



**Economic &
Planning Systems**

Real Estate Economics

Regional Economics

Public Finance

Land Use Policy

FINAL REPORT

RETAIL OPPORTUNITIES STUDY LONGMONT, COLORADO

Prepared for:

City of Longmont
Longmont Area Economic Council
Longmont Chamber of Commerce
Longmont Area Visitors Association

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I. INTRODUCTION AND SUMMARY OF FINDINGS

This report summarizes the analysis and conclusions of Economic & Planning Systems (EPS) regarding retail development conditions and opportunities in the City of Longmont, Colorado. The study was performed under a contract with the Longmont Area Economic Council with additional support from the City of Longmont, Longmont Chamber of Commerce, and Longmont Area Visitors Association.

BACKGROUND

Retail conditions in the City of Longmont are undergoing dramatic changes as a result of new developments within the City and new projects outside its boundaries that will have an impact on the City's trade area and its ability to attract additional stores in the near future. The City has recently approved, or is considering, a number of new large format retail projects, including SuperTarget, two Wal-Mart Supercenters, Sam's Club, and Lowe's, as well as a range of associated mid-box stores that are expected to add close to 1.0 million square feet of regional level retail space over the next two years.

At the same time, there is a large amount of new regional retail under development or construction just outside the City's trade area that will impact the ability to attract future development projects. In particular, the three major projects located near the I-25 and E-470 intersection (Larkridge, The Northlands, and Orchard Town Center) are expected to add several million square feet of new regional retail space approximately 17 miles south of the City. There are also two lifestyle centers under development in the region: the Shops at Centerra in Loveland and Twenty Ninth Street in Boulder.

This additional regional retail competition is expected to impact existing retail areas, especially the Twin Peaks Mall and other older spaces in the Hover and Nelson area. The revitalization of these older commercial areas will become increasingly important as development activity spreads to other locations in the City. The City of Longmont is already faced with repositioning the North Main Street commercial corridor, which declined in commercial importance over the last 25 years as the Hover and Nelson area developed.

Supporting the resurgence of the Downtown Longmont retail district is also an economic challenge. The City has a longstanding commitment to downtown revitalization dating at least from the formation of the Longmont Downtown Development Authority (LDDA) nearly 25 years ago. The LDDA has invested in streetscape improvements that have dramatically improved the downtown pedestrian environment and is evaluating opportunities for building a parking structure to support the downtown retail environment. Although there have been some notable building renovation and reinvestments and a few new restaurants, bars, and specialty stores, downtown Longmont has not achieved the critical mass of specialty retail and entertainment needed to become a major destination and draw.

SCOPE OF WORK

EPS conducted a comprehensive analysis of regional level retail conditions and opportunities in the City of Longmont. The study addressed existing market conditions and sales flows, investigated and evaluated the retail opportunities, and provided recommended strategies and actions for maximizing the City's retail potentials. It also included a more site-specific evaluation of retail development opportunities for downtown Longmont. The analysis and report includes the following tasks:

- **Longmont Household Survey** – EPS designed and fielded a survey of Longmont trade area households to quantify existing retail expenditure levels and patterns. The survey response data was used as one input to estimate retail sales inflows and outflows. The survey analysis confirmed the demographic shift taking place in Longmont and included desired new stores as part of an open-ended question.
- **Economic and Demographic Framework** – EPS defined the retail trade area of the City based on the preliminary survey responses and the location of retail stores and competing locations. EPS quantified existing population, households, and income for the defined trade area and estimated future growth over the 2005 to 2010 time period.
- **Existing Retail Sales** – Taxable retail sales by store category for 2004 were tabulated from City sales tax data. An inventory of existing regional retail space was also compiled in the City of Longmont based on the City's GIS database supplemented with field verifications. The sales and space by store category was compared to estimated sales levels and sales per square foot level by major store grouping and geographic location.
- **Expenditure Patterns** – Existing retail expenditures by trade area residents are estimated based on the trade area total personal income and the percent of income expected to be spent by major store grouping based on statewide averages. The portion of expenditures spent locally is estimated based on the survey and data from existing retail stores. The portion of sales not captured by local stores is estimated as sales outflow or leakage.
- **Retail Store Sales Distributions** – The distribution of existing local store sales is estimated including the portion to local residents (local capture) and the portion from the larger trade area or visitors (sales inflow).
- **Retail Potentials** – The existing resident expenditure leakage and the potential retail growth due to population and income growth provide the basis for estimating additional retail sales potentials. The total sales potential is then converted to supportable space based on average sales levels by store type.
- **Retail Opportunities** – The potential for additional large format, mid-box, and lifestyle retail stores in Longmont is evaluated on a store-by-store basis, considering the minimum store requirements and location criteria for each national retailer as well as the existing store development pattern in the trade area. Based on the

evaluation of individual store potentials, EPS also identifies likely retail development and redevelopment options for the City. Interviews with potential retailers, their representatives, and retail brokers and developers provide confirmation of these development and redevelopment options.

- **Downtown Development Opportunities** – The quantity and distribution of retail space is defined and compared to retail sales data. EPS then conducts interviews with downtown merchants to understand rents, building values, and recent renovations. This data translates into general and specific downtown retail potentials.
- **Strategies and Actions** – EPS specifies actions, tools, and incentives available to the City to attract new retail development and encourage redevelopment. A series of implementation strategies are then recommended for consideration.

SUMMARY OF FINDINGS

The following points summarize the analysis of existing retail development patterns, supportable retail space, opportunities for retail store attraction, and potentials for development and redevelopment projects.

1. Longmont accounts for 73 percent of all household growth within Boulder County and as a result is becoming younger and more affluent.

In the last five years, Longmont grew by over 6,000 households, which is an annual growth rate of 4.1 percent, to reach 32,800 in 2005. Much of the Boulder County growth has gravitated to Longmont as growth controls and the lack of buildable land has restricted new housing construction in the southern portion of the County in Louisville, Lafayette, and Superior. Between 2001 and 2004, the City of Longmont accounted for 73 percent of Boulder County's growth, making it the second-fastest growing community behind Erie but the largest in terms of annual growth. Of even greater significance is the growth in higher income households. In 2005, households with incomes greater than \$75,000 comprised 37.4 percent of all households in the City, up from 28.3 percent in 2000. The highest proportion of these higher income households are in the prime retail spending age brackets of 35 to 55 years of age, which account for 6,912 households or 50 percent of the City's total.

2. Longmont's overall growth and growth in higher income households in Longmont is stimulating the demand for new retail stores and formats.

The City's growth has stimulated the development of two new regional retail development nodes: 1) the new Wal-Mart Supercenter located at North Main and Highway 66, and 2) the Harvest Junction power center at Highway 119 and South Main. These projects represent the first major new regional retail development outside the Hover and Nelson area in more than 20 years. In addition to the Lowe's Home Improvement anchor, the Harvest Junction project has signed several mid-box mass merchandisers not previously present in the market including Bed, Bath, and Beyond,

Dick's Sporting Goods, Best Buy, Ross Dress for Less, and Marshall's. In total, the City is in the process of developing over 850,000 square feet of new regional retail space and has an additional 400,000 square feet of proposed space including a second Wal-Mart Supercenter and Sam's Club membership warehouse center.

3. The retail opportunities analysis identified an unmet potential for two major uses: a theater complex and a natural foods grocer.

The City of Longmont lacks a multiplex theater with stadium seating. The existing United Artists Theater at Twin Peaks Mall is an older complex in need of updating. Alternatively, a second theater chain could be attracted to one of the other developing regional nodes in the City. According to the retail expenditure survey, 37 percent of resident expenses for movies are outside the City. In addition, the retail expenditure survey and merchant interviews identified the need for a natural food grocery in Longmont. None of the three major chains in the market (Whole Foods, Wild Oats, and Sunflower Foods) are currently located in the City. One issue is a potential location. If Albertsons decides to close its stores in Colorado (as is currently rumored), this would open a potential location at 17th Avenue and Main Street.

4. In spite of significant retail leakage, other regional store opportunities are expected to slow down until the major projects under development are fully absorbed.

The retail sales flow analysis estimates that 41 percent of total resident expenditure potentials and 60 percent of shoppers goods expenditure potentials are currently leaving the City of Longmont. The influx of new space under development in the City will stem some of this leakage, particularly for discounters and mass merchandisers. However, there is also a huge amount of new retail competition in the region including up to 4 million square feet at Larkridge, Orchard Town Center, and The Northlands on I-25 near the E-470 interchange. There is also 1.5 million square feet of space in two new lifestyle centers located at the Promenade Shops at Centerra in Loveland and the Twenty Ninth Street project in central Boulder that will attract shoppers of upscale fashion and home furnishings stores. These projects are expected to further reduce the effective trade area of Longmont stores and their ability to capture sales inflows. Future opportunities will therefore be more dependent on growth within the City as well as within a smaller secondary trade area closer to it.

5. Lifestyle apparel and home furnishings tenants are currently bypassing Longmont.

Many of the upscale apparel stores and home furnishings stores that locate in lifestyle centers and upscale regional malls are not considering Longmont for the short term. There are two primary factors affecting this market. First, these retailers have looked at the Twin Peaks Mall and have decided not to locate there because the tenant mix does not include the type of stores they desire as co-tenants. Secondly, many of these retailers have located in Twenty Ninth Street and/or the Promenade Shops at Centerra and are not interested in additional locations until these locations have been proven. It will therefore be an estimated three to five years before a similar project could be located in the Longmont area halfway between these competitors.

6. *The dramatic increase of new regional retail development in the City is expected to impact older existing centers, especially Twin Peaks Mall and the adjacent Twin Peaks Square shopping center.*

While the influx of mass merchandisers will reduce retail sales leakage, it is also expected to impact older regional shopping centers in the City, including the Twin Peaks Mall. The influx of apparel, home furnishings, sporting goods, books, and electronics mass merchandisers will derive sales now going to the traditional department stores and specialty merchants in the Mall. The Mall will be faced with continued declining sales or will need to consider redevelopment and reinvestment options to improve its market position. CBL Corporation, owners of the Twin Peaks Mall, indicates its plans are to continue to operate the center in its current format for the foreseeable future. However, this future appears to be tenuous. The Mall already has higher vacancies and lower sales levels than industry averages. The loss of another major anchor such as JCPenney or the United Artist Theaters may cause the center to fail. Many other first generation regional indoor malls in the Denver metropolitan area have been redeveloped in new formats including Cinderella City, Crossroads, Villa Italia, University Hills, Northglenn, and Southglenn.

7. *Downtown is a successful and growing dining, entertainment, and specialty retail district.*

Downtown Longmont will be largely unaffected by the influx of national chain retail competition currently underway. Over the last 20 years, downtown has evolved to a specialty district made up of local independent businesses. Downtown lost its general merchandise stores (JCPenney, Kreskie's, and Woolworth's) in the 1970s and 1980s when the initial round of discount stores and the Twin Peaks Mall were built on North Main and at Hover and Nelson. Although downtown has seen a number of up and down business cycles, current data indicates the commercial area is strengthening. Retail sales within the downtown retail core have increased by 29 percent over the past three years from \$18.8 million in 2003 to \$24.2 million in 2005. In addition, all 13 of the new retailers that opened their doors in the past year are located in the downtown core of Longmont. The retail core therefore is beginning to exhibit the critical mass and mix of a successful specialty retail district.

RECOMMENDED STRATEGIES AND ACTIONS

There are several recommended actions the City could take to maximize its future development opportunities and to respond to future projects.

1. The City should continue to compile data on retail development sales trends and continue to monitor resident expenditure patterns.

Existing retail opportunities are limited by the amount of recent retail expansion and competition. Many stores indicated they would wait until these new projects are fully operational and have a sales history before evaluating new store opportunities. This is especially true of the smaller apparel and home furnishings stores. It will therefore be important to quantify the changes in retail sales and resident expenditure patterns in two to three years. This will allow Longmont to reevaluate its position within the larger trade area and provide important market data to stores and developers interested in the Longmont market. In the interim, the City can continue to monitor retail sales by location and type of store consistent with the analysis in this study.

The City Finance Department should undertake the following actions:

- Create a separate tax district for monitoring retail sales in and around Harvest Junction.
- Classify Retail Sales by North American Industry Classification System (NAICS).
- Update the retail sales and expenditure analysis in 2008 or 2009.

In addition, the City Planning and Development Services group should undertake the following actions:

- Refine and maintain a downtown commercial business and space inventory.
- Develop and maintain a regional retail space inventory for the City as a whole.

2. The City should develop an economic development policy for the use of retail incentives.

Although there is no specific project currently requesting assistance of retail incentives, it may only be a matter of time before the City will need to address the issue. The City should determine its policy towards retail incentives in advance of any requests. It is important to let potential developers know what is not on the table as well as what is on the table in the way of developer assistance. The following factors should be considered in developing this policy:

- Eligible projects should demonstrate a financial need.
- Any incentives should be used to pay for eligible public facilities.
- Incentives should only be used to address extraordinary development costs or other extraordinary circumstances.
- Public assistance should be commensurate with public benefit.

The City Economic Development Manager and LAEC should undertake the following actions:

- Develop a City policy concerning the use of retail incentives for City Council approval.
 - Publish and promote the adopted policy and criteria.
3. *Pursue future regional retail development opportunities including redevelopment sites.*

The City of Longmont has several development opportunities that will advance over the course of the next five years. The City should consider the role of retail development within these opportunities, and in particular consider how best to attract lifestyle tenants. Many lifestyle tenants expressed interest in the Longmont area. However, these retailers have not found a suitable location within Longmont and have gone elsewhere. These retailers remained interested and could be attracted to Longmont in two to three years if a project exists that caters to their needs. Longmont has two opportunities to encourage the development of retail space suitable for new lifestyle tenants either through redevelopment of the Twin Peaks Mall site or within the remaining undeveloped retail nodes created by the Longmont Comprehensive Plan.

The City Manager and City Economic Development Manager should undertake the following actions:

- Continue to monitor Twin Peaks Mall retail sales and leasing activities.
 - Initiate discussions with CBL regarding opportunities for redevelopment and reinvestment at Twin Peaks Mall and the potential for City development and financing assistance.
4. *The City should compile a community profile containing economic and demographic data to promote the City to retailers and developers.*

A community profile that summarizes relevant economic and demographic data can provide retail developers and store chains, particularly those from outside the Colorado area, with the type of information needed to evaluate market opportunities. This information is similar to the community database provided by LAEC for economic development purposes, except that there is a focus on retail trade area and competitive store data in addition to growth and development statistics. This economic data should be placed on the City's website as well as on the LAEC website, and also made available on computer disk and in a print copy to firms requesting the information.

