

City Council
Business Retention & Development Committee

Monday, May 6, 2013
8:00 AM – 9:30 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of April, 2013 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Food Truck rules discussion
- VII. Retention Meetings
 - Rocky Mountain Hyperbaric Institute
 - Door to Door Organics
- VIII. Economic Development Briefing
- IX. Reports from committee members
- X. Discussion Items for Next Meeting:
- XI. Adjourn

City Council Business Retention & Development Committee

Meeting Minutes

**April 1, 2013
Library Meeting Room
951 Spruce Street**

CALL TO ORDER –The meeting was called to order at 8:00 AM in the 1st Floor Meeting room at the Louisville Library, 951 Spruce Street, Louisville, Colorado.

ROLL CALL – The following members were present:

Committee Members: Ron Sackett, City Council (Chair); Rob Lathrop, Revitalization Commission(Vice-Chair); Hank Dalton, City Council; Dana Alford, Centennial Valley Assoc; Michael Menaker, Alternate Revitalization Commission; Emily Jasiak, City Council; Chris Pritchard, Planning Commission; Shelley Angell, Chamber of Commerce; Scott Reichenberg, Todd Stevenson , Ronda Grassi

Staff Present: Aaron DeJong, Economic Development Manager, Malcolm Fleming, City Manager; and Michele Kelley, Temporary Secretary to City Manager.

Others Present: Todd Stevenson

APPROVAL OF AGENDA – Agenda approved as presented.

APPROVAL OF MINUTES – The minutes of the March 4, 2013 meeting were approved as presented.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA: None.

TRANSITION OF BROMFIELD ECONOMIC DEVELOPMENT CORPORATION:

Aaron DeJong, Economic Development Manager addressed the members regarding the transition of the Broomfield Economic Development Corporation to a regional economic development partnership, changing its name to the Northwest Denver Economic Development Partnership. Broomfield government, once the primary financial supporter, created its own economic development department and cut funding to this organization. They are reorganizing and expanding their scope. Malcolm Fleming and Aaron DeJong have met with Mike Kosdrosky, executive director. Their intent is to market the US 36 corridor and be a voice for private businesses within the Boulder, Louisville, Lafayette, Superior, Longmont, Broomfield and Westminster area. Their offices will be located at the Rocky Mountain Airport.

Discussion included:

- Boulder County Partnership will be discussing this issue at their May meeting.
- What will be their Code of Ethics?
- How much attention will Louisville get?
- Will we have a seat at the table?

RETENTION MEETINGS

- **Human Movement**
 - Aaron visited with Jeff of Human Movement located on South Street. They are a national event coordinator with 20 employees. They also coordinate local races. They may need additional space soon.
- **Courtyard Marriott**
 - Matt Hoffman is the general manager. They have remodeled all rooms. There is now a Starbucks located in the lobby. He suggested that small meetings could be held in the lobby and there are also small meeting rooms that seat 10 people. Business is not going well, and would like to engage Louisville businesses.

ECONOMIC DEVELOPMENT BRIEFING

- **Grain Elevator-** Aaron reported that the City has applied for a History Colorado State Historical Fund 2013 Competitive Grant Application for the Grain Elevator Rehabilitation. The application is for a \$200,000 grant to be used with \$378,690 of City funding. The City will be competing with about 35 other applicants. We will be notified in August whether we will be receiving a grant. City Council will provide direction to staff on April 2nd regarding the Grain Elevator RFP to secure a development partner for the property. The Historic Preservation commission did not recommend the developer approach for the stabilization phase of the project.
- **Highway 42:** The DELO Revenue Bond issue term sheet to outline the terms for infrastructure improvements to facilitate redevelopment of the DELO property and property adjacent to Highway 42, will be reviewed by the LRC on April 8th. Their pre-approval will then allow the issue to be considered by City Council on April 16th. If Council approves the Bond Issue, then the item will go back to LRC for final adoption, in accordance with the IGA between the City and LRC.
- **Phillips 66-** This property is on the market. Staff will continue to monitor the activity of this property. Aaron and Malcolm have met with 2 developers interested in the area.
- **Benjamin West:** A Business Assistance Package has been approved by City Council for Benjamin West, a supplier to the hotel industry. AvaDan, LLC, an entity related to Benjamin West will build a 40,000 square foot building to be located at 428 Colorado Technology Center Boulevard. Benjamin West is a sister company of an existing Louisville business Audit Logistics.
- **Twelve Degree Brewing LLC** – City Council approved a Business Assistance Package for improvements to Suite 1 of 820 Main Street. Improvements include removing the front staircase to activate the front of the building.

