

## ***Business Retention & Development Committee***

**Monday, March 4, 2019  
8:00 AM – 10:00 AM  
Library Meeting Room  
951 Spruce Street  
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of February 4, 2019 Minutes
- IV. Approval of Agenda
- V. Public Comments on Items Not on the Agenda
- VI. Business Matters of Committee
  1. Discussion of 2019 BRaD Topics or Initiatives
  2. May Business Forum Discussion
  3. McCaslin Development Study
- VII. Council Liaison Update
- VIII. Retention Visits
  - EPAC
  - Safeway
- IX. ED Report
- X. Reports from committee members –
- XI. Potential Discussion Items for Next Meeting: April 2, 2019
- XII. Adjourn

## LOUISVILLE ECONOMIC MISSION & GOALS

Provide guidance to the City Council on policies that foster a vibrant and thriving business community.

The goal is to ensure long-term revenue through the creation and promotion of a business-friendly climate, while maintaining a high quality of life for residents and workers.



### Sustainable Revenue

- Diversify revenue sources
- Methodical long-term planning
- A culture of adaptability and responsiveness



### Business Friendly

- Healthy Communication
- Efficient processes and decision making
- Supportive of existing business
- Proactively market and communicate to new biz



### Quality of Life

- Create environment for high wage jobs
- Continue to protect, invest and market our amenities
- Continue to protect and invest in our community

***City Council  
Business Retention and  
Development Committee  
Meeting Minutes***

**February 4, 2019  
Library Meeting Room  
951 Spruce Street  
Louisville, CO 80027**

**I. CALL TO ORDER** –The meeting was called to order by Chair Oberholzer at 8:00 AM in the Library Meeting Room at the Louisville Public Library, 951 Spruce Street, Louisville, Colorado 80027.

**II. ROLL CALL** – The following members were present:

Committee Members Present:

Shelley Angell  
Steve Erickson  
Mark Oberholzer  
Scott Reichenberg  
Council Liaison: Council Member Chris Leh

Absent Committee Members: Todd Budin, Nicole Mansour

Staff Present:

Aaron DeJong, Economic Development Director  
Heather Balsler, City Manager  
Rob Zuccaro, Planning & Building Safety Director

Others Present:

Eric Fowles, Jim Tienken, Mike Deborski, Mike Kranzdorf,  
Laura Levesque-Catalano – Liaison to BRaD Committee from  
Louisville Sustainability Board, Cyndi Thomas

**MEETING WAS CALLED TO ORDER BY COMMITTEE CHAIR OBERHOLZER**

**III. APPROVAL OF JANUARY 15, 2019 MINUTES** – Approved.

**IV. APPROVAL OF AGENDA** – Approved.

**V. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:** None.

## **VI. BUSINESS MATTERS OF THE COMMITTEE:**

1. **Proposed Changes to Louisville Marijuana Regulations:** Mr. Zuccaro, Planning & Building Safety Director, reviewed for the Committee both the Municipal Code provisions regarding marijuana business establishments, and City Council's considerations / drafts to date of proposed revisions to the marijuana Municipal Code provision, including discussion of:

- Comparison of Current versus Proposed Marijuana Regulations;
- Comparison of Current Marijuana and Liquor Store Regulations;
- Proposed addition of regulations governing (and allowing) marijuana grow / manufacturing / processing commercial operations;
- Comparison of Medical Marijuana versus retail recreational marijuana regulations;
- Summary of primary amendments proposed by the draft Marijuana ordinance

Committee questions and discussion included:

- Reasons for Council consideration of amendments to the marijuana ordinance.
- Concerns with odor / other operational aspects of grow operations.
- How would the City enforce the new ordinance, particularly with respect to grow operations?
- What are the fiscal impacts (revenue and expense) arising from the proposed ordinance?
- How would the City enforce the grow operation ordinance requirements regarding ventilation / control of odors off-site?
- How does the ordinance regulate odor management for operations located within a portion of a larger commercial building?
- The City should first assure that it has funding / source of funding to enforce grow operation regulations (e.g., via a voter approved excise tax) prior to allowing grow operations to commence.
- Why are the set back requirements from daycare facilities, parks, playgrounds, pools, etc., being removed?
- Are unlimited licenses workable? Should there be continued limit on number of licensed retail operations?