The City Economic Development Manager and Planning and Development Services group should undertake the following actions:

- Prepare a retail economic and demographic profile of Longmont.
- Promote the profile to retail developers and local retail tenant representatives.

5. *Expand LDDA funding to address the need for downtown marketing and development support activities, focusing on downtown as a destination.*

Retail sales within the downtown retail core have increased over the past three years from \$18.8 million in 2003 to \$24.2 million in 2005. The core area (north of Second Avenue and south of Sixth Avenue between Coffman Street and Kimbark Street) contains over two-thirds of all retail sales occurring within downtown. In addition, all thirteen of the new downtown retailers who opened their doors in the past year located within this core area. The retail core therefore is beginning to have the critical mass and mix of specialty retail expected of a thriving downtown retail district. These districts have largely restaurant, entertainment, and specialty retail stores that are all discretionary purchases. The district will therefore continue to need to promote the shopping experience and improve the shopping environment to attract local residents and visitors.

The LDDA is the downtown management organization that provides several activities which support and maintain the shopping environment in downtown Longmont. Through the construction and maintenance of streetscape improvements, the LDDA has created an environment that welcomes pedestrian consumers. In addition, the LDDA sponsors a façade improvement program that has helped to rejuvenate the retail space along Main Street. The City also provides funding for downtown events organized and managed by the LDDA.

The LDDA should undertake the following actions:

- Prepare marketing collateral that promotes the dining, entertainment, and specialty retail options within downtown; the primary message should be a redefining of the downtown for affluent Longmont residents.
- Provide initial seed funding and expertise for catalyst projects within Downtown.
- Continue to promote downtown as a destination through cultural and festival activities.

The City Manager and City Finance Department should evaluate funding options for expanding the LDDA budget to provide the marketing and development services described above.

6. *Continue to support LAEC economic development efforts for primary job growth.*

The continued growth of primary jobs is a key driver of future retail growth. Growth of retail development will continue to improve the availability of shopping opportunities for residents and for sales tax growth within the City. The attraction of higher paid primary jobs, however, has the greatest impact on the demand for housing and the related growth in trade area population and income which supports retail growth.

Therefore, LAEC and the City Economic Development Manager should undertake the following actions:

- LAEC and the City should continue to emphasize the attraction of primary jobs and industry.
- Continue to provide economic development data and an adequate supply of land to attract new firms to Longmont.

II. ECONOMIC AND DEMOGRAPHIC FRAMEWORK

This section of the report describes economic and demographic growth trends and forecasts for the City of Longmont and the larger Longmont regional trade area. The trade area population, households, and total personal income provide the basis for calculating retail expenditure potentials and supportable commercial space in the next section. The existing inventory of regional retail space is also compiled and includes details on planned and proposed developments.

RETAIL DEFINITIONS

For purposes of analysis, retail stores are categorized based on the shopping and trade area characteristics listed below. Each is described with examples to clarify the types of retail stores included in each of the categories.

- **Convenience Goods** – This category includes supermarkets and other grocery stores, convenience stores, as well as liquor, drug, and other specialty food stores. These stores generally sell frequently purchased, low cost items with little product differentiation. Because these items are most often bought close to home, the primary locations for convenience goods stores are supermarket-anchored neighborhood shopping centers and smaller convenience centers.
- **Shoppers Goods** – This category includes general merchandise, apparel, furniture, appliance, and specialty goods stores. General merchandise stores include traditional department stores (such as Foley’s and JCPenney) as well as discount department stores (Wal-Mart and Target). The product lines of these stores are generally more expensive, less frequently purchased items. In general, people are more likely to comparison shop for shoppers goods and are often more willing to travel farther to buy them. The primary locations for regional shoppers goods are traditional downtown shopping districts, regional shopping centers, free-standing discount department and membership warehouse stores, and power centers dominated by mass merchandise tenants. Two new formats – lifestyle centers and mixed use town centers – represent the increasing evolution of regional retail formats.
- **Eating and Drinking Establishments** – This category includes restaurants, such as conventional sit-down and fast food, and bars. Businesses in this category exhibit some of the characteristics of convenience stores in that many restaurant expenditures are made at establishments close to home and on a frequent basis. However, some higher quality restaurants, more unique in the marketplace, can have a regional draw.
- **Building Materials/Nurseries** – This category consists of stores selling lumber, paint, glass, hardware, plants and garden supplies, and other retail items related to home improvement. Home improvement centers such as Home Depot and Lowe’s are the largest stores in this category.

This study is primarily directed at the potentials for regional retail uses comprised of the major shoppers goods and building materials stores. Convenience goods are more locally focused. Smaller miscellaneous shoppers goods stores (specialty stores) are also considered within the context of specific shopping districts including downtown and the Twin Peaks Mall.

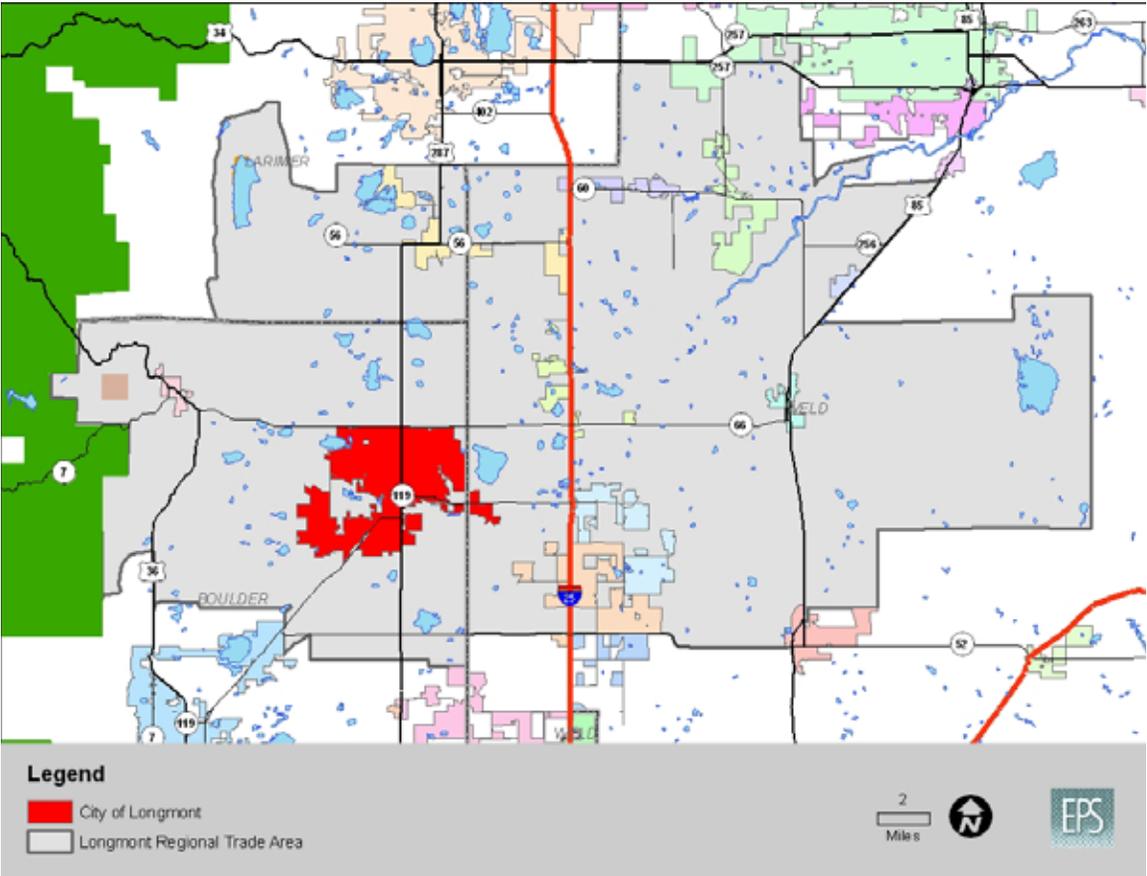
For purposes of this study, large format retailers (also called big box stores) are defined as regional retail stores of 100,000 square feet of space or greater. They generally include discount department stores (e.g., Target and Wal-Mart), supercenters (discounter with grocery store space including Super Target and Wal-Mart Supercenter), membership warehouse stores (e.g., Costco and Sam's Club), and home improvement centers (e.g., Lowe's and Home Depot). Other regional retail stores include mass merchandisers (also called mid-box stores) in the 20,000 to 30,000 square foot range that concentrate on a more narrow line of merchandise, such as home furnishings, office, electronics, apparel, and sporting goods stores.

LONGMONT TRADE AREAS

Retail businesses derive their sales from local area residents, residents of the larger region, and visitors that include both tourists and business travelers. The Urban Land Institute (ULI) defines a trade area as the geographic area from which a retail facility consistently draws the majority of its customers. The actual boundaries of the trade area are somewhat arbitrary and are normally defined based on logical jurisdiction and geographic boundaries. All sales from within the trade area are defined as local capture, and sales from outside the trade area are considered retail inflow. Retail expenditures by trade area residents in other locations are considered retail outflow or leakage.

The primary regional trade area is defined as the City of Longmont. However, the City of Longmont has historically served a larger, sparsely populated region of northern Boulder County and southwestern Weld County including the towns of Mead, Lyons, Frederick, Firestone, Dacono, and portions of Erie, as shown in **Figure 1**. This secondary market area is shrinking due to new retail development projects serving this area in Loveland on the north, in the northern Denver metro area on the south, and in Boulder on the west.

Figure 1
City of Longmont and Regional Trade Area Map
Longmont Retail Opportunities Study



DEMOGRAPHIC CHARACTERISTICS

POPULATION AND HOUSEHOLDS

Longmont has been the lowest cost housing market in Boulder County for some period of time. In the last five years, however, house prices and average incomes in the City have rapidly appreciated and are closing the gap with the rest of the County. The population of the City of Longmont now exceeds 82,000, an increase of 2.4 percent per year since 2000, as shown in **Table 1**. The City of Longmont population growth has exceeded the rate of growth within the City of Boulder at 1.6 percent and Boulder County at -0.6 percent (negative growth due to Boulder County area added to newly formed Broomfield County). In 1990, the City of Longmont accounted for 23 percent of the total County population, increasing to 29 percent in 2005. Comparing growth in the two cities, Longmont was 60 percent the size of the City of Boulder in 1990, increasing to 81 percent by 2005.

Table 1
City of Longmont Population Trends, 1990-2005
Longmont Retail Opportunities Study

	1990	2000	2005	Ann. Avg. Increase	
				1990 - 2000	2000 - 2005
City of Longmont	52,372	73,344	82,610	3.4%	2.4%
Percent of County	23%	25%	29%		
City of Boulder	87,737	94,673	102,273	0.8%	1.6%
Percent of County	39%	33%	36%		
Boulder County ¹	225,339	291,288	282,168	2.6%	-0.6%

¹ A portion of Boulder County became Broomfield County reducing the overall population of the county

Source: Claritas; Economic & Planning Systems

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The total number of households within the City of Longmont grew to nearly 33,000 in 2005, as shown in **Table 2**. Between 2000 and 2005 the households within the City grew by 4.1 percent annually. Household growth exceeded population growth between 2000 and 2005 because the average size had decreased from 2.74 to 2.52 persons per household. As with population, the City of Longmont currently accounts for 29 percent of all households within Boulder County.

Table 2
City of Longmont Household Trends, 1990-2005
Longmont Retail Opportunities Study

	1990	2000	2005	Ann. Avg. Increase	
				1990 - 2000	2000 - 2005
City of Longmont					
Households	19,570	26,771	32,797	3.2%	4.1%
Percent of County	22%	23%	29%		
Household Size	2.68	2.74	2.52		
City of Boulder					
Households	36,548	39,596	42,792	0.8%	1.6%
Percent of County	41%	35%	38%		
Household Size	2.40	2.39	2.39		
Boulder County					
Households	88,402	114,680	112,142	2.6%	-0.4%
Household Size	2.55	2.54	2.52		

Source: US Census; City of Longmont; DRCOG; Claritas; Economic & Planning Systems

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The existing population and households in the primary and secondary trade areas are shown in **Table 3**. Total households within the Longmont regional trade area have grown by over 9,000 in the last five years to reach 54,615 in 2005, which equates to a 3.7 percent annual growth rate. Approximately two-thirds of this growth is in the City with the remaining third in the surrounding area, as shown.

Table 3
Longmont Trade Area Household Trends, 1990-2005
Longmont Retail Opportunities Study

	1990	2000	2005	1990 - 2000		2000 - 2005	
				Change	Avg. Ann.	Change	Avg. Ann.
City of Longmont (Primary Trade Area)							
Population	52,372	73,344	82,610	20,972	3.4%	9,266	2.4%
Households	19,570	26,771	32,797	7,201	3.2%	6,026	4.1%
Household Size	2.68	2.74	2.52				
Longmont Secondary Trade Area							
Population	36,356	51,565	67,828	15,209	3.6%	16,263	5.6%
Households	12,891	18,754	21,818	5,863	3.8%	3,064	3.1%
Household Size	2.82	2.75	3.11				
Combined Longmont Regional Trade Area							
Population	88,728	124,909	150,438	36,181	3.5%	25,529	3.8%
Households	32,461	45,525	54,615	13,064	3.4%	9,090	3.7%
Household Size	2.73	2.74	2.75				

Source: Claritas; Economic & Planning Systems

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The City of Longmont is the second fastest growing community in Boulder County, as measured between 2001 and 2004. The Town of Erie is growing more rapidly than Longmont at 8.3 percent annually compared to 2.6 percent annually, as shown in **Table 4**. However, despite being the second fastest growing community, the City of Longmont is adding the largest number of new households annually at 749 compared to Erie at 229 per year. Therefore, the City of Longmont accounts for the largest proportion of growth annually at approximately 73 percent of total Boulder County annual growth.

Table 4
Boulder County Household Trends, 2000–2004
Longmont Retail Opportunities Study

	2001	2002	2003	2004	Change 2000-2004				Pct. Of Total Growth
					Total #	Total %	Ann. #	Ann. %	
Households¹									
Boulder	39,599	39,177	40,422	40,287	688	1.7%	229	0.6%	22%
Erie	1,773	1,886	2,020	2,253	480	27.1%	160	8.3%	16%
Lafayette	8,979	8,975	8,965	9,041	62	0.7%	21	0.2%	2%
Longmont	28,016	29,167	29,708	30,264	2,248	8.0%	749	2.6%	73%
Louisville	7,219	7,116	7,028	7,067	-152	-2.1%	-51	-0.7%	-5%
Superior	3,700	3,738	3,836	3,857	157	4.2%	52	1.4%	5%
Remainder of Boulder County ²	<u>19,502</u>	<u>19,317</u>	<u>19,183</u>	<u>19,081</u>	<u>-421</u>	<u>-2.2%</u>	<u>-140</u>	<u>-0.7%</u>	<u>-14%</u>
Boulder County	108,788	109,376	111,162	111,850	3,062	2.8%	1,021	0.9%	100%

¹ Household numbers based on Occupied Housing Units

² Includes all other municipalities and unincorporated Boulder County

Source: Colo. Dept. of Local Affairs; Economic & Planning Systems

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INCOME TRENDS

In addition to significant population and household growth, incomes within the City of Longmont have risen over the past 15 years. The median income within the City now exceeds \$61,000 and the average income exceeds \$75,000, as shown in **Table 5**. The largest increase in average incomes occurred between 1990 and 2000, with a total increase of \$24,000 or 5.2 percent annually. Income growth continued between 2000 and 2005, with average incomes during this time period increasing by 4.2 percent annually.