- **333-335 Centennial:** This building has 400,000 square feet of office/warehouse space and the current long term lease will end in 2014. Staff will be fielding interest for this building.
- **Comp Plan:** The City's Comprehensive Plan will be reviewed by City Council on Tuesday evening, April 2nd. We are encouraging input. City Council will consider the plan for final adoption on April 16th, should major changes not be needed.

REPORTS FROM COMMITTEE MEMBERS:

- Rob Lathrop was in Virginia and saw an aged shopping center that had been turned into a manufacturing plant. Asked if this was a use allowed for the Sam's Club building?
- Emily Jasisk reported that she had met with Sarah from LePeep's Restaurant. She is looking to help bring vitality to the area, and activity in the parking lot area. She is sponsoring the golf team and the swim team. They will have a patio area.
- Scott Reichenberg mentioned there will be food trucks on Tuesdays and Thursdays from 11:30 to 1:30 behind Promotech at 331 Pierce.
- Todd Stevenson mentioned he is organizing food trucks to be located in the park on 7 Wednesday evenings from May through September. He has been talking to the local restaurant owners in the area. They are looking at enhancing not detracting the current local businesses. There may be a movie in the park as part of these events.
- There will be a Tuesday Evening Market
- What is happening with the Scrapbook Shack?
- What is happening with the old Seven-11 Store?
- Will there be a July 4th Event at the Golf Course?

DISCUSSION ITEMS FOR NEXT MEETING

- Emily Jasisk mentioned that she had invited Sarah from LePeep's to come to the next meeting.

ADJOURN – The meeting was adjourned at 9:27 a.m. by Chairman Ron Sackett.

SUBJECT: FOOD TRUCKS WITHIN THE CITY

DATE: MAY 6, 2013

PRESENTED BY: AARON M. DEJONG, ECONOMIC DEVELOPMENT

SUMMARY:

Staff would like a discussion with the BRaD committee on their thoughts relating to the current rules surrounding food trucks. The topic will be brought to a future City Council Study Session.

DISCUSSION:

The current rules surrounding food trucks are generally described as follows;

- 1) Food trucks are allowed by right in the Planned Commercial District that encompasses the Centennial Valley area.
- 2) Food trucks are allowed by a Special Review Use (SRU) in the CC, CB and I zoning classifications.
- 3) Food Trucks are not allowed in residential zones.
- 4) Food Trucks are allowed on City Right of Way if approved through a special event permit / license agreement.

Interest in food trucks has increased this year. Two events are occurring this year centered around food trucks. The first is a lunch time food truck corral on Pierce Avenue in the Colorado Technology Center (CTC). Etkin Johnson is organizing this event, has received special review use approval, and is on property they own. Businesses within the CTC have consistently mentioned in business retention meetings of the lack of lunch options in the area. Etkin Johnson took a leadership role in implementing this food truck solution.

The second is a food truck event to happen every other Wednesday through the summer at Community Park. The event allows for 8 trucks for each night and is being geared as a family-friendly event organized by Todd Stevenson, a Louisville resident.

To speak in examples, these rules would not allow neighborhood block parties to have food trucks in residential neighborhoods. Food trucks would be allowed in the Centennial Valley area with the approval of the landlord and a Louisville business license. Food trucks would be allowed within special events as long as they are not within residential zoning.

Questions for BRaD to help form the discussion;

- 1) Do these rules accurately reflect the desire for food trucks in town?
- 2) Should the City restrict the quantity of food trucks in town?

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- 3) Should the rules be written to limit food truck competition against brick and mortar restaurants?
- 4) Is food truck competition in town a positive for the business community?

RECOMMENDATION:

This memorandum is for discussion purposes only. Staff would like BRaD input on this issue.