Public questions and comments included:

- Allowing marijuana grow operations and increasing the availability of retail marijuana stores is inconsistent with the small-town, family friendly image of Louisville.
- The draft ordinance does not provide sufficient assurance / teeth to control unwanted odors emanating beyond the grow operation.

- Citizens of Colorado by referendum approved marijuana manufacture and sale over five years ago. Louisville should allow greater business activity regarding marijuana manufacture and sales and let the free market determine the local demand.
- Ordinances should not pick winners / losers – the ordinance as proposed strikes a better balance and rationalizes regulations between medical retail and recreational retail.

Regarding the item, Member Angell disclosed that her nephew works in the hemp production and manufacturing industry. She felt it does not influence her decision on the matter.

Following discussion, a motion made and seconded to recommend cultivation operations within the City if an excise tax is approved by the Louisville voters. The motion failed on a 2-2 vote.

Following discussion, a motion made and seconded to recommend to the City Council that portion of the ordinance removing the store limit for medical and recreational marijuana, with the following suggested amendments:

- The setback from other establishments should remain at 1320 feet;
- The use specific setbacks of the existing ordinance should remain in place;

The motion was approved unanimously.

The Committee asked that Aaron DeJong prepare a letter for Chair Oberholzer to sign and provide to City Council.

2. **Discussion of 2019 BRaD Topics or Initiatives.** The Committee deferred further discussion of 2019 BRaD Topics or Initiatives to the March meeting.
3. **May Business Forum Discussion.** For the March BRaD Meeting, the Committee asked Mr. DeJong to provide the following for Committee consideration regarding the May Louisville Business Forum:
  - Venues
  - Date
  - Topics for presentation / discussion
  - Format of presentation

**VII. COUNCIL LIAISON UPDATE.** None.

**VIII. RETENTION VISITS.** Mr. DeJong briefed the Committee on recent retention visits, noting retention of the Medtronic facility together with an approved future leasehold improvements / increase in facility space developed by the landlord.

- IX. ECONOMIC DEVELOPMENT UPDATE.** Mr. DeJong reviewed with the Committee his Economic Development Update included with the BRaD Committee meeting materials.
- X. POTENTIAL DISCUSSION ITEMS FOR NEXT MEETING.** The Committee identified the following topics for potential discussion at the meeting to be held on March 4, 2019:
- Select May Business Forum Venue / Topics
  - Continue discussion / identification of 2019 BRaD Initiatives
  - Discuss / provide comments on McCaslin Commercial Area Study recommendations and City Council position
- XI. ADJOURN** – The meeting adjourned at 10:00 am.

**SUBJECT: 2019 BRAD POTENTIAL DISCUSSION TOPICS**

**DATE: MARCH 4, 2019**

**PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT**

At the January 15, 2019 and February 4, 2019 BRaD meetings, members requested to continue the discussion of topics or initiatives to focus on in 2019. City Council held their 2019 Workplan topics meeting on the evening of January 29, 2019. A copy of Council's final list is attached.

Below is the continued list of potential discussion topics from previous meetings. The following is a list (in no particular order) of staff developed potential topics first prepared in 2017 and updated for 2019. Staff wrote a brief synopsis for each topic to affirm each topic's intent.

Continue retention visits

Meeting with existing businesses provides opportunities to discuss opportunities and challenges of doing business in Louisville. The visits also serve to build working relationships between City representatives and business. Retention Visits are conducted to be an informal, subjective discussion of topics of interest to the business.

The BRaD Committee has continuously been working on this topic.

Review the City's Business Assistance Program (BAP) and compare to what other municipalities are doing

Louisville's BAP program has been available to encourage business and retail growth for many years. Conduct a review of offered incentives and other communities programs. Also review projects that did not locate in Louisville to learn lessons from lost projects.

The BRaD committee last addressed this topic in December 2017.

Investigate the costs of doing business in Louisville compared to other cities

How does the cost of doing business in Louisville compare to neighboring communities. Look specifically at impact Fees, utility fees, utility rates, and taxes.

The BRaD committee last addressed this topic in November 2017.