Median and average household incomes have grown more rapidly within the larger trade area. The median income is currently \$64,000, which is nearly \$3,000 more than the City figure. The 2005 trade area average household income is \$81,000, which is \$5,500 more than the City alone and an increase of more than \$12,500 over the last five years.

Table 5
City of Longmont Income Trends, 1990-2005
Longmont Retail Opportunities Study

Characteristics	1990	2000	2005	1990-2000		2000-2005	
				Change	Ann. %	Change	Ann. %
City of Longmont							
Household Median	\$32,800	\$58,900	\$61,576	\$26,100	6.0%	\$2,676	0.9%
Household Average	\$37,126	\$61,576	\$75,527	\$24,450	5.2%	\$13,951	4.2%
Longmont Regional Trade Area							
Household Median	\$33,849	\$54,723	\$64,376	\$20,874	4.9%	\$9,653	3.3%
Household Average	\$39,871	\$68,372	\$81,044	\$28,501	5.5%	\$12,672	3.5%

Source: Claritas; Economic & Planning Systems

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The household income growth by income range is shown in **Table 6**. In 2000, households in the City earning \$75,000 or more annually accounted for only 28.3 percent of all households. By 2005, households earning \$75,000 or more increased to 37.4 percent of all households. During the same time period, low-income households (less than \$10,000 annually) fell from 5.8 percent in 2000 to 5.2 percent in 2005. Between 2000 and 2005, households earnings between \$100,000 and \$149,000, and from \$150,000 or more, grew faster than any other group.

Table 6
City of Longmont Income Distribution, 1990-2005
Longmont Retail Opportunities Study

Incomes	1990		2000		2005		2000-2005	
	#	%	#	%	#	%	# Change	Annual %
Income Distribution								
Less than \$10,000	2,232	11.1%	1,559	5.8%	1,717	5.2%	158	1.9%
\$10,000 - \$29,999	6,872	34.0%	5,418	20.2%	5,194	15.8%	-224	-0.8%
\$30,000 - \$49,999	6,067	30.0%	5,998	22.4%	6,630	20.2%	632	2.0%
\$50,000 - \$74,999	3,589	17.8%	6,228	23.3%	6,987	21.3%	759	2.3%
\$75,000 - \$99,999	953	4.7%	3,692	13.8%	4,964	15.1%	1,272	6.1%
\$100,000 - \$149,999	417	2.1%	2,655	9.9%	4,798	14.6%	2,143	12.6%
\$150,000 or more	63	0.3%	1,221	4.6%	2,507	7.6%	1,286	15.5%
Total	20,193	100.0%	26,771	100.0%	32,797	100.0%	6,026	4.1%
\$75,000 or more	1,433	7.1%	7,568	28.3%	12,270	37.4%	4,702	10.1%

Source: Claritas; Economic & Planning Systems

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The household income growth within the Longmont regional trade area is illustrated by the households by income range, as shown in **Table 7**. In 2000, the number of households within the City of Longmont earning \$75,000 or more (7,568) accounted for 53 percent of all households earning \$75,000 or more within the regional trade area (14,207). By 2005, the City of Longmont's share (12,270) had increased to 55 percent of trade area households earning \$75,000 or more (22,314). Therefore, as the Longmont regional trade area becomes more affluent, a larger portion of the affluent population is settling in the City of Longmont.

Table 7
Longmont Region Income Distribution, 1990–2005
Longmont Retail Opportunities Study

Incomes	1990		2000		2005		2000-2005	
	#	%	#	%	#	%	# Change	Annual %
Income Distribution								
Less than \$10,000	3,419	10.6%	2,310	5.1%	2,316	4.2%	6	0.1%
\$10,000 - \$29,999	10,837	33.5%	8,458	18.6%	7,921	14.5%	-537	-1.3%
\$30,000 - \$49,999	9,395	29.0%	9,642	21.2%	10,235	18.7%	593	1.2%
\$50,000 - \$74,999	5,986	18.5%	10,795	23.8%	11,829	21.7%	1,034	1.8%
\$75,000 - \$99,999	1,641	5.1%	6,363	14.0%	8,361	15.3%	1,998	5.6%
\$100,000 - \$149,999	850	2.6%	4,986	11.0%	8,873	16.2%	3,887	12.2%
\$150,000 or more	<u>266</u>	<u>0.8%</u>	<u>2,858</u>	<u>6.3%</u>	<u>5,080</u>	<u>9.3%</u>	<u>2,222</u>	<u>12.2%</u>
Total	32,394	100.0%	45,412	100.0%	54,615	100.0%	9,203	3.8%
\$75,000 or more	2,757	8.5%	14,207	31.3%	22,314	40.9%	8,107	9.4%

Source: Claritas; Economic & Planning Systems

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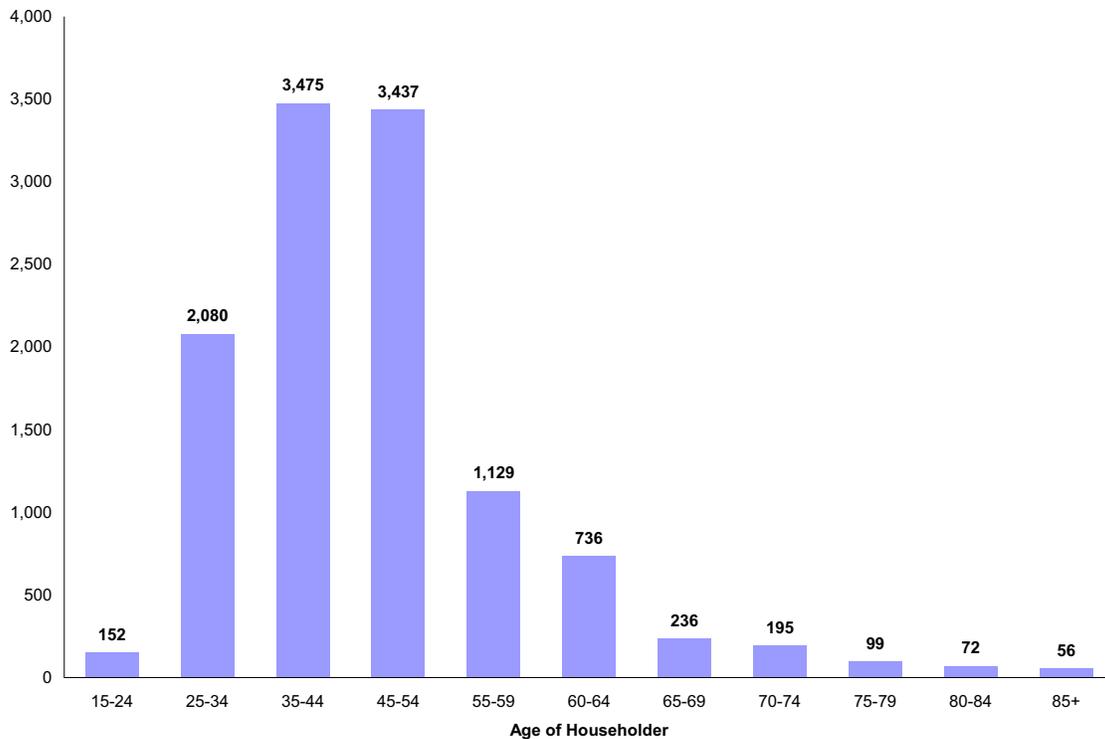
The highest concentration of households earning \$75,000 or more is headed by individuals between the ages of 35 and 44 years old, as shown in **Table 8** and **Figure 2**. Households earning \$75,000 or more exceed the overall percentage in four groups: 35 to 44, 45 to 54, 55 to 59, and 60 to 64 years old. In addition, these groups account for 8,777 of the 11,667 households earning \$75,000 or more or 75 percent.

Table 8
City of Longmont Income Distribution by Age, 2005
Longmont Retail Opportunities Study

Age Distribution	15-24	25-34	35-44	45-54	55-59	60-64	65-69	70-74	75-79	80-84	85+	Total
Income Distribution												
Less than \$10,000	172	177	188	229	125	103	144	99	74	74	84	1,469
\$10,000 - \$29,999	492	689	621	705	290	214	382	303	391	350	310	4,747
\$30,000 - \$49,999	483	1,355	1,184	1,011	498	386	350	300	189	156	127	6,039
\$50,000 - \$74,999	280	1,617	1,619	1,449	533	396	190	158	123	82	67	6,514
\$75,000 - \$99,999	136	1,022	1,353	1,146	337	238	107	92	36	23	22	4,512
\$100,000 - \$149,999	10	815	1,552	1,494	471	309	91	64	32	22	18	4,878
\$150,000 or more	<u>6</u>	<u>243</u>	<u>570</u>	<u>797</u>	<u>321</u>	<u>189</u>	<u>38</u>	<u>39</u>	<u>31</u>	<u>27</u>	<u>16</u>	<u>2,277</u>
Total	1,579	5,918	7,087	6,831	2,575	1,835	1,302	1,055	876	734	644	30,436
\$75,000 or more	152	2,080	3,475	3,437	1,129	736	236	195	99	72	56	11,667
Percent of Total	10%	35%	49%	50%	44%	40%	18%	18%	11%	10%	9%	38%

Source: Claritas; Economic & Planning Systems
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Figure 2
City of Longmont Households Earning \$75,000+ by Age, 2005
Longmont Retail Opportunities Study



Source: Claritas; Economic & Planning Systems

COMMERCIAL RETAIL DEVELOPMENT

The City of Longmont has experienced steady development for the past 15 years, as evidenced by 1.9 percent annual growth or greater in commercial and industrial square footage, as shown in **Table 9**. Development activity was strongest between 1995 and 2000 when both commercial and industrial space grew by 6.5 percent annually. Industrial square footage grew more rapidly between 1995 and 2000 at 7.3 percent annually, compared to 5.4 percent annually for commercial space. However, over the 2000 to 2004 time period, the pace of industrial construction has slowed with a net increase of only 229,000 square feet or 0.6 percent annual growth..

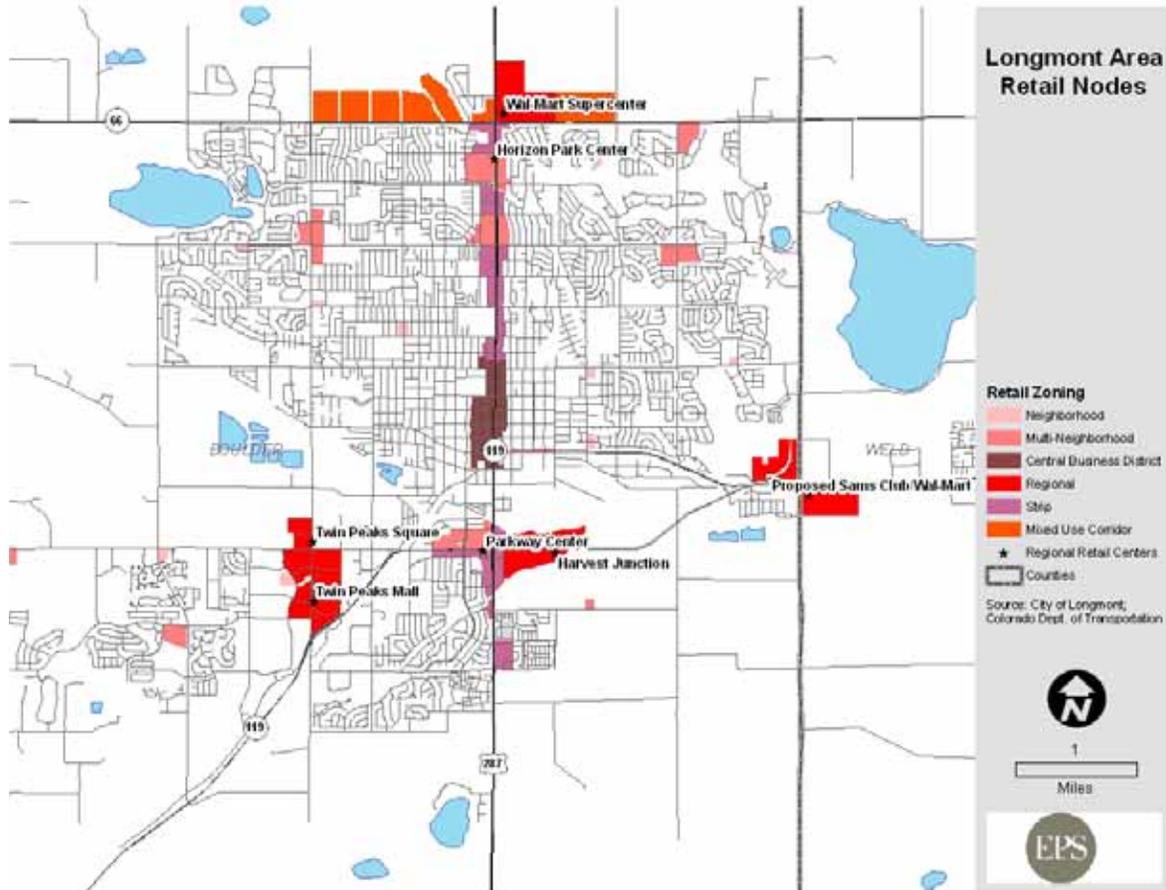
Table 9
Commercial and Industrial Development Activity, 1990-2004
Longmont Retail Opportunities Study

Land Use	1990	1995	2000	2004	Change in Square Footage					
					1990-1995		1995-2000		2000-2004	
					#	%	#	%	#	%
Net New Development										
Commercial	10,990	82,950	541,309	236,121	---	---	---	---	---	---
Industrial	<u>93,801</u>	<u>295,837</u>	<u>973,282</u>	<u>0</u>	---	---	---	---	---	---
Total	104,791	378,787	1,514,591	236,121	---	---	---	---	---	---
Cumulative Development										
Commercial	4,481,817	5,099,259	6,645,207	7,660,685	617,442	2.6%	1,545,948	5.4%	1,015,478	3.6%
Industrial	<u>5,041,858</u>	<u>6,324,688</u>	<u>8,992,140</u>	<u>9,221,468</u>	<u>1,282,830</u>	<u>4.6%</u>	<u>2,667,452</u>	<u>7.3%</u>	<u>229,328</u>	<u>0.6%</u>
Total	9,523,674	11,423,946	15,637,346	16,882,152	1,900,272	3.7%	4,213,400	6.5%	1,244,806	1.9%

Source: City of Longmont; Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Data\15848-Dev Patterns.xls\Dev Patterns

The existing regional retail space is primary located in the vicinity of the Twin Peaks Mall at Hover and Nelson in the southwest portion of the City, as shown in **Figure 3**. The Mall itself is a 556,000 square foot regional mall built in 1985 and anchored by Sears, JCPenney, and Dillard's. The adjacent 177,000 square foot Twin Peak Square Shopping Center opened the same year and was anchored by a 100,000 square foot Wal-Mart.