ATTACHMENT(S):

1. CTC Food Truck Flyer

COLORADO TECHNOLOGY CENTER

FOOD TRUCKS

EVERY TUESDAY & THURSDAY

WHAT

Every Tuesday and Thursday, a variety of gourmet food trucks will show up at the Colorado Technology Center (CTC). All you need to do is show up and eat! A schedule of food trucks will be available here: www.coloradotechnologycenter.com/foodtruck

WHEN

Every Tuesday and Thursday from 11:30 am - 1:30 pm

Mark your calendars for the following dates!

April 4, 2013: The Tasterie Truck www.thetasterietruck.com

April 9, 2013: Rolling Greens www.rollinggreens.com

MORE TRUCKS TO FOLLOW!

WHERE

Colorado Technology Center
335 Pierce Street
Louisville, CO 80027

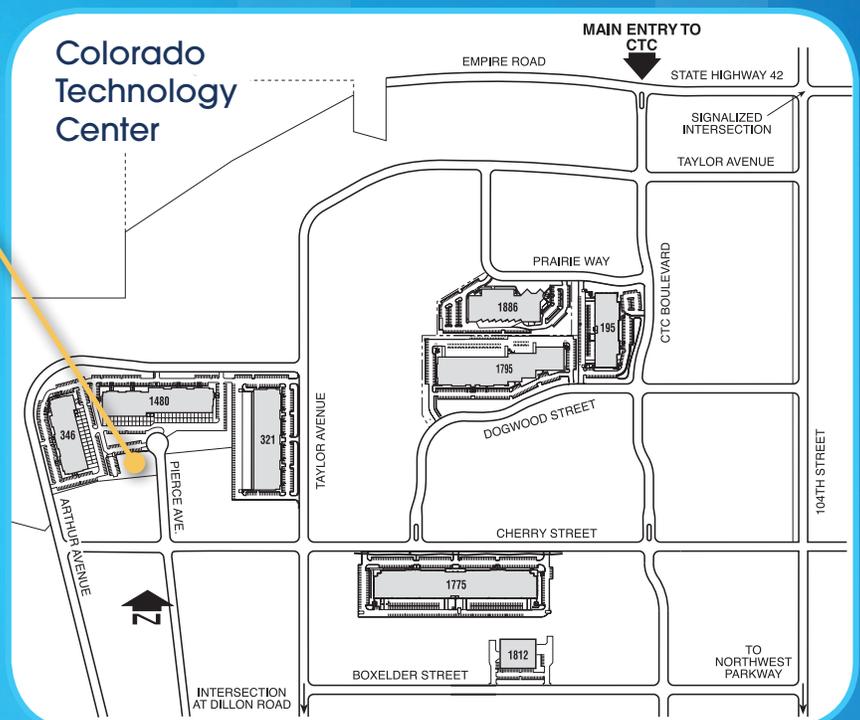
WHY

Because you're hungry!

Brought to you by:



and the CTC Owners Association



SUBJECT: ECONOMIC DEVELOPMENT UPDATE

DATE: MAY 6, 2013

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

Historic Grain Elevator – The City Council approved City Staff to negotiate an agreement with the Olde Town Group on the stabilization and redevelopment of the historic Grain Elevator property. I have had an initial meeting with Olde Town Group to discuss the issues relating to the redevelopment. Staff has also had a meeting with Randy Caranci, the neighboring property owner, to try and solve the property boundary issues.

Highway 42 Revitalization – The term sheet for LRC financial assistance towards the public infrastructure in the Core Project Area is in the final stages of approval. City Council has held a study session on the issue, the LRC will do a final review of the document, and then it will go on a future City Council regular meeting for approval.

Phillips 66 Property – No significant interest has been received from large, single users for the property. Interested developers have a desire for mixed-use developments. Staff has communicated the community concerns over additional residential in the community and would be a significant issue for a redevelopment that proposes residential.

Comprehensive Plan – The City Council is having its third public hearing on the 2012 Comprehensive Plan on May 7th. The main areas of the community still being debated are the Centennial Valley and South Boulder Road areas.

Business Attraction – The City Council recently approved a Business Assistance Package for Horizon Ag-Products, a California bioscience company. They are looking to relocate their headquarters and R&D operations to Louisville.

Commercial activity is picking up and staff is working with several companies interested in Louisville.

ICSC – The annual trip to the ICSC ReCon conference is May 19-21. Several meetings have been scheduled including Walmart, Walgreens, Tebo Development, Louisville Plaza. Others are being scheduled as well.