

PLANNING AND DEVELOPMENT MEMORANDUM
#10-02

February 25, 2010

TO: Honorable Mayor Joyce Downing and City Council members

FROM: William Simmons, City Manager *WAS*
James Hayes, Director of Planning and Development *JH*
Kristin Sullivan, Economic Development Coordinator *KS*

SUBJECT: February Economic Development Update

2010 Economic Development Strategic Plan

Staff continues to work on the proposed Economic Development Strategic Plan. The plan will formalize many of the existing Economic Development programs and resources, and it will also propose the expansion and addition of new programs that are designed to attract, retain, and support business growth in the City. Some of the items that will be considered in the plan are:

- Data Collection and Analysis
- Marketing and Branding of the City
- Business Retention
- Business Attraction
- Real Estate: Redevelopment Plans for Targeted Areas
- Development Assistance and Customer Service
- Urban Renewal Items
- Reporting on Economic Development Activity

This project will provide the City with an opportunity to evaluate what is working, what we could do better, and what tools we should add to our toolbox for attracting and retaining businesses. Staff anticipates that an outline of the Economic Development Strategic Plan will be scheduled for detailed discussion during a City Council Study Session in April.

New Businesses

Staff has reviewed 14 new business licenses so far in the month of February. The list of businesses is included below:

C & D Metal Products	B & B Blending
Pappy's Auto & Cycle Works	Auto Parts Recovery, Inc.
Old Will Knott Scales	TCO, LLC (dba Woody's Hot Dog Stand)
All About Kindness	Law Office of Michael Grills
Wet Paint Design	Boost Mobile
Brighton's Santiago's	Northland Hearing Centers, Inc.
El Mirador (formerly El Jimador)	

B & B Blending is new manufacturer located at 10963 Leroy Drive in the Northglenn Industrial Park. The certificate of occupancy for their new location was issued on February 16th. The company has relocated to Northglenn from 5285 Fox Street in Denver. B & B Blending manufactures specialty automotive cleaning and detailing products. The company had outgrown its space in Denver and purchased the Northglenn facility in order to grow the business. B & B Blending's move to Northglenn brings approximately 25 new primary jobs to the City.

Existing Business News

Staples (formerly Corporate Express) has hired a broker to market their building at 555 Community Center Drive for sublease. Staff has been in contact with this broker to discuss how the City can help market the building. We have offered help with maps, demographics, directing leads to the broker, and listing the property on our database as well as ACED's. We will continue to work with all parties to market this space and find a new tenant. The broker indicated that Staples plans to vacate at the end of March.

Zoning Applications Under Review

Wildflower Assisted Living and Care has submitted an application for a special use permit for 10130 Melody Drive. This property was formerly an assisted living facility called Melody House. The special use permit has expired for this property, which is on the market for sale and currently under contract. This application will be reviewed by the Development Review Committee and will then be brought before the Planning Commission for approval of the special use permit. Staff is targeting April for the Planning Commission hearing.

Events and Seminars

Staff recently participated in a webinar entitled Retail Recovery – Communities Take Action. The webinar was sponsored by the International Conference of Shopping Centers (ICSC). This webinar provided some information about what to expect in the retail market in 2010, and which types of retailers will be the first to recover. ICSC's guest speaker predicts a slow recovery, with volatile bounces through 2012. The commercial vacancy rate is at a record high of 10% in the U.S. Acquisitions, mergers, consolidations, and bankruptcies mean that there are fewer retailers to absorb this space. The list of challenges in the retail market include sluggish spending, hard-driving tenant demands, conservative consumers, no new construction, retail piracy, and increased competition with internet retailers. The presentation also provided examples of how to support existing businesses, and how other communities are finding unconventional tenants to fill excess retail space.

Adams County Economic Development will host the 2010 Economic Forecast for Adams County on February 25th at the Ramada Plaza in Northglenn. ACED will also present results from its survey of primary employers.

STAFF CONTACT

If Council members have any comments or questions they may contact James Hayes at 303-450-8937, jhayes@northglenn.org