Figure 3
Regional Retail Shopping Destinations in Longmont
Longmont Retail Opportunities Study



Between 1990 and 2004, over 400,000 square feet of additional regional retail space was constructed near Twin Peaks Mall including a 110,000 square foot Shopko in 1990 and a 95,000 square foot Target in 1994. In 2000, a 117,000 square foot Home Depot was constructed on the northwest corner of Hover and Nelson Roads, and a 89,000 square foot Kohl's opened at Hover Road and Clover Basin Drive.

PLANNED/PROPOSED RETAIL DEVELOPMENT

The City's geographic distribution of regional retail space will change dramatically in 2006 with initial development at two new locations:

- **Harvest Junction** is a major power center planned for up to 630,000 square feet of space and located east of Main Street at Ken Pratt Boulevard. Under development by Panattoni, the project has a first phase under construction and projected to open in 2006. The southern portion of the site, currently under construction, will include approximately 376,000 square feet of retail space anchored by a 135,000 square foot Lowe's Home Improvement Center (already open for business). The project will also have several mid-box retailers including Bed, Bath, and Beyond, Michael's, PETCO, Ross, and Marshalls, as shown in **Table 10**.
- **Wal-Mart Supercenter** opened in January of 2006 at the northeast corner of Main Street and Highway 66 in north Longmont. The Supercenter contains 212,000 square feet of retail space. This is the first major retail development in the North Main Street area since the 1980s.
- **Super Target** will open on the property behind the existing Target at the intersection of Hover Road and Nelson Road. After completion of the new building, the existing store will be torn down to provide room for additional parking. The new store is expected to be 174,000 square feet and will offer groceries in addition to general merchandise.
- **Sam's Club and a second Wal-Mart Supercenter** are proposed on the southeast corner of Highway 119 and County Road One. This project is currently under review by the City. The Longmont Comprehensive Plan designates the northwest and southeast corners of this intersection for regional retail uses.

Table 10
Harvest Junction Development Program
Longmont Retail Opportunities Study

Store	Type	Square Footage		
		Leased ¹	Proposed	Total
Regional Retail				
Lowe's	Bldg & Garden	135,000	---	135,000
Ross	Clothing	25,000	---	25,000
Marshall's	Clothing	30,000	---	30,000
Bed, Bath, & Beyond	Home Furn.	28,000	---	28,000
PETCO	Pet Shop	15,000	---	15,000
Michael's	Art/Crafts	21,000	---	21,000
National Shoe Retailer	Shoes	---	7,000	7,000
Best Buy	Electronics	---	35,000	35,000
Dick's Sporting Goods	Sprtnng Gds	---	50,000	50,000
Junior Anchor A	---	---	20,000	20,000
Junior Anchor B	---	---	17,000	17,000
Junior Anchor C	---	---	<u>12,700</u>	<u>12,700</u>
Subtotal		254,000	141,700	395,700
Supermarket		---	66,000	66,000
Ancillary Space	Various	---	76,800	76,800
Pads (4)	Various	---	42,600	42,600
Lots (6)	Various	---	49,000	49,000
Total Square Footage		254,000	376,100	630,100

¹ Either open, under construction, or committed to the project

Source: City of Longmont; Economic & Planning Systems

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The two new regional projects (and the potential third project) would create three new regional retail nodes in the City with distinctly different functions. The Harvest Junction project is evidence that the trade area market has grown to the level that many of the mid-box mass merchandisers are interested in locating in the City. These uses traditionally locate near regional shopping centers, but the Hover and Nelson area is largely built out. The attraction of Lowe's indicates that the market for home improvement is growing, but also reflects the aggressiveness of Lowe's in going head to head with Home Depot to gain market share nationally.

The decision by Wal-Mart to locate a Supercenter (as a second store in the market) on the north side of the City reflects growth in the market, but also represents a strategy to locate stores closer together based on supermarket sales trade area patterns rather than traditional discounter location patterns. Wal-Mart's current strategy is to build only new

supercenters (rather than traditional discount stores) in the State. The Highway 66 location places the new store within two miles of four traditional full-size supermarkets and will allow Wal-Mart to capture sales from these existing stores.

The proposed second supercenter on the east side of the City further confirms Wal-Mart's willingness to locate stores closer together. The new Supercenter will be located only a few miles from the existing Wal-Mart store in the Twin Peaks Square shopping center. A second Wal-Mart Supercenter will further reduce the market support for the existing Wal-Mart store which may potentially lead to its closing or redevelopment.

REGIONAL COMPETITION

There is a significant amount of new retail development outside the Longmont trade area that will nevertheless present new retail competition for Longmont stores and capture sales from the larger trade area. The biggest concentration is located in three major new retail centers in various stages of development near the intersection of I-25 and E-470, approximately 17 miles from central Longmont.

- **Larkridge** is a major power center under development by Pearlmutter Group with a potential for up to 2.0 million square feet of space. Currently there are three large format stores including Sears Grand, Home Depot, and Costco (under construction), and a number of additional mid boxes including OfficeMax, PETsMART, Circuit City, Dick's Sporting Goods, Bed, Bath, and Beyond, and potentially a Regal/United Artist Theater.
- **The Orchard Town Center** is a large lifestyle center under development by Forest City on the west side of Interstate 25 and 144th Avenue, with a potential for up to 1.0 million square feet of space. Currently, Forest City has commitments for 450,000 square feet of property including Foley's, JCPenney, and a 12-screen AMC Theatre. In addition, the project will include office space and 500 housing units.
- **The Northlands** is a 1.1 million square foot power/lifestyle center under development by Alberta Development Partners at the northwest corner of Interstate 25 and Colorado 7. The project is intended to mirror its sister development Southlands outdoor shopping center in Aurora. The project has not announced any tenant commitments.

Centerra at Loveland is also undergoing significant new retail development at Interstate 25 and US 34, which is 23 miles north of the City center. The initial development included a 260,000 square foot outlet mall. Target and a number of chain restaurants opened in 1998, and Lowe's opened in 2005. The most recent addition in the area is the Promenade Shops at Centerra, a lifestyle center that opened in October 2005. The project is planned for 700,000 square feet including a Foley's Department Store (now open) and a range of national lifestyle and mass merchandise tenants, as listed in **Table 11**.

**Table 11
 Promenade Shops at Centerra Tenants
 Longmont Retail Opportunities Study**

Current			Coming Soon
American Eagle Outfitters	Express	On The Border	Bent Fork The Grill
Ann Taylot LOFT	Famous Footwear	Paciugo Italian Gelato	Biaggi's
Barnes & Noble	Finish Line	PacSun	Bounce!
Bath & Body Works	Francesca's Collections	Perfumania	Cold Stone Creamery
Best Buy	Foley's	P.F.Chang's	New York & Company
Buckle	GameStop	Red Robin	Portrait Innovations
Build-A-Bear Workshop	Gymboree	Select Comfort	Savvi by Mister Neat's
Chapungu Gallery	Amy's Hallmark	Sunglass Designs	Regis Salon
Charlotte Russe	Helzberg Diamonds	Sunglass Hut	
Christopher & Banks	J. Jill	TEN Aveda Salon and Spa	
Cingular Wireless	Jos. A. Bank	The Children's Place	
Claire's	Journeys	Urban Homestead	
Clarks	Kay Jewelers	Victoria's Secret	
Coldwater Creek	LensCrafters	Yankee Candle	
Dick's Sporting Goods	Lids	Zales	
Eddie Bauer	MetroLux Theatre	Zumiez	

Source: Poag & McEwen; Economic & Planning Systems
 H:\15859-Fort Collins Regional Retail Analysis\Data\15859-RetailCompetition.xls\Centerra

In addition, there are several other regional retail developments in various stages of development along the north Interstate 25 corridor.

- **Landmark Development** is in the process of getting approval for an outdoor retail center anchored by two large format stores within Frederick, Colorado. The development would occupy 110 acres at the northeast corner of Interstate 25 and Highway 52. Preliminary plans indicate the center could offer between 900,000 and 1.3 million square feet.
- **American Furniture Warehouse**, a large regional discount furniture retailer, has begun construction on a 500,000 square foot super warehouse store at the southeast corner of Highway 119 and Interstate 25. The project is expected to be open for business in late 2006.
- **Furniture Row** is a group of specialty home furnishings stores (including Sofa Mart, Oak Express, Bedroom Expressions, and Denver Mattress) built in one center. It is constructing an 85,000 square foot center east of Interstate 25.

III. HOUSEHOLD EXPENDITURE SURVEY

This chapter of the report presents the findings of a household survey conducted to collect information on existing retail expenditure patterns in the Longmont area. The survey was distributed by mail to 3,000 randomly selected households in the City of Longmont and the surrounding trade area. A total of 300 completed surveys were collected for a 10 percent response rate. A random sample of 300 has a worst case 94 percent confidence interval of plus or minus 6 percent on any one question. The survey instrument is included as Appendix A.

EXPENDITURE PATTERNS

The survey asked households to determine how much money was spent on specific retail goods and where these purchases were made over the course of the past year (including Internet/mail order). The survey results were cross-tabulated to contrast expenditure patterns within the primary trade area (defined as the City of Longmont) with expenditure patterns in the larger Longmont regional trade area.

Respondents were first asked to “estimate the amount your household spent in the last year in purchases for 10 categories of shoppers goods.” The second question asked respondents to “estimate the percent of your purchases made by location.” This information provides key inputs into the estimates of regional shopping inflows and outflows reviewed in the next chapter. A separate series of questions queried purchase patterns for eating and drinking, entertainment, and specialty retail. These questions were formatted to help evaluate the market position of downtown Longmont, reviewed in Chapter V.

SHOPPERS GOODS

Shoppers goods include a variety of goods including apparel, furniture and appliances, hardware and building materials, electronics and computers, jewelry, gifts, and specialty retail, sporting goods and toys, and books and music. These goods can be purchased in a variety of store formats including traditional department stores (such as Foley’s and JCPenney), discount department stores (Wal-Mart and Target), and other mass merchandisers (such as Best Buy, Borders Books, and Old Navy).

City of Longmont

The percent of purchases by location for City of Longmont residents is shown in **Table 12**. As expected, the Twin Peaks/Hover area is the primary retail destination for most shoppers goods and home improvement, ranging from 46 to 54 percent of the total for men’s, women’s, and children’s apparel, and 41 percent for jewelry. Other locations in Longmont exceeding 20 percent of total purchases were for furniture/appliances and hardware/building materials.

The most significant outflow or leakage for apparel purchases is to the FlatIron Crossing area, which accounts for 15 to 18 percent of total men's, women's, and children's purchases. The City of Boulder is the primary destination outside of Longmont for electronics and computers, while the other Metro Denver area is the primary destination for furniture and appliances. Internet/mail order purchasing is strongest for women's apparel (12.2 percent), electronics and computers (27.9 percent), jewelry (13.6 percent), and books and music (19.4 percent) goods.

Table 12
Shoppers Goods Purchases, City of Longmont
Longmont Retail Opportunities Study

Categories	Longmont			City of Boulder	Flatiron Crossing Area	Loveland Area	Metro Denver & Other	Internet/ Mail Order
	Twin Peaks	Elsewhere	Total					
Women's Apparel	46.3%	8.8%	55.1%	5.1%	18.1%	4.9%	3.1%	12.2%
Men's Apparel	49.5%	13.7%	63.2%	5.4%	15.2%	3.2%	3.6%	7.5%
Children's Apparel	54.1%	12.1%	66.2%	5.2%	15.6%	4.2%	1.7%	5.0%
Furniture/Appliances	27.8%	28.9%	56.7%	4.6%	7.9%	3.3%	25.6%	1.2%
Hardware/Building	59.9%	30.1%	90.0%	2.0%	0.7%	0.8%	4.6%	0.2%
Electronics/Computers	19.3%	15.0%	34.3%	15.6%	9.5%	2.2%	9.5%	27.9%
Jewelry/Gifts/Specialty	40.9%	16.4%	57.3%	8.1%	8.3%	1.7%	10.8%	13.6%
Sporting Goods/Toys	38.0%	18.5%	56.5%	8.9%	11.3%	6.4%	9.8%	5.8%
Books/Music	49.2%	16.0%	65.2%	7.2%	3.0%	0.1%	4.1%	19.4%

Source: RRC Associates; Economic & Planning Systems

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Purchase patterns were cross-tabulated separately for households earning less than \$70,000 per year compared to households earning greater than \$70,000 per year, as shown in **Table 13**. Overall, higher income households are spending a smaller percentage of their retail purchases in Longmont and more in the FlatIron Crossing area and the City of Boulder. The general conclusion is that higher income households are less satisfied with local shopping choices and are more likely to travel elsewhere to purchase these goods

Table 13
Shoppers Goods Purchases Comparison, City of Longmont
Longmont Retail Opportunities Study

Categories	Longmont			City of Boulder	FlatIron Crossing Area	Loveland Area	Metro Denver & Other	Internet/ Mail Order
	Twin Peaks	Elsewhere	Total					
Women's Apparel	-2.2%	-1.7%	-3.9%	0.7%	11.2%	2.3%	-1.6%	-6.5%
Men's Apparel	1.0%	-7.3%	-6.3%	0.5%	11.8%	4.3%	-0.2%	-7.6%
Children's Apparel	-5.2%	-10.4%	-15.6%	-1.8%	13.8%	0.4%	-0.8%	1.4%
Furniture/Appliances	-17.3%	-5.1%	-22.4%	3.3%	9.6%	-3.7%	12.4%	-0.4%
Hardware/Building	3.6%	-2.5%	1.1%	1.0%	0.9%	1.3%	-2.7%	0.0%
Electronics/Computers	-5.9%	-1.6%	-7.5%	8.8%	-3.2%	-1.3%	3.0%	-0.2%
Jewelry/Gifts/Specialty	-5.8%	-6.3%	-12.1%	2.2%	1.5%	0.9%	5.8%	1.0%
Sporting Goods/Toys	-8.8%	4.1%	-4.7%	4.5%	0.9%	6.6%	-5.6%	-1.7%
Books/Music	-0.6%	0.7%	0.1%	1.0%	1.6%	0.1%	1.9%	-4.0%

Source: RRC Associates; Economic & Planning Systems

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Secondary Trade Area

The expenditure patterns of residents living in the trade area but outside of Longmont were tabulated separately, as shown in **Table 14**. As would be expected, residents of the secondary trade area spend a lower portion of their shoppers goods dollars in Longmont compared to City residents. However, Longmont is still a primary destination, accounting for 46 to 54 percent of apparel purchases, 65 percent of hardware and building, 42 percent of jewelry, gifts, and sporting goods, and 45 percent of books and music.