Discuss downtown parking challenges

Economic growth in downtown has continued since 2014. There is very little vacancy, property values continue to increase, and property owners are considering redeveloping their properties to create additional leasable space to accommodate current and future demand. A main component in evaluating redevelopment options is satisfying the off-

street parking requirements. Property owners are unsure how the City plans to address parking challenges.

The BRaD committee last addressed this topic in December 2018.

Review of marketing brochures and discuss ways to promote existing businesses

Assist Staff in developing new marketing documents to use when interacting with potential new businesses. Review the current documents and make modifications to increase their value and effectiveness. Investigate implementation of a “Buy Local” campaign to encourage residents to shop within the community.

The BRaD Committee encouraged funding for added funding for communications in the 2019-20 budget.

Continue Louisville Business Forum

The BRaD Committee has held two business forums in 2018, May and December. The Forum is an opportunity to gather area business leaders and educate, inform, and discuss topics of interest.

BRaD committee involvement early in policy discussions

Discuss how the BRaD committee can be incorporated into policy discussions when business issues are a component to the decision making.

The BRaD committee last addressed this topic through the creation of its Economic Strategy in April 2018.

Industry sector diversification

Review the primary employer diversification by industry.

The BRaD Committee reviewed this topic at the Louisville Business Forum in May 2018.

Discuss transportation infrastructure

The City is underway on developing a Transportation Master Plan for Louisville. The Transportation Master Plan (TMP) is like a blueprint that will guide planning, decision making, and project implementation for all modes of transportation in Louisville over the next 20 years and beyond. The plan will correlate with the City's Comprehensive Plan, Sustainability Plan, and provide recommendations to improve safety, increase accessibility, and provide more mobility options for the community.

Discuss Downtown Retail challenges

Successful traditional downtowns have many components to foster/promote/retain a vibrant retail environment. What is going well to encourage retail vibrancy and what efforts and/or changes could be pursued?

**SUBJECT: BRAD POTENTIAL DISCUSSION TOPICS**

**DATE: FEBRUARY 4, 2019**

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Commercial Design Guidelines and Sign Code Update

Planning Staff is working with consultants to update the city's commercial design guidelines and Sign Code. Staff will be bringing a draft to the BRaD committee for review and input in 2019.

McCaslin Area Development Study

City Council is expected to give direction regarding next steps through the McCaslin Area Development Study.

Regional Housing Challenge

Boulder County area communities are in the early stages of attacking the housing challenge facing many residents and employees in the region. The Boulder County Regional Housing Consortium was formed to help lead discussions. The generally agreed upon goal is to secure 12% of the housing inventory as permanently affordable to low- and middle-income households by 2035.

This topic was a component of the Louisville Business Forum in December 2018.

**RECOMMENDATION:**

Staff requests the BRaD committee review the topic list to add/delete/modify topics and prioritize the discussions.

**ATTACHMENTS:**

1. 2019 City Council Workplan

## 2019 Louisville City Council Work Plan

Number <sup>i</sup>	Critical Success Factor/ Priority Initiative	Program	Issue	Time Allotment (# Regular Meeting, Study Session and/or Memo)	Priority (High, Medium or Lower)	1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> /4 <sup>th</sup> Quarter
1.	 Reliable Core Services **Priority Initiative	Transportation	Transportation Master Plan – implement recommendations from TMP and discuss future funding considerations.	3 meetings	High	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup>
2.	 Reliable Core Services	Utilities	Trash Hauler RFP - select contractor for collection of single-family residential trash, recyclables and compostables. Policy discussion about waste diversion and composting and approval of the contract.	2 meetings	High	1 <sup>st</sup>
3.	 Financial Stewardship and Asset Mgmt **Priority Initiative	Recreation	Recreation/Senior Center Assessment/Fees - review finances, fees and budgets to ensure sound financial structure/fiscal sustainability of Recreation Fund.	2 – 3 meetings	High	2 <sup>nd</sup> , 3 <sup>rd</sup>
4.	 Financial Stewardship and Asset Mgmt **Priority Initiative	Recreation	Golf Course Assessment/Fees – review finances, fees, budgets and water policies to ensure sound financial structure/fiscal sustainability of Golf Fund.	2 – 3 meetings	High	2 <sup>nd</sup> , 3 <sup>rd</sup>

