION MEMORANDUM**  
**10-15**

**DATE:** November 11, 2010

**TO:** Honorable Mayor Joyce Downing & City Council Members

**FROM:** William Simmons, City Manager *WAS*  
Ryan Stachelski, Economic Development Manager *RS*

**SUBJECT:** November Economic Development Update

Economic Development Policy

The economic development staff presented the draft Economic Development Strategic Plan (EDSP) to NURA at the NURA meeting on October 27<sup>th</sup>. Comments have also been solicited from Adams County Economic Development and the Metro North Chamber of Commerce. Staff is currently integrating those comments into the EDSP and a new draft should be presented to City Council in December.

Staff is nearing completion of a draft Business and Development Incentive Policy, including application forms for both small and large projects. The policy will include incentives that both the City and NURA currently offer to the business and development community. This policy will be coming to NURA and City Council in the very near future.

NURA

The new signs at the Marketplace are complete and 100% operational. CBRE, the property managers for the Marketplace have been getting a lot of positive feedback from the new sign. Attached is a memo from CBRE to NURA about the positive comments.

Staff is continuing to work with the NURA Board and their consultants on creating real estate profiles for areas of opportunity in Northglenn.

Real Estate Update

Economic Development staff has been in contact with real estate brokers concerning the following properties: Webster Lake, Malley Center, and Huron Center. Staff is continuing to receive phone calls from the sign placed on the Webster Lake redevelopment site. At the Malley Center, work continues at the old Safeway to remove asbestos and get the store ready from opening. The tentative timeframe to get the store open is the first quarter of 2011. Staff has also been in contact with other property owners in the site and has been discussing possible improvement to other property within the center. This process is still in a very preliminary stage.

New Businesses

In the month of October there were 14 new business license issued. Of those, 10 were issued to business within the City, with 3 of those businesses being home based. A list of the new businesses and there locations are below.

| <b>BUSINESS NAME</b>              | <b>ADDRESS</b>             | <b>GEO</b>        |
|-----------------------------------|----------------------------|-------------------|
| Q TABLE BBQ BUFFET LLC            | 00311 W 104TH AVE          | Marketplace       |
| PHYSICIAN PREFERRED PRODUCTS      | 02100 E 112TH AVE #5       | Huron Crossing    |
| LC NAILS AND SPA                  | 11912 WASHINGTON ST        | Washington Pointe |
| DUNGEON OF TERROR (SEASONAL)      | 12265 RACE ST              | Eastlake          |
| CROSSFIT SURGE                    | 10621 IRMA DR UNIT C       | Irma              |
| ROCKY MOUNTAIN XTREME LLC         | 10789 IRMA DR              | Irma              |
| ROMASEAL INTERNATIONAL LLC        | 10651 IRMA DR UNIT A       | Irma              |
| JULEZ 7 JEWELZ LLC                |                            | Home Business     |
| LCL HUNTING                       |                            | Home Business     |
| SMALLEY PROPERTY PRESERVATION LLC |                            | Home Business     |
| ACA DENVER BOILER                 | 01954 S CHEROKEE           | Misc Other Cities |
| KELLY ELECTRICAL SERVICES INC     | 11437 W I-70 FRONTAGE RD N | Misc Other Cities |
| NEFF RENTAL LLC                   | 05850 DAHLIA ST            | Misc Other Cities |
| TWEEN BRANDS PURCHASING INC       | 08323 WALTON PARKWAY       | Out of State      |

#### Events and Seminars

Staff continues to take part in professional meetings and events that help to promote and market the city of Northglenn. Staff is now part of the Business Retention and Expansion taskforce at ACED. Through this partnership staff hopes to be in some form of contact with all primary employers in 2011.

#### Upcoming Activities

Business Licenses/Sales Tax/Home based business tracking reports - quarterly  
Economic Development Strategic Plan  
Business Assistance and Incentive Program  
Program Implementation

#### **STAFF REFERENCE:**

If Council members have any comments or questions, they may contact Ryan Stachelski at 303.450.8743 or [rstachelski@northglenn.org](mailto:rstachelski@northglenn.org).

#### Attachments

1. Letter to NURA about the Northglenn Marketplace Signage

COMMERCIAL REAL ESTATE SERVICES



M E M O

CB Richard Ellis, Inc.  
8390 E. Crescent Pkwy, Suite 300  
Greenwood Village, CO 80111

720 528 6468 Tel  
720 528 6333 Fax

Jen.Silva@cbre.com  
www.cbre.com

Date: November 1, 2010  
To: Northglenn Urban Renewal Authority and the  
City of Northglenn  
From: Jen Silva, Real Estate Manager  
Subject: Northglenn Marketplace Signage  
CC: Asset Manager for ELPF Northglenn, LLC

We are very pleased to inform you that the new LED and Monument Signs at the Marketplace at Northglenn are installed and fully operational. Gordon Sign and Daktronics have worked diligently to meet the deadline of 11/1/10 and have successfully installed the signs prior to this deadline. Attached please find photos of the signs during the day as well as at night.

The new LED sign was operational and programmed as of Wednesday October 27<sup>th</sup> and was almost immediately noticed by those driving by. We have heard responses from Tenants, both local managers and owners, as well as corporate representatives that have driven past the sign or heard from the local staff. The response is all positive and grateful. We also have a few leasing signs that are in the rotation, and we have already received calls from those that saw the sign on the LED screen. Additionally, we were able to renew an existing Tenant as a direct result of the additional signage and increased visibility. Lastly, we have had a large response from the CBRE community of managers, leasing agents, and friends. Everyone has noticed the sign as well as noticed some new Tenant names that they were unaware of within our shopping center.

We are very hopeful that the sign will help existing Tenants as well as future leasing to bring more Tenants to the shopping center. We really appreciate the incentive and thank everyone involved on the NURA board as well as at the City of Northglenn team that made it happen.