Table 14
Shoppers Goods Purchases, Secondary Trade Area
Longmont Retail Opportunities Study

Categories	Longmont			City of Boulder	FlatIron Crossing Area	Loveland Area	Metro Denver & Other	Internet/ Mail Order
	Twin Peaks	Elsewhere	Total					
Women's Apparel	37.8%	10.1%	47.9%	6.8%	15.5%	10.3%	13.8%	6.6%
Men's Apparel	31.6%	13.9%	45.5%	2.0%	14.6%	11.9%	17.4%	7.0%
Children's Apparel	46.9%	7.1%	54.0%	0.7%	13.0%	14.7%	15.6%	4.0%
Furniture/Appliances	27.7%	10.0%	37.7%	1.8%	4.6%	12.3%	42.0%	1.8%
Hardware/Building	45.3%	19.7%	65.0%	0.7%	1.6%	19.8%	11.7%	0.6%
Electronics/Computers	17.2%	5.7%	22.9%	6.3%	4.0%	10.0%	22.9%	33.2%
Jewelry/Gifts/Specialty	33.0%	9.5%	42.5%	3.4%	9.9%	8.7%	25.3%	8.9%
Sporting Goods/Toys	27.6%	14.5%	42.1%	5.5%	8.1%	21.8%	16.6%	4.9%
Books/Music	34.4%	10.8%	45.2%	5.9%	5.0%	13.1%	13.8%	16.3%

Source: RRC Associates; Economic & Planning Systems

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Depending on the item, these are also shopping at the FlatIron Crossing area, Loveland, or other Metro Denver locations. FlatIron Crossing is the most likely destination for apparel goods accounting for between 13 and 15 percent of purchases within this category due to the wide array of apparel retailers offered by the FlatIron Mall and

adjoining retail. Loveland is commonly visited for hardware and building materials (20 percent) and sporting goods and toys (22 percent) because of the presence of a Lowe's and Sportsman's Warehouse in Loveland. Finally, other Metro Denver accounts for the largest amount of furniture and appliance purchases made by these residents at 42 percent. In addition, these residents shop by Internet/mail order for electronics and computers (33 percent) and books and music (16 percent).

Comparing households by income is again revealing. Higher income residents of the secondary trade area are much less likely to shop in Longmont. For households earning greater than \$70,000 per year, the City of Longmont accounts for 11 to 15 percent less of total apparel purchases, 13 percent less for computer/electronics, 14 percent less for sporting goods, and 15 percent less for books and music, than households earning less than \$70,000 per year, as shown in **Table 15**.

Table 15
Shoppers Goods Purchase Comparison, Secondary Trade Area
Longmont Retail Opportunities Study

Categories	Longmont			City of Boulder	Flatiron Crossing Area	Loveland Area	Metro Denver & Other	Internet/Mail Order
	Twin Peaks	Elsewhere	Total					
Women's Apparel	-6.8%	-5.7%	-12.5%	-4.0%	10.4%	3.6%	0.2%	-0.3%
Men's Apparel	-3.5%	-11.3%	-14.8%	-1.7%	12.0%	7.1%	-4.6%	1.8%
Children's Apparel	2.1%	-13.5%	-11.4%	0.9%	4.1%	1.4%	2.7%	6.0%
Furniture/Appliances	-2.2%	-1.4%	-3.6%	3.2%	-6.1%	5.1%	-0.9%	3.0%
Hardware/Building	-2.9%	-2.7%	-5.6%	1.1%	0.9%	8.4%	-2.8%	-0.4%
Electronics/Computers	-8.9%	-3.8%	-12.7%	8.9%	4.8%	-3.7%	-13.1%	14.7%
Jewelry/Gifts/Specialty	-0.1%	0.8%	0.7%	-2.3%	3.7%	-1.5%	2.7%	0.2%
Sporting Goods/Toys	3.8%	-17.9%	-14.1%	1.8%	0.0%	2.0%	2.6%	5.9%
Books/Music	-9.3%	-5.4%	-14.7%	-0.5%	3.2%	3.3%	4.4%	6.3%

Source: RRC Associates; Economic & Planning Systems

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Internet and Mail Order

Nationally, e-commerce accounts for 1.4 percent of all retail sales based on the 2002 US Department of Commerce and US Census E-Stats. The amount of e-commerce and catalog sales however is more significant for selected store categories ranging from 8 percent for clothing and accessories to 21 percent for electronics and computers and 23 percent for books and music.

City and secondary area residents were below the national average for books and music purchases but were considerably above the national average for electronics and computers. City residents made 28 percent of electronic and computer purchases either online or through mail order. Secondary trade area residents obtain 33 percent of electronics and computers from the Internet. City residents obtain 19 percent of books and music purchases on the Internet, while secondary residents purchase 16 percent.

EATING AND DRINKING, ENTERTAINMENT, AND SPECIALTY RETAIL

The survey asked respondents the percent of purchases by location within the eating and drinking, entertainment, and specialty retail categories. This question was structured with a different set of destinations in order to identify the significance of downtown Longmont for these types of purchases. Again, the respondents are separated into two categories, those who live in the City of Longmont and those who live outside the City but in the secondary trade area.

City of Longmont

Approximately 76 percent of City residents' restaurant and bar purchases are made within the City. The majority of these purchases occur in the Twin Peaks and Hover Area, which accounts for 34 percent of total purchases or approximately half of expenditures in Longmont. The primary destination outside of the City is Boulder, which accounts for 13 percent of restaurant expenditures. Specialty retail expenditures made in the City of Longmont account for 70 percent, as shown in **Table 16**.

Table 16
Downtown Retail Purchases, City of Longmont
Longmont Retail Opportunities Study

Categories	Downtown Longmont	Twin Peaks/ Hover Area	Other Longmont	Longmont Total	City of Boulder	Downtown Denver	Other Denver Metro
Restaurant/Bar	18.8%	34.3%	22.4%	75.5%	13.2%	3.0%	7.3%
Movies	4.3%	55.3%	1.7%	61.3%	9.6%	0.9%	26.2%
Other Entertainment	9.7%	11.6%	14.9%	36.2%	13.8%	24.2%	22.4%
Specialty Retail	12.7%	43.3%	14.0%	70.0%	11.2%	5.1%	11.2%

Source: RRC Associates; Economic & Planning Systems
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The category with the lowest local capture is "other entertainment," excluding movies. This type of entertainment includes theater, sporting events, and music events. City of Longmont residents spend only 36 percent in the City and patronize the City of Boulder for other entertainment at 14 percent. They also visit Boulder for specialty retail items amounting to 11 percent of goods acquired in this category.

Downtown Denver's biggest attraction is other entertainment events. City residents visit this location for nearly one-quarter of these occasions. Purchases made in the other categories in Downtown Denver are minimal in comparison to other locations.

Secondary Trade Area

Metro Denver attracts secondary trade area residents for services and events. Between 21 and 45 percent of their dining, entertainment, and specialty retail purchases are made in Metro Denver. Secondary trade area residents make an estimated 62 percent of their restaurant purchases within the City of Longmont. Metro Denver accounts for approximately 21 percent of these purchases, as shown in **Table 17**.

Metro Denver accounts for 45 percent of all other entertainment event purchases made by secondary trade area residents followed by movies at 43 percent. Based on the survey, Longmont is deficient in entertainment options and people are venturing elsewhere to meet this need.

Table 17
Downtown Retail Purchases, Secondary Trade Area
Longmont Retail Opportunities Study

Categories	Downtown Longmont	Twin Peaks/ Hover Area	Other Longmont	Longmont Total	City of Boulder	Downtown Denver	Other Denver Metro
Restaurant/Bar	12.2%	37.2%	11.8%	61.2%	8.6%	2.9%	20.5%
Movies	1.8%	43.3%	1.5%	46.6%	4.8%	2.5%	42.5%
Other Entertainment	3.0%	9.5%	10.2%	22.7%	10.4%	22.6%	44.6%
Specialty Retail	5.9%	35.4%	8.2%	49.5%	11.6%	4.7%	32.6%

Source: RRC Associates; Economic & Planning Systems
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SHOPPING IN LONGMONT

Respondents were also asked to rate their shopping experience in Longmont as “better, the same, or worse” than shopping in other places. **Table 18** displays the results for City of Longmont residents only. The survey also asked respondents an open-ended question concerning stores and services they would like to locate in the City including suggestions for improving the shopping atmosphere in Longmont.

Table 18
Longmont Shopping Comparison, City of Longmont
Longmont Retail Opportunities Study

City of Longmont Residents	Better	Same	Worse
Variety & Selection	5.0%	17.0%	78.0%
Quality of Merchandise	9.0%	63.0%	28.0%
Price of Merchandise	11.0%	63.0%	26.0%
Parking Availability	22.0%	39.0%	39.0%
Attractiveness of Stores	11.0%	49.0%	39.0%
Quality of Service	29.0%	62.0%	9.0%
Customer Appreciation	36.0%	57.0%	7.0%
Hours of Operation	6.0%	52.0%	42.0%
Variety & Quality of Restaurants	14.0%	38.0%	48.0%
Entertainment Options	5.0%	30.0%	65.0%

Source: RRC Associates; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\15848-Survey Results.xls\Shopping Experience

In about half the categories the respondents stated that shopping in Longmont is “the same” as shopping in other places they patronize. The two categories that stand out from the others are variety and selection and entertainment options. An overwhelming 78 percent of residents ranked Longmont worse in “variety and selection” and 65 percent ranked Longmont worse in “entertainment options.”

Respondents also noted a lack in the “variety and quality of restaurants” (48 percent worse) even though City residents because of their proximity to these places patronize them. The responses to open-ended questions gave no specific establishments for improving the quality and types of restaurants, but there were several statements that better restaurants were needed in the area (Appendix B).

The “hours of operation” (42 percent worse), “attractiveness of stores” (39 percent worse), and “parking availability” (39 percent worse) are seen as physical and mental barriers impeding the accessibility of stores. Despite the negative ratings, the “quality of merchandise” and “service” are rated about that same as other stores that the City residents visit.

New Stores Desired

Residents were asked an open-ended question about “what stores they would like to see in Longmont,” as summarized in **Table 19**. Many of the more upscale apparel (Gap, Old Navy, Banana Republic, J Jill, etc.) and home furnishings (Pottery Barn, Crate and Barrel, and Bed, Bath, & Beyond) stores accounting for outflow to the FlatIron Crossing area were listed. A number of general merchandise stores (Foley’s/Macy’s and Costco) and large mass merchandisers not present (Best Buy and Dick’s Sporting Goods) were also frequently mentioned.

Table 19
Suggested Stores
Longmont Retail Opportunities Study

Clothing Apparel	Home Furnishing	General
Gap	Pottery Barn	Foley's (Macy's)
Old Navy	Crate & Barrel	Costco
Banana Republic	Bed, Bath, & Beyond	Dick's Sporting
J. Jill		Best Buy
J. Crew		

Source: RRC Associates, Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\15848-Survey Results.xls\Suggested Stores

Number of Shopping Trips

City of Longmont residents visited the Twin Peaks/Hover Area and elsewhere in Longmont an average of 11 trips per month compared with downtown Longmont at 5 trips per month, as shown in **Table 20**. The main purpose of City resident trips to downtown Longmont was for dining and shopping followed by personal business (e.g., banks, accountants, lawyers, library, etc.). Every time the residents made a trip to downtown Longmont, 45 percent of the time the trip included dining and shopping, and 31 percent of the time the trip included personal business.

Table 20
Average Shopping Trips per Month, City of Longmont
Longmont Retail Opportunities Study

Number of Trips	None	1	1-3	4-6	7-9	10-15	16-20	21-25	26-30	31 or more	Average
Location											
Downtown Longmont	19.0%	17.0%	18.0%	22.0%	2.0%	13.0%	5.0%	1.0%	2.0%	1.0%	5.4
Twin Peaks/Hover Area	6.0%	3.0%	10.0%	28.0%	8.0%	24.0%	10.0%	5.0%	3.0%	4.0%	10.9
Elsewhere in Longmont	23.0%	5.0%	9.0%	26.0%	5.0%	18.0%	9.0%	3.0%	2.0%	2.0%	7.6
City of Boulder	37.0%	23.0%	15.0%	12.0%	5.0%	4.0%	3.0%	0.0%	1.0%	1.0%	3.5
FlatIron Crossing	44.0%	30.0%	16.0%	7.0%	1.0%	1.0%	0.0%	1.0%	0.0%	0.0%	1.2
Other Metro Denver	56.0%	23.0%	10.0%	7.0%	1.0%	2.0%	1.0%	1.0%	0.0%	0.0%	1.4

Source: RRC; Economic & Planning Systems

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City resident trips to the Twin Peaks/Hover area were predominantly for shopping at 95 percent of total trips and dining at 36 percent. The percentage of trips to the Twin Peaks are double any other place in the Longmont area, as shown in **Table 21**. Trips elsewhere in Longmont include shopping at 78 percent and dining 41 percent of the time.

Table 21
Trip Purpose, City of Longmont
Longmont Retail Opportunities Study

Reason	Shopping	Dining	Personal Business	Entertainment	Pleasure/ Friends/ Family	Recreation	Other	Medical
Location								
Downtown Longmont	45.0%	45.0%	31.0%	13.0%	12.0%	6.0%	4.0%	1.0%
Twin Peaks/Hover Area	95.0%	36.0%	2.0%	25.0%	6.0%	5.0%	1.0%	1.0%
Elsewhere in Longmont	78.0%	41.0%	7.0%	13.0%	6.0%	13.0%	1.0%	2.0%
City of Boulder	68.0%	31.0%	8.0%	27.0%	14.0%	10.0%	2.0%	7.0%
FlatIron Crossing	93.0%	23.0%	1.0%	30.0%	4.0%	2.0%	---	---
Other Metro Denver	47.0%	24.0%	4.0%	50.0%	20.0%	8.0%	4.0%	1.0%

Source: RRC Associates; Economic & Planning Systems

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Secondary trade area residents visit the Twin Peaks/Hover area approximately 7 times per month followed by other places in Longmont at 3.5 trips per month and downtown Longmont at 3 trips, as shown in **Table 22**. The highest number of trips involve the Twin Peaks/Hover area and include shopping 92 percent of the time and entertainment 25 percent of the time.