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5.	 Reliable Core Services	Community Design	Design Guidelines and Sign Code Update – improve ability of existing businesses and property owners to be successful by implementing changes to City’s commercial and industrial design guidelines and sign code.	2 meetings	High	2 <sup>nd</sup> , 3 <sup>rd</sup>
6.	 Vibrant Economic Climate **Priority Initiative	Economic Prosperity	Implement Recommendations from McCaslin Redevelopment Study to support redevelopment within area.	3 – 4 meetings	High	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup>
7.	 Financial Stewardship and Asset Mgmt **Priority Initiative	Administration and Support Services	Fiscal and Revenue Policies – review and update fiscal policies, including Rec and Senior Center, Golf Course and Open Space acquisition. Review reserve policy for acquisitions.	2 meetings	High	2 <sup>nd</sup> , 3 <sup>rd</sup>
8.	 Financial Stewardship and Asset Mgmt	Administration and Support Services	2020 Budget – finalize and adopt 2020 operating and capital budget.	3 meetings	High	2 <sup>nd</sup> , 3 <sup>rd</sup>

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9.	 Financial Stewardship and Asset Mgmt	Administration and Support Services	TABOR Revenue Options – explore options for excess sales/use tax collected for operations and maintenance for recreation facilities expansion.	1 meeting	Medium	2 <sup>nd</sup>
10.	 Reliable Core Services	Transportation	South Boulder Road Connectivity – update on alternatives and approval of design.	1 meeting	Medium	2 <sup>nd</sup>
11.	 Reliable Core Services	Transportation	Paving Update – review results of updated Pavement Condition Index (PCI) inventory and scores and incorporate specific measurable goals and long-term funding strategies.	1 Study Session, 1 meeting	Medium	1 <sup>st</sup> , 3 <sup>rd</sup>
12.	 Reliable Core Services	Utilities	Water, Sewer and Storm Rates – update utility rate model/rate classes.	1 meeting	Medium	2 <sup>nd</sup>
13.	 Quality Programs and Amenities <b>**Priority Initiative</b>	Parks	Improve Medians/Landscaping – increase efforts to improve the City’s medians and landscaping infrastructure, including forestry.	1 memo, 1 meeting	Medium	2 <sup>nd</sup> , 3 <sup>rd</sup>
14.		Open Space and Trails	Open Space/Parks Enforcement – Revisions to Municipal Code for enforcement on open space and parks.	2 meetings	Medium	2 <sup>nd</sup> , 3 <sup>rd</sup>

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	Quality Programs and Amenities					
15.	 Quality Programs and Amenities	Open Space and Trails	Coyote Run – Update and implementation of landslide mitigation.	2 meetings	Medium	1 <sup>st</sup> , 3 <sup>rd</sup>
16.	 Quality Programs and Amenities	Open Space and Trails	Open Space Management Plan/Vision – Conduct baseline assessment and determine desired level of service to maintain and improve open space now and into the future.	1 Study Session, 1 meeting	Medium	3 <sup>rd</sup> , 4 <sup>th</sup>
17.	 Quality Programs and Amenities	Open Space and Trails	Open Space zoning - Rezoning of existing parks and open space lands	2 - 3 meetings	Medium	2 <sup>nd</sup> , 3 <sup>rd</sup>
18.	 Reliable Core Services	Community Design	Marijuana Regulations Update – discuss potential changes to current regulations.	1 – 2 meetings	Medium	1 <sup>st</sup>
19.	 Quality Programs and Amenities	Community Design	Miners Cabins – complete the relocation/restoration of miners’ cabins.	1 meeting	Medium	2 <sup>nd</sup>

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20.	 Collaborative Regional Partner	Community Design	Affordable Housing funding in collaboration with Boulder County and participation in Countywide affordable housing strategies.	2 meetings/ memo updates	Medium	2 <sup>nd</sup> , 3 <sup>rd</sup> (timing based on county conversations)
21.	 Reliable Core Services	Community Design	Height Calculations – amend height calculation requirements. Current regulations are difficult to interpret and enforce.	2 meetings	Medium	3 <sup>rd</sup>
22.	 Quality Programs and Amenities	Community Design	Historic Preservation Funding – review of Historic Preservation Funding Grant Program.	1 meeting	Medium	2 <sup>nd</sup>
23.	 Vibrant Economic Climate	Economic Prosperity	Redevelopment of Phillips 66 Property - Staff will develop options/tools to understand the market, the development potential and benefits to the community.	2 – 3 meetings	Medium	3 <sup>rd</sup> , 4 <sup>th</sup>
24.	 Vibrant Economic Climate	Economic Prosperity	Review BAP Policies – establish administrative policies for Business Assistance Program and review focus of program.	1 meeting	Medium	3 <sup>rd</sup>
25.	 Vibrant Economic Climate	Economic Prosperity	LRC Update – update and further collaboration with Louisville Revitalization Commission (i.e. capital projects, opportunities, redevelopment efforts).	1 meeting	Medium	1 <sup>st</sup> , 2 <sup>nd</sup>

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26.	 Engaged Community **Priority Initiative	Administration and Support Services	New Technology/Engagement Tools – seek input from City Council on new communication tools (i.e. website redesign, mobile application).	1 Study Session	Medium	2 <sup>nd</sup>
27.	 Supportive Technology **Priority Initiative	Administration and Support Services	Middle Mile Network – develop plan for completion of City’s middle mile fiber network.	Study Session or Regular Meeting Discussion/ Direction	Medium	3 <sup>rd</sup>
28.	 Financial Stewardship and Asset Mgmt	Administration and Support Services	2021-2022 Budget Process – investigate and proposed changes to City’s budget process for implementation for 2021-2022 biennial fiscal year budget cycles.	1 Study Session, 1 – 2 meetings	Medium	2 <sup>nd</sup> , 3 <sup>rd</sup>
29.	 Quality Programs and Amenities	Administration and Support Services	Energy Future Collaboration Update –update on Energy Future Collaboration between City and Xcel and implementation of goals/strategies.	1 Regular Meeting	Medium	4 <sup>th</sup>
30.	 Quality Programs and Amenities	Administration and Support Services	Evaluation of all City Council appointees: City Manager, City Attorney, Judge and Prosecuting Attorney prior to 2020 appointments by Council.	2 Regular Meetings	Medium	3 <sup>rd</sup> , 4 <sup>th</sup> (CM)

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31.	 Quality Programs and Amenities	Administration and Support Services	Council Work Plan preparation	1 Regular Meeting	Medium	4 <sup>th</sup>
32.	 Quality Programs and Amenities	Recreation	Senior Services Update – update on County-wide aging plan and senior services programming.	Memo and 1 Study Session	Lower	1 <sup>st</sup> , 4 <sup>th</sup>
33.	 Quality Programs and Amenities	Cultural Services	Funding for Public Art – LCC recommendations for creating revenue stream for public art and other options for expanding public art program.	1 Study Session	Lower	3 <sup>rd</sup>
34.	 Reliable Core Services	Community Design	PUD Review and Waiver Criteria – consolidate and update criteria.	1 Regular Meeting	Lower	2 <sup>nd</sup>
35.	 Reliable Core Services	Community Design	Dark Sky Lighting – consider dark sky lighting code changes for residential properties, and further education.	2 Regular Meetings	Lower	3 <sup>rd</sup> , 4 <sup>th</sup>
36.	 Quality Programs and Amenities	Open Space and Trails	Open Space zoning: Consideration of annexation of open space and enclaves	1 meeting	Lower	3 <sup>rd</sup>