Table 22
Average Shopping Trips per Month, Secondary Trade Area
Longmont Retail Opportunities Study

Number of Trips	None	1	1-3	4-6	7-9	10-15	16-20	21-25	26-30	31 or more	Average
Location											
Downtown Longmont	38.0%	19.0%	19.0%	15.0%	1.0%	4.0%	2.0%	1.0%	2.0%	0.0%	3.0
Twin Peaks/Hover Area	15.0%	12.0%	19.0%	23.0%	5.0%	13.0%	11.0%	2.0%	0.0%	1.0%	6.8
Elsewhere in Longmont	41.0%	9.0%	14.0%	22.0%	3.0%	9.0%	2.0%	0.0%	0.0%	1.0%	3.5
City of Boulder	58.0%	14.0%	5.0%	10.0%	0.0%	6.0%	4.0%	2.0%	1.0%	0.0%	3.0
FlatIron Crossing	56.0%	27.0%	10.0%	5.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0
Other Metro Denver	45.0%	15.0%	15.0%	17.0%	0.0%	8.0%	1.0%	0.0%	0.0%	0.0%	2.3

Source: RRC; Economic & Planning Systems

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Other places in Longmont, which receive around 3.5 trips per month, include shopping 78 percent of the time. Secondary resident reasons for visiting other places in Longmont are for pleasure and family at 12 percent and recreation and personal business at 10 percent. **Table 23** shows that when secondary residents travel to downtown Longmont, the primary purpose of their trip includes shopping 57 percent and dining 32 percent of the time.

Table 23
Trip Purpose, Secondary Trade Area
Longmont Retail Opportunities Study

Reason	Shopping	Dining	Personal Business	Entertainment	Pleasure/ Friends/ Family	Recreation	Other	Medical
Location								
Downtown Longmont	57.0%	32.0%	11.0%	18.0%	4.0%	7.0%	5.0%	2.0%
Twin Peaks/Hover Area	92.0%	22.0%	3.0%	25.0%	9.0%	8.0%	0.0%	4.0%
Elsewhere in Longmont	78.0%	8.0%	10.0%	4.0%	12.0%	10.0%	0.0%	8.0%
City of Boulder	63.0%	26.0%	9.0%	26.0%	14.0%	14.0%	0.0%	11.0%
FlatIron Crossing	97.0%	19.0%	0.0%	19.0%	0.0%	6.0%	---	---
Other Metro Denver	56.0%	17.0%	2.0%	46.0%	23.0%	23.0%	0.0%	4.0%

Source: RRC Associates; Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Data\15848-Survey Results.xls\Trip Purpose

City residents make an average of 3.5 trips to Boulder each month for the primary purpose of shopping (included in 68 percent of trips). Dining and entertainment followed at 31 percent and 27 percent, respectively. Secondary trade area residents generate an average of 3 trips per month to Boulder with shopping being their primary reason at 63 percent, and dining and entertainment following at 26 percent each. City residents and secondary trade area residents travel to Boulder for the purpose of friends and family and recreation approximately 14 percent of the time. This is the second highest location where Longmont area residents travel for these two purposes.

As mentioned, FlatIron Crossing is a popular destination for shopping for trade area residents, accounting for a significant amount of apparel and jewelry expenditures. These trips are infrequent, averaging only 1 trip a month. When residents visit FlatIron Crossing, shopping is the main purpose, which is included in 93 percent of their visits. Entertainment and dining are the next highest reasons at 30 percent and 23 percent for Longmont residents and 19 percent in both categories for secondary trade area residents.

Metro Denver is visited by City residents an average of 1.4 times per month and by secondary trade area residents more than 2 times per month. City residents make trips to Metro Denver for the primary purpose of entertainment at 50 percent and shopping at 47 percent. Trips for pleasure, family, or friends are made the most to Metro Denver than any other location at 20 percent. Secondary trade area residents travel to Metro Denver for the primary purpose of shopping at 56 percent and entertainment at 46 percent. Secondary trade residents like City residents make the highest percentage of their trips for pleasure, family, and friends to Metro Denver at 23 percent.

SURVEY DEMOGRAPHICS

This section summarizes demographic characteristics of survey respondents. As shown in **Table 24**, two-thirds of respondents reported that they live in the City of Longmont. The next largest group reported they live in other areas not specified, followed by Unincorporated Weld County and Firestone.

Table 24
Place of Residence
Longmont Retail Opportunities Study

Place of Residence	Percent of Responses
City of Longmont	66.0%
Niwot	2.0%
Unincorporated Boulder County	4.0%
Firestone	5.0%
Frederick	3.0%
Unincorporated Weld County	7.0%
Other Locations	12.0%

Source: RRC Associates; Economic & Planning Systems

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The largest group of respondents has lived in the Longmont area for 30 or more years (24 percent), as shown in **Table 25**. The next two groups, less than 5 years and 5 to 9 years have a roughly equal share of respondents at 22 percent and 23 percent respectively.

Table 25
Length of Residence
Longmont Retail Opportunities Study

How Long in Longmont Area	City of Longmont	All Other Combined	Overall
Less than 5 years	23.0%	21.0%	22.0%
5 to 9 years	22.0%	23.0%	23.0%
10 to 19 years	20.0%	20.0%	20.0%
20 to 29 years	9.0%	13.0%	11.0%
30 years or more	26.0%	21.0%	24.0%

Source: RRC Associates; Economic & Planning Systems

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The average household size of survey respondents was 2.5 persons per household in Longmont and 2.7 persons per household in the surrounding area, as shown in **Table 26**.

Table 26
Persons per Household
Longmont Retail Opportunities Study

Persons per Household	City of Longmont	All Other Combined	Overall
1 Person	19.0%	11.0%	16.0%
2 People	42.0%	43.0%	42.0%
3 People	14.0%	19.0%	16.0%
4 People	19.0%	19.0%	19.0%
5 People	5.0%	7.0%	6.0%
6 People	2.0%	0.0%	1.0%
Average	2.5	2.7	2.6

Source: RRC Associates; Economic & Planning Systems

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The location of employment for the primary household employee is shown in **Table 27**. A majority (52 percent) of Longmont respondents also work in the City. The next biggest employment area for Longmont residents is Boulder at 26 percent followed by US 36 Corridor at 9 percent. For residents living in the secondary trade area the next biggest employment location, after the Longmont area, is Other Locations at 19 percent followed by the Other Metro Denver at 15 percent and Loveland/Fort Collins at 13 percent.

Table 27
Location of Primary Employment by Place of Residence
Longmont Retail Opportunities Study

Place of Primary Employment	City of Longmont	All Other Combined	Overall
Longmont Area	52.0%	38.0%	47.0%
Boulder Area	26.0%	11.0%	21.0%
US 36 Corridor	9.0%	1.0%	6.0%
Loveland/Fort Collins	2.0%	13.0%	6.0%
Downtown Denver	2.0%	2.0%	2.0%
Other Metro Denver	3.0%	15.0%	8.0%
Other Locations	5.0%	19.0%	10.0%

Note: First worker in household only

Source: RRC Associates; Economic & Planning Systems

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The distribution of household income by range is shown in **Table 28**. Based on these ranges, the average household income of City residents responding to the survey was \$75,935 and of the larger trade area was \$87,638. This is close to the Claritas estimate of \$75,527 and \$81,044, respectively, indicating a representative survey distribution. Households that earn \$70,000 or more make up 49 percent of City and 58 percent of the secondary trade area households. The survey supports the demographic trends for the area stated earlier that City households earning \$75,000 or more make up 37 percent of all City households and 41 percent of secondary trade area households. The largest household income category was \$50,000 to \$69,999, which consisted of approximately 23 percent of the households in each group.

Table 28
Household Income Survey
Longmont Retail Opportunities Study

Income Distribution	City of Longmont	All Other Combined	Overall
Less than \$10,000	0.0%	2.0%	1.0%
\$10,000 - \$29,999	13.0%	4.0%	10.0%
\$30,000 - \$49,999	16.0%	14.0%	15.0%
\$50,000 - \$69,999	23.0%	22.0%	23.0%
\$70,000 - \$89,999	17.0%	20.0%	18.0%
\$90,000 - \$109,999	11.0%	9.0%	10.0%
\$110,000 - \$129,999	12.0%	14.0%	12.0%
\$130,000 - \$149,999	3.0%	3.0%	3.0%
\$150,000 - \$169,999	3.0%	1.0%	2.0%
\$170,000 or greater	3.0%	11.0%	6.0%
\$70,000 or more	49.0%	58.0%	51.0%
Average	\$75,935	\$87,638	\$79,850

Source: RRC Associates; Economic & Planning Systems

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IV. RETAIL SALES FLOWS

This chapter of the report estimates resident retail expenditure patterns and regional retail sales inflows and outflows for the City of Longmont. The estimates of existing sales leakage and the forecasts for growth in the trade area provide a basis for estimating the potential for additional store sales and for identifying specific store opportunities supportable in the Longmont area.

STORE CATEGORIES

Regional retail space is comprised of shoppers goods and building material stores. For purposes of this study, large format retailers (also called big box stores) are defined as regional retail stores of 100,000 square feet of space or greater. These stores generally include discount department stores (e.g., Target and Wal-Mart), supercenters (discounter with grocery store space), membership warehouse stores (e.g., Costco and Sam's Club), and home improvement centers (e.g., Lowe's and Home Depot).

Other regional retail stores include mass merchandisers (also called mid-box stores) in the 20,000 to 30,000 square foot range that concentrate on a more narrow line of merchandise, such as home furnishings, office, electronics, apparel and sporting goods stores. The large format and mass merchandisers active in the Colorado market evaluated in this study are listed in **Table 29**.

Table 29
Large Format and Mass Merchandisers
Longmont Retail Opportunities Study

Retailers

Large Format (Big Box)

Discount Department Stores/Supercenters

Target
 Wal-Mart
 Sears Grand
 Kohl's
 King Soopers Marketplace

Membership Warehouse Clubs

Sam's Club
 Costco

Building Materials & Garden Supply

Lowe's
 Home Depot

Mass Merchandisers (Mid Box)

Apparel

T.J. Maxx
 Ross

Appliances/Electronics

Circuit City
 Best Buy
 CompUSA

Bookstores

Barnes & Noble
 Borders

Office Supplies

Office Depot
 OfficeMax

Home Furnishings

Cost Plus
 Pier I
 Michael's
 Bed, Bath & Beyond
 Linens 'n Things

Sporting Goods

Gart Sports
 Big 5 Sporting Goods
 Dick's Sporting Goods
 REI
 Sportsman's Warehouse
 Gander Mountain

Others

PETSMART
 PETCO

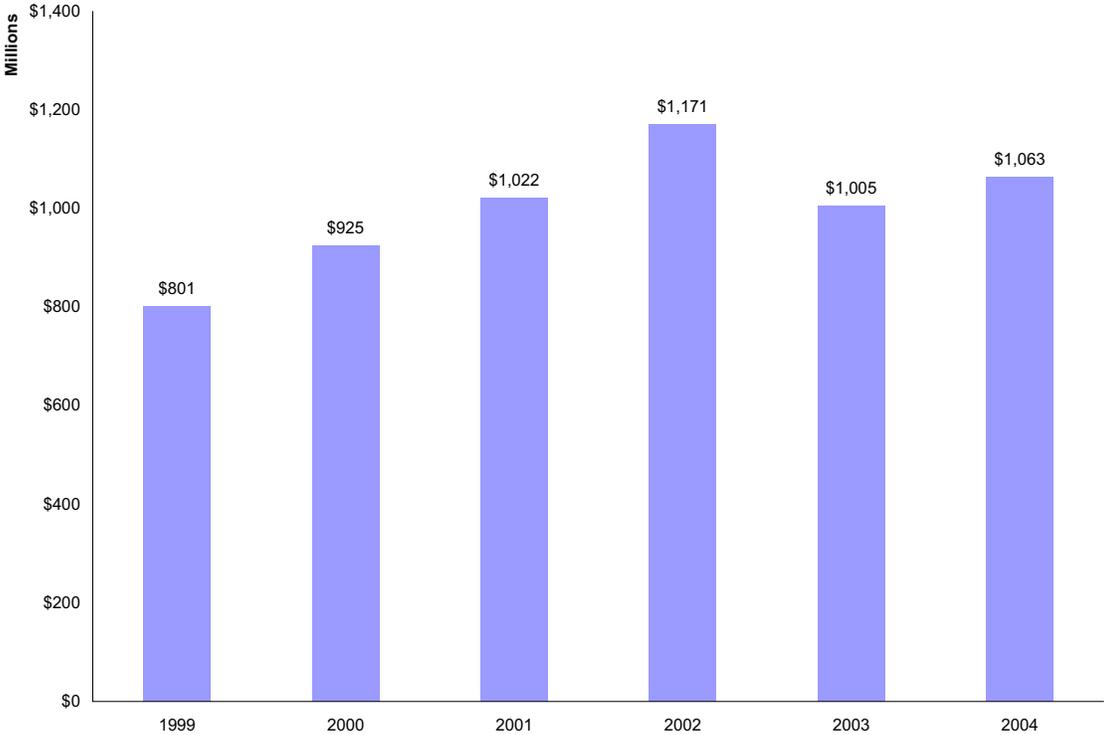
Source: Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\15848-Lg&MedRetailers.xls\Retailers

EXISTING RETAIL SALES

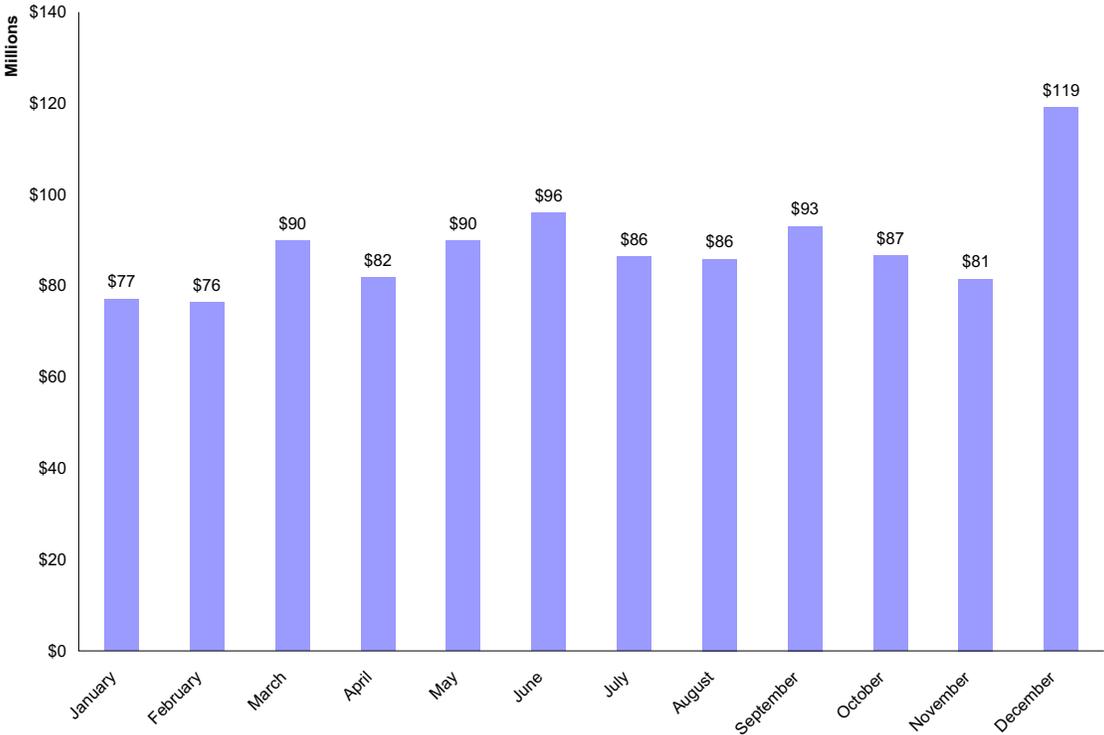
The City of Longmont has tracked retail sales to measure the growth of total retail sales in the City over the last five years, as shown in **Figure 4**. Total retail sales (all categories, including automotive) reached a peak of \$1.2 billion in 2002. Retail sales fell during 2003 but regained some lost ground in 2004 to reach \$1.1 billion.

Figure 4
Total Retail Sales, 1999-2004
Longmont Retail Opportunities Study



Retail sales in Longmont vary little throughout the year, which indicates primarily trade area sales and relatively few visitor sales. December is the highest month due to holiday shopping at \$119 million or 11.2 percent of total retail sales, as shown in **Figure 5**. The remaining spikes in March, June, and September reflect the fact that smaller stores report sales tax on a quarterly, not monthly, basis. Generally speaking, however, the months of May through October are higher than the other months within the year.

Figure 5
Total Retail Sales, 2004
Longmont Retail Opportunities Study



Retail sales within the food store category account for the largest share of total retail sales at 29.6 percent (as reported by the City of Longmont), as shown in **Table 30**. The next largest industry is general retail sales at 20.6 percent. The automotive, public utility, and unclassified industry groups account for approximately 10 percent of retail sales each (10.0 percent, 10.5 percent, and 11.8 percent respectively).

Table 30
Retail Sales by Industry, 2004
Longmont Retail Opportunities Study

Industry	Total (\$000s)	Pct. Of Total
Apparel	\$14,380	1.4%
Automotive	106,012	10.0%
Food	315,047	29.6%
Furniture	31,655	3.0%
General	219,503	20.6%
Lodging	11,431	1.1%
Lumber	83,665	7.9%
Professional	15,051	1.4%
Public Utility	111,277	10.5%
Unclassified	125,694	11.8%
Home Occupations	3,734	0.4%
Manufacturing	25,975	2.4%
Total	\$1,063,425	100.0%

Source: City of Longmont; Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Data\[Retail Sales Summary.xls]Industry 2004

City of Longmont retail sales tax data by individual store was tabulated by EPS (using the North American Industry Classification System) to quantify existing taxable retail sales at a finer grain of detail. Non-store retail, utilities, and auto-related sales were excluded. Taxable retail sales for 2004 (for the selected store categories shown) totaled \$632.5 million, as shown in **Table 31**. Supermarkets/grocery/ convenience, discount department stores, and eating and drinking were the three highest grossing store categories with \$159.6 million, \$122.1 million, and \$97.5 million, respectively.

Table 31
City of Longmont Retail Sales by Store Type, 2004
Longmont Retail Opportunities Study

Store Type	Num. of Stores	Sales (\$000s)
Convenience Goods		
Supermarkets	16	\$159,580
Specialty Food Stores	16	\$7,176
Beer, Wine, & Liquor Stores	18	\$19,064
Health and Personal Care	<u>18</u>	<u>\$18,388</u>
Total Convenience Goods	68	\$204,208
Shoppers Goods		
General Merchandise		
Department Stores (excl. Discount)	3	\$35,513
Discount Department Stores	6	\$122,066
Warehouse clubs & supercenters	0	\$0
All other general merchandise stores	<u>6</u>	<u>\$22,898</u>
Total General Merchandise	15	180,478
Clothing & Accessories	49	\$18,105
Furniture & Home Furnishings	22	\$20,728
Sporting Goods	20	\$8,435
Books	6	\$7,078
Electronics & Appliances	19	\$4,475
Miscellaneous Retail	86	<u>\$28,670</u>
Total Shoppers Goods	217	\$267,968
Eating and Drinking	149	\$97,467
Building Material & Garden	32	\$62,815
Total Retail Goods	466	\$632,459

Source: City of Longmont; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Models\15848 - IOFlow011906.xls\Longmont Sales

RETAIL SALES BY LOCATION

The City of Longmont tabulates retail sales in six major retail districts spread throughout the community including North Main, Downtown, Twin Peaks Mall, Twin Peaks Extended, North Hover, and Pace Street. (See Appendix C for definitions.) The remaining retail sales within the City of Longmont have been grouped into an “other Longmont” category. All combined, these seven retail districts encompass the \$632.5 million in retail sales reported in 2004.

North Main

North Main accounts for 15.1 percent of total retail sales within the City of Longmont, as shown in **Table 32**. Nearly half of the retail sales within the district are convenience goods; these sales account for 20.8 percent of total retail sales within this store category in the City. The bulk of the remaining sales generated by this district come from shoppers goods and eating and drinking purchases; these two categories generate roughly the same amount of sales. However, North Main only accounts for 9.2 percent of all shoppers goods sales and for nearly a quarter of all eating and drinking purchases.

Table 32
Retail Sales Distribution, 2004
Longmont Retail Opportunities Study

Store Type	North Main (\$000s)	Downtown (\$000s)	Twin Peaks Mall (\$000s)	Twin Peaks Extended (\$000s)	North Hover (\$000s)	Pace Street (\$000s)	Other Longmont (\$000s)
Convenience Goods							
Supermarkets	21.1%	0.5%	0.0%	25.6%	15.0%	22.2%	15.6%
Specialty Food Stores	0.2%	1.5%	7.1%	0.8%	0.0%	0.0%	90.4%
Beer, Wine, & Liquor Stores	14.5%	0.0%	0.0%	21.8%	9.9%	14.4%	39.4%
Health and Personal Care	32.8%	1.7%	10.3%	4.1%	48.5%	0.0%	2.5%
Total Convenience Goods	20.8%	0.6%	1.2%	22.5%	17.0%	18.7%	19.3%
Shoppers Goods							
General Merchandise							
Department Stores (excl. Discount)	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Discount Department Stores	10.0%	0.0%	0.0%	87.7%	0.0%	0.0%	2.3%
Warehouse Clubs & Supercenters	---	---	---	---	---	---	---
All other general merchandise stores	36.3%	0.0%	0.0%	36.1%	0.0%	0.0%	27.6%
Total General Merchandise	11.4%	0.0%	19.7%	63.9%	0.0%	0.0%	5.1%
Clothing & Accessories							
Furniture & Home Furnishings	5.6%	6.9%	63.5%	13.6%	0.0%	0.0%	10.4%
Sporting Goods	1.0%	2.4%	7.6%	6.1%	0.0%	0.0%	83.0%
Books	0.0%	12.5%	0.0%	68.7%	2.4%	0.0%	16.4%
Electronics & Appliances	0.0%	1.0%	10.5%	86.4%	0.0%	0.0%	2.0%
Miscellaneous Retail	0.0%	10.0%	68.4%	3.8%	1.8%	0.0%	16.0%
Total Shoppers Goods	9.8%	15.2%	8.8%	53.7%	0.6%	0.0%	12.0%
Eating and Drinking	9.2%	2.9%	20.5%	54.7%	0.2%	0.0%	12.7%
Eating and Drinking	24.7%	8.5%	7.1%	24.3%	1.0%	1.3%	33.0%
Building Material & Garden							
Building Material & Garden	6.6%	4.1%	0.0%	79.2%	0.0%	0.0%	10.0%
Total Retail Goods	15.1%	3.1%	10.2%	42.0%	5.7%	6.2%	17.7%

¹ Based on select retail store categories; excludes automotive sales and retail services
 Source: City of Longmont; Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Models\15848-RetailSalesbyNAICS.xls\Share of Sales by Geo

Downtown

Downtown accounts for only 3.1 percent of total retail sales within the City. Shoppers goods and eating and drinking purchases combined account for roughly 80 percent of all retail sales within Downtown. However, downtown shoppers goods sales only account for 2.9 percent of all sales within this category. Eating and drinking purchases, at 8.5 percent of total sales within this category in the City, is clearly the strongest category within Downtown.

Twin Peaks Mall

The Twin Peaks Mall retail district accounts for 10.2 percent of total retail sales within the City. Approximately 85 percent of all retail sales within the Twin Peaks Mall district come from shoppers goods sales. This retail district includes all of the traditional department store sales within Longmont and 20.5 percent of all shoppers goods sales. These figures will change in 2006 with the opening of Harvest Junction and the Wal-Mart Supercenter.

The Twin Peaks Mall averaged \$137 per square foot in annual sales for 2004, based on 448,000 square feet of space for which retail sales data is available, as shown in **Table 33**. In the same year, the department stores averaged \$113 per square foot, well below the national average of \$200 to \$250 per square foot. Eating and drinking sales were the strongest at \$278 per square foot annually.

Table 33
Twin Peaks Mall Performance, 2004
Longmont Retail Opportunities Study

Store Type	Num Stores	Total Space (SqFt)	Total Sales (\$000s)	Sales Per SqFt
Shoppers Goods				
Department Stores (excl. Discount)	3	314,872	\$35,512,959	\$113
Clothing & Accessories	21	58,418	\$11,206,612	\$192
Sporting Goods & Books	3	5,154	\$1,201,957	\$233
Miscellaneous Retail	<u>15</u>	<u>33,017</u>	<u>\$6,999,798</u>	<u>\$212</u>
Total Shoppers Goods	43	421,191	\$54,921,326	\$130
Eating & Drinking	8	15,815	\$4,392,118	\$278
Other Retailers	9	10,881	\$2,090,551	\$192
Total	60	447,887	\$61,403,996	\$137

Source: City of Longmont; NRB Shopping Center Directory; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Models\15848-MallPerformance.xls\Mall Sales Performance

Twin Peaks Extended

The Twin Peaks Extended retail district accounts for 42.0 percent of total retail sales within the City. This single district accounts for more retail sales than all five of the remaining major retail districts. The Twin Peaks Extended district is dominated by shoppers goods sales, accounting for over half of all the retail sales within the district. In addition, the discount department store sales within this district account for 87.7 percent of all discount department store sales. When combined, the shoppers goods sales taking place in this district account for over half (54.7 percent) of all shoppers goods sales in Longmont. Finally, 79.2 percent of all building material and garden purchases occur within the Twin Peaks Extended retail district.

North Hover

The North Hover retail district accounts for 5.7 percent of all retail sales within Longmont. North Hover is clearly a community oriented retail district dominated by convenience goods, which account for nearly all the purchases made within this district. When combined, the convenience goods purchases within this district account for 17 percent of all convenience goods purchases in the City of Longmont.

Pace Street

The newest retail district of Pace Street accounts for 6.2 percent of all retail sales within the City of Longmont. The Pace Street district, similar to North Hover, is a community oriented retail district with nearly all the retail sales occurring within the convenience goods store category. The convenience goods purchases within this district account for 18.7 percent of all convenience goods purchases in the City.

REGIONAL RETAIL INVENTORY

The total regional retail inventory within the City of Longmont totals over 1.5 million square feet, as shown in **Table 34**. These stores constitute large and medium format retailers, as well as other regionally-oriented stores. The inventory excludes smaller specialty stores within the shoppers goods category because many of the stores have a community or neighborhood orientation. Discount department stores, department stores, and building material and garden are the three largest store categories with 500,000 square feet, 315,000 square feet, and 167,000 square feet, respectively. These store categories account for 64 percent of all regional retail space within 12 stores.

Table 34
City of Longmont Regional Retail Inventory, 2005
Longmont Retail Opportunities Study

Store Category	Stores	Square Feet
Shoppers Goods		
General Merchandise		
Department Stores (excl. Discount)	3	314,872
Discount Department Stores	6	499,762
Warehouse Clubs & Supercenters	0	0
All other general merchandise stores	<u>6</u>	<u>81,233</u>
Total General Merchandise	15	895,867
Clothing & Accessories	29	121,323
Furniture & Home Furnishings	6	111,158
Sporting Goods & Book Stores	8	71,157
Electronics & Appliances	3	6,873
Miscellaneous Retail	<u>21</u>	<u>156,612</u>
Total Shoppers Goods	82	1,362,990
Building Material & Garden	3	166,848
Total Regional Retail Inventory	85	1,529,838

Source: Shopping Center Directory; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Models\15848 - IOFlow011906.xls]Regional Sale per Foot

Using the defined retail inventory described above, the retail sales tax data provided by the City of Longmont was organized into the same store categories (including only those stores in the inventory). The result was an estimate of sales performance, sales per square foot, by specific shoppers goods store category including only those stores considered regional in orientation. The sales per square foot figures shown in **Table 35** provide a measure of the performance of regional retail in Longmont.

Table 35
Regional Retail Sales Performance, 2004
Longmont Retail Opportunities Study

Store Category	Stores	Square Feet	Taxable Sales (\$000s)	Sales Per Square Foot
Shoppers Goods				
General Merchandise				
Department Stores (excl. Discount)	3	314,872	\$35,513	\$113
Discount Department Stores	6	499,762	\$122,066	\$244
Warehouse Clubs & Supercenters	0	0	\$0	---
All other general merchandise stores	<u>6</u>	<u>81,233</u>	<u>\$21,486</u>	<u>\$264</u>
Total General Merchandise	15	895,867	\$179,065	\$200
Clothing & Accessories	29	121,323	\$15,529	\$128
Furniture & Home Furnishings	6	111,158	\$6,462	\$58
Sporting Goods & Book Stores	8	71,157	\$13,326	\$187
Electronics & Appliances	3	6,873	\$2,880	\$419
Miscellaneous Retail	<u>21</u>	<u>156,612</u>	<u>\$19,277</u>	<u>\$123</u>
Total Shoppers Goods	82	1,362,990	\$236,540	\$174
Building Material & Garden	3	166,848	\$54,207	\$325
Total Regional Retail Inventory	85	1,529,838	290,747	\$190

Source: Shopping Center Directory; Economic & Planning Systems
H:\15848-Longmont Retail Strategy\Models\15848 - IOFlow011906.xls\Regional Sale per Foot

Overall, regional retailers earn \$190 per square foot on average. The strongest retail category, as measured by sales per square foot performance, is electronics and appliances with sales of \$419 per square foot. Clothing and accessories and department stores are both performing below average at \$128 and \$113 per square foot respectively, compared to national averages of \$200 to \$250 per square foot. Furniture and home furnishings, at \$58 per square foot, is the weakest store category based on these estimates.

RETAIL EXPENDITURES

Retail expenditures can be estimated as a function of the total personal income of the trade area and percent of income typically spent by retail store category. Total personal income (TPI) is calculated by multiplying the households within a defined geographic area by the average household income for that area. The average percentage of TPI spent by retail store category is then estimated from U.S. Census of Retail Trade data for the State of Colorado as a whole. Using state-wide averages negates the impacts of sales inflow and leakage at a smaller level of geography. Multiplying the trade area TPI by the percent of income average for a specific store category determines the dollar amount trade area residents can be expected to spend in a specific store category regardless of location.

The City of Longmont had TPI of \$2.5 billion in 2005, up from \$1.6 billion in 2000, as shown in **Table 36**. Based on projected population growth and 0.5 percent real income growth, the Longmont trade area TPI is estimated to grow to \$2.7 billion in 2010 (in 2005 dollars), an increase of 8.5 percent or 1.6 percent per year.

The Longmont Regional Trade Area had TPI of \$4.4 billion in 2005, up from \$3.1 billion in 2000. The regional trade area TPI is estimated to grow to \$5.2 billion in 2010 (in 2005 dollars), an increase of 18 percent or 3.4 percent per year.

Table 36
Longmont Area Total Personal Income, 2000-2010
Longmont Retail Opportunities Study

	2000	2005	2010	2000 - 2005		2005 - 2010	
				Change	% Annual	Change	% Annual
City of Longmont (Primary Trade Area)							
Households	26,771	32,797	34,697	6,026	4.1%	1,900	1.1%
Average HH Income	<u>\$61,576</u>	<u>\$75,527</u>	<u>\$77,434</u>	<u>\$13,951</u>	<u>4.2%</u>	<u>\$1,907</u>	<u>0.5%</u>
Total Personal Income (\$000s)	\$1,648,451	\$2,477,059	\$2,686,733	\$828,608	8.5%	\$209,674	1.6%
Longmont Regional Trade Area¹							
Households	45,525	54,615	62,983	9,090	3.7%	8,368	2.9%
Average HH Income	<u>\$68,372</u>	<u>\$81,044</u>	<u>\$83,090</u>	<u>\$12,672</u>	<u>3.5%</u>	<u>\$2,046</u>	<u>0.5%</u>
Total Personal Income (\$000s)	\$3,112,635	\$4,426,218	\$5,233,287	\$1,313,583	7.3%	\$807,069	3.4%

¹ Includes the City of Longmont

Source: Claritas; Economic & Planning Systems

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The City of Longmont's total retail expenditure potential is estimated at \$796 million in 2005 based on Census of Retail Trade average of 32.1 percent of TPI spent at retail stores. Supermarkets/grocery/convenience, eating and drinking, and building material and garden stores are the largest store groups with \$151 million, \$129 million, and \$94 million in expenditure potential, as shown in **Table 37**.

The Longmont region's total retail expenditure potential is estimated at approximately \$1.4 billion in 2005. Supermarkets/grocery/convenience, eating and drinking, building material and garden, and warehouse clubs and supercenter stores are the largest store groups with \$270 million, \$230 million, \$168 million, and \$155 million in estimated expenditure potential. Income from residents living in Longmont accounts for approximately 56 percent of the region's retail expenditure potential.

Table 37
City of Longmont Retail Expenditure Potential, 2005
Longmont Retail Opportunities Study

Store Type	Pct. Of TPI	Expenditure Potential	
		Longmont (\$000s)	Region (\$000s)
Total Personal Income		\$2,477,059	\$4,426,218
Convenience Goods			
Supermarkets / Grocery / Convenience	6.1%	\$151,000	\$270,000
Specialty Food Stores	0.2%	5,000	9,000
Beer, Wine, & Liquor Stores	0.8%	20,000	35,000
Health and Personal Care	1.4%	35,000	62,000
Total Convenience Goods	8.5%	211,000	376,000
Shoppers Goods			
General Merchandise			
Department Stores	1.1%	27,000	49,000
Discount Department Stores	1.6%	40,000	71,000
Warehouse clubs & supercenters	3.5%	87,000	155,000
All other general merchandise stores	0.4%	10,000	18,000
Total General Merchandise	6.6%	164,000	293,000
Clothing & Accessories	2.1%	52,000	93,000
Furniture & Home Furnishings	1.6%	40,000	71,000
Sporting Goods, Hobby, Book, & Music Stores	1.5%	37,000	66,000
Electronics & Appliances	1.3%	32,000	58,000
Miscellaneous Retail	1.5%	37,000	66,000
Total Shoppers Goods	14.6%	362,000	647,000
Eating and Drinking	5.2%	129,000	230,000
Building Material & Garden	3.8%	94,000	168,000
Total Retail Goods ¹	32.1%	\$796,000	\$1,421,000

¹ Excludes auto-related and non-store retail sales

Source: 2002 Census of Retail Trade; City of Longmont; Economic & Planning Systems

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RETAIL SALES INFLOWS AND OUTFLOWS

This section estimates retail sales and expenditure patterns of inflows and outflows by store category in the City of Longmont. First, the expenditure patterns of Longmont residents are estimated based on several inputs including the household retail expenditure survey, interviews with merchants, and retail sales figures provided by the City. The portion of resident expenditures not made in Longmont stores is estimated as retail outflow or leakage. Second, the distribution of Longmont retail store sales is estimated. Retail sales are separated into sales to local residents (local expenditures), and inflow from residents outside the trade area as well as visitors.

RETAIL EXPENDITURES

Longmont resident retail expenditures are shown by location in **Table 38**. The estimates are developed using the following steps:

- Longmont resident expenditures by store category are shown in column B. This is determined by multiplying TPI of \$2.48 million times the average percent of TPI spent in each store category, as shown in **Table 37**.
- The portion of expenditures spent locally in Longmont stores is shown in columns C and D. The percent of purchases estimated to be made locally (column C) is multiplied against total expenditures (column B) to derive the portion of sales captured locally (column D). These percentages are derived from several inputs including the household retail expenditure survey, interviews with merchants, and retail sales figures provided by the City.
- The portion of expenditures spent elsewhere, representing retail sales outflow or leakage, is shown in columns E and F. This is derived by subtracting total capture (column D) from total expenditure potential (column B). The remaining sales (column F) is retail leakage.

Table 38
City of Longmont Expenditures by Location, 2004
Longmont Retail Opportunities Study

Store Type	A		B		C		D		E		F	
	Pct. of TPI	Resident Expend. Poten. (2005)	Longmont Resident Expend.	Pct. of Expenditures	Local Capture Resident Expenditures (\$000s)	Pct. of Expenditures	Outflow / Unrealized Sales Expenditures (\$000s)	Pct. of Expenditures	Resident Expenditures (\$000s)	Pct. of Expenditures	Resident Expenditures (\$000s)	
Convenience Goods												
Supermarkets / Grocery / Convenience	6.1%	\$151,000		95%	\$143,450		5%	\$7,550				
Specialty Food Stores	0.2%	5,000		95%	4,750		5%	250				
Beer, Wine, & Liquor Stores	0.8%	20,000		90%	18,000		10%	2,000				
Health and Personal Care	1.4%	35,000		50%	17,500		50%	17,500				
Total Convenience Goods	8.5%	211,000		87%	183,700		13%	\$27,300				
Shoppers Goods												
General Merchandise												
Department Stores	1.1%	27,000		75%	20,250		25%	6,750				
Discount Department & Other GM	2.0%	50,000		90%	45,000		10%	5,000				
Warehouse clubs & supercenters	3.5%	87,000		0%	0		100%	87,000				
Total General Merchandise	6.6%	164,000		40%	65,250		60%	98,750				
Clothing & Accessories												
Furniture & Home Furnishings	2.1%	52,000		31%	16,120		69%	35,880				
Sporting Goods	1.6%	40,000		45%	18,000		55%	22,000				
Books	0.7%	17,000		45%	7,650		55%	9,350				
Electronics & Appliances	0.4%	10,000		65%	6,500		35%	3,500				
Miscellaneous Retail	1.3%	32,000		13%	4,160		87%	27,840				
Total Shoppers Goods	1.9%	47,000		55%	25,850		45%	21,150				
Total Shoppers Goods	14.6%	362,000		40%	143,530		60%	218,470				
Eating and Drinking	5.2%	129,000		68%	87,720		32%	41,280				
Building Material & Garden	3.8%	94,000		60%	56,400		40%	37,600				
Total Retail Goods ¹	32.1%	\$796,000		59%	\$471,350		41%	\$324,650				

¹ Excludes auto-related and non-store retail sales

Source: 2002 Census of Retail Trade; City of Longmont; Economic & Planning Systems
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Table 39
City of Longmont Retail Sales by Location, 2004
Longmont Retail Opportunities Study

Store Type	A		B		C		D		E	
	Longmont Store Sales (\$000s)	% of Sales	Sales to Residents (\$000s)	% of Sales	Inflow and Visitor Sales (\$000s)	% of Sales	Inflow and Visitor Sales (\$000s)	% of Sales		
Convenience Goods										
Supermarkets / Grocery	\$159,580	90%	\$143,450	90%	\$16,130	10%	\$16,130	10%		
Specialty Food Stores	\$7,176	66%	4,750	66%	2,426	34%	2,426	34%		
Beer, Wine, & Liquor Stores	\$19,064	94%	18,000	94%	1,064	6%	1,064	6%		
Health and Personal Care	\$18,388	95%	17,500	95%	888	5%	888	5%		
Total Convenience Goods	204,208	90%	183,700	90%	20,508	10%	20,508	10%		
Shoppers Goods										
General Merchandise										
Department Stores	35,513	57%	20,250	57%	15,263	43%	15,263	43%		
Discount Department & Other GM	144,965	31%	45,000	31%	99,965	69%	99,965	69%		
Warehouse clubs & supercenters	0	---	0	---	0	---	0	---		
Total General Merchandise	180,478	36%	65,250	36%	115,228	64%	115,228	64%		
Clothing & Accessories										
Furniture & Home Furnishings	18,105	89%	16,120	89%	1,985	11%	1,985	11%		
Sporting Goods	20,728	87%	18,000	87%	2,728	13%	2,728	13%		
Books	8,435	91%	7,650	91%	785	9%	785	9%		
Electronics & Appliances	7,078	92%	6,500	92%	578	8%	578	8%		
Miscellaneous Retail	4,475	93%	4,160	93%	315	7%	315	7%		
Total Shoppers Goods	28,670	90%	25,850	90%	2,820	10%	2,820	10%		
Total Shoppers Goods	267,968	54%	143,530	54%	124,438	46%	124,438	46%		
Eating and Drinking	97,467	90%	87,720	90%	9,747	10%	9,747	10%		
Building Material & Garden	62,815	90%	56,400	90%	6,415	10%	6,415	10%		
Total Retail Goods	\$632,459	75%	\$471,350	75%	\$161,109	25%	\$161,109	25%		

Source: 2002 Census of Retail Trade; City of Longmont; Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Models\15848 - ICF\Flow011906.xls\Sales - Longmont

The retail sales inflow/outflow analysis of the City of Longmont identifies leakage in five key store categories. These categories include warehouse clubs and supercenters (100 percent leakage), electronics & appliances (87 percent leakage), clothing and accessories (69 percent leakage), furniture and home furnishings (55 percent leakage), and sporting goods (55 percent), as shown in **Table 38** and further described below:

- **Warehouse Clubs and Supercenters** – There are no existing warehouse club stores (e.g., Sam’s Club or Costco), and no Supercenters (e.g., SuperTarget or Wal-Mart Supercenter) reflected in the 2004 sales data for the City of Longmont. The majority of the warehouse club & supercenter leakage flows out to the Superior Costco and SuperTarget and Louisville Sam’s Club and Wal-Mart Supercenter. The new SuperTarget and new Wal-Mart Supercenter on North Main and Highway 66 will capture a portion of this outflow.
- **Electronics and Appliances** – There are no existing mass merchandise stores in this category within the City of Longmont. The City of Boulder includes several additional mass merchandise retailers (e.g., Circuit City, CompUSA, Ultimate Electronics formerly SoundTrack) attracting many consumers out of Longmont. In addition, the Best Buy at FlatIron Crossing Mall, along with many other Denver area stores, accounts for a large portion of the outflow in this category. The Harvest Junction project is expected to add one or more retailers in this category to the total inventory, which should stem a portion of this leakage in this category.
- **Clothing and Accessories** – In dollar terms, this store category exceeds the sporting goods, hobby, book, and music store category in leakage. Although many strong clothing stores are tenants at Twin Peaks Mall (e.g., The Buckle, Pacific Sunwear, and Christopher & Banks), the large leakage in this store category is partially due to the fact that many of the popular upscale clothing chains have not moved in (e.g., American Eagle, Ann Taylor, Banana Republic, Gap, and The Limited). Much of this leakage is being spent in these stores at FlatIron Mall. Another factor is that, given the lack of store options, a greater proportion of purchases of these goods are being made locally in other store categories, in particular discount department stores (e.g., Kohl’s and Target). Thus discount department store purchases, when compared to the statewide average, are over-represented in Longmont.
- **Furniture and Home Furnishings** – The large leakage within this store category is due to the fact that the large furniture chains (American Furniture Warehouse, Levitz, Kacey’s, and Furniture Row) and many of the specialized home furnishing stores (Restoration Hardware, Pottery Barn, Williams Sonoma, and Crate & Barrel) are not represented locally. The primary destination for Longmont shoppers is FlatIron Mall and Other Metro Denver.
- **Sporting Goods Stores** – In 2004