## 2019 Louisville City Council Work Plan

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37.	 Healthy Workforce	Administration and Support Services	Strategic Plan Implementation – update on implementation of Strategic Plan	1 Study Session / memos	Lower	2 <sup>nd</sup>
38.	 Engaged Community	Administration and Support Services	Board & Commission Interviews/Appointments: - Review process for Board & Commission Appointments - Conduct interviews for Boards & Commissions and determine appointments.	2 meetings	Lower	2 <sup>nd</sup> , 4 <sup>th</sup>
39.	 Reliable Core Services	Administration and Support Services	Council Salary Survey – review results of biannual City Council salary survey and potentially create a policy structure around the issue.	1 meeting	Lower	3 <sup>rd</sup>
	 Reliable Core Services	Other	PUDs/Developments Projects to be Submitted – once applicant has satisfied all submittal requirements and proposal has been reviewed by the Planning Commission, staff will present for consideration.	N/A	N/A	N/A
	 Collaborative Regional Partner <b>**Priority Initiative</b>	Other	Consider Regional Partnerships – continue to consider shared service opportunities with neighboring municipalities (i.e. multi-purpose fields, northwest rail).	N/A	N/A	N/A
	 Reliable Core Services	Other	Consent Items – staff processes small/non-controversial issues by adding to consent agenda for consideration. Council sometimes	N/A	N/A	N/A

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			removes these items from consent agenda and discusses during regular meeting.			
	 Reliable Core Services	Other	Municipal Code Updates – staff drafts and presents updates to Municipal Code as part of ongoing efficiency efforts.	N/A	N/A	N/A
	 Reliable Core Services	Other	Unanticipated Issues - each year numerous issues arise that cannot be reasonably foreseen that require Council consideration.	N/A	N/A	N/A

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<sup>i</sup> Number for reference only. Does not represent priority of item on work plan or within high/medium/lower category.

**SUBJECT: SPRING 2019 BUSINESS FORUM DISCUSSION**

**DATE: MARCH 4, 2019**

**PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT**

**SUMMARY:**

Staff would like the BRaD committee to continue discussing the Spring 2019 Louisville Business Forum, tentatively identified to be held in May. Below are components of the event the Committee should provide input.

Topic

The previous two forums had 1) and economic update (May 2018) and an open house style format on multiple topics (December 2018). To inform the business community on more regional and state issues, a suggestion is to host Rich Wobbekind, with the Leeds School of Business. He has a terrific presentation centered around their annual Colorado economic outlook (<https://www.colorado.edu/business/business-research-division/colorado-business-economic-outlook>).

Other topic areas to consider if the economic outlook presentation is not preferred include:

- Structure a regional Economic Development panel to discuss area challenges
- Host a futurist to discuss future challenges and how cities and businesses may address them.
- Hold a 'future of cities' discussion.

Location

Given the last two events were held at Ascent Church, a new location may be in order. The event has had between 75-100 attendees, so the Louisville Arts Center may be a good spot for the next event. Also, the Louisville Recreation Center has a large space adjacent to the senior center.

Dates

Depending on the topic, dates towards the end of May would be realistic to achieve. If the desired topic needs additional time to prepare, then the event will need to be later than May.

**SUBJECT: FINAL MCCASLIN PARCEL O DEVELOPMENT STUDY AND RECOMMENDATIONS**

**DATE: MARCH 4, 2019**

**PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT**

**SUMMARY:**

The City contracted with Economic & Planning Systems (EPS) to conduct the McCaslin Area Development Study. EPS, along with Trestle Strategy, will present their final report and provide recommendations to advance the Parcel O area in the McCaslin Corridor.

At their February 5, 2019 meeting, City Council directed staff to begin preparing a GDP amendment to allow for parcel-by-parcel mixed use redevelopment within the Parcel O Area and to begin work with the area property owners to modify the private restrictive covenants to allow for the new uses. Such modifications are expected to come back to the City Council and public for review in summer 2019.

Below is the City Council Staff communication From the February 5, 2019 meeting. for more information.

**BACKGROUND:**

City Council approved a contract with Economic & Planning Systems (EPS) on July 18, 2018 to conduct the McCaslin Parcel O Development Study. The contract was approved through an RFP process that began on May 15, 2018.

The McCaslin Parcel O Development Study covers a subarea of the McCaslin Boulevard corridor bounded by McCaslin Boulevard on the west, Cherry Street on the north, Dahlia St. on the east, and Dillon Road on the south. Central to the study is the former Sam's Club property at 550 South McCaslin Boulevard. The property has been mostly vacant since the store's closing in early 2010 and currently has two tenants, Ascent Church and Low Cost Furniture.

The City Council stated goals of the Study are to;

- Understand the McCaslin area's potential for retail and commercial development and supportive uses that could foster new investment and development,
- Review the rules and regulations upon properties in the area that may be limiting its full potential for redevelopment,
- Understand and incorporate the property owner's, tenant's and public's input into development and redevelopment options for the area,
- Evaluate various development scenarios, that focus on retail and commercial uses with possible residential development only as a secondary use, that meet

market potential and provide exceptional fiscal benefits for the City by meeting or exceeding past tax revenue performance for the area, and

- Provide recommendations for regulatory changes or other actions that could create more certainty for the development community that encourages redevelopment.

The McCaslin Area Development Study process and final recommendations should take into account the following principles that are of importance to the City of Louisville and Louisville City Council:

- Identify emerging markets and retail trends that will result in market supported development scenarios and that ensure the corridor continues to serve as the City's primary retail sales tax base.
- Identify and evaluate development restrictions and regulatory and policy barriers to redevelopment and investment in the corridor.
- Ensure sustainable long-term fiscal health of the City and economic development of the McCaslin corridor by ensuring new development has an exceptional fiscal benefit to the City.
- Reflect residents' desired community character for the corridor in evaluation of development scenarios and study recommendations.

On October 16, 2018, EPS and Trestle Strategy presented a preliminary market analysis and summarized feedback received to date from area property owners, interest groups and other submitted input.

EPS and Trestle gave a presentation on their market analysis to City Council on November 13, 2018. The consultants also summarized the intended three development scenarios to do further analysis related to its conformance to the market potential, fiscal performance, and community desires. Those three scenarios were summarized as follows:

- 1) A reuse of the existing buildings in the area
- 2) Parcel by parcel mixed-use redevelopment
- 3) Coordinated mixed-use redevelopment of the larger area

**DISCUSSION:**

EPS and Trestle Strategy Group have completed their Parcel O Development Study. The complete report is attached. Dan Guimond, Matt Prosser, Danica Powell, and Cole Meleyco will be in attendance to present their findings, recommendations, and provide next steps to implement the options City Council would like to pursue.

**RECOMMENDATION:**

EPS and Trestle is recommending land use and zoning changes to allow for a parcel by parcel redevelopment within the Parcel O area. Staff concurs with the recommendation and is seeking council direction to begin implementing the following steps to effectuate the development scenario for Parcel O. Those steps are:

- Initiate a GDP amendment to allow for the market and community supported uses shown in Alternatives 2 and 3.
- Work with property owners to:
  - modify the private covenants and
  - modify other private agreements to remove use, height and density barriers to the market and community supported uses.
- Identify potential investments in public infrastructure and amenities to support the market and community supported uses
- Investigate public financing mechanisms to encourage desired redevelopment scenarios and support community desires

**ATTACHMENTS:**

- 1) [Final McCaslin Parcel O Development Study](#)

**SUBJECT: ECONOMIC DEVELOPMENT UPDATE**

**DATE: MARCH 4, 2019**

**PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT**

McCaslin Parcel O Redevelopment Study

City Council received the McCaslin Parcel O Development Study and presentation by EPS and Trestle Strategy Group on February 5, 2019. Below is a link to download the report.

<http://www.louisvilleco.gov/home/showdocument?id=22606>

City Council directed staff to begin preparing a GDP amendment to allow for parcel-by-parcel mixed use redevelopment within the Parcel O Area and to begin work with the area property owners to modify the private restrictive covenants to allow for the new uses. Such modifications are expected to come back to the City Council and public for review in summer 2019.

Terraces on Main Proposal

The Terraces on Main redevelopment proposal at 712 Main Street is scheduled to go to City Council on March 19, 2019. The LRC is considering TIF financial assistance to support the project. They are expected to act upon a TIF Rebate Agreement at their March 11, 2019 meeting, and if approved, will be forwarded on to the City Council for their consideration in accordance with the Cooperation Agreement between the two organizations.

Broker Event scheduled for February 28, 2019

Economic Development staff has coordinated a broker only event on February 28, 2019 along with Westminster and Broomfield to highlight area activities in commercial and industrial real estate. Staff will be presenting information on the Centennial Valley and CTC so area brokers are better aware of the activities, opportunities, and assistance to encourage employment growth in each of the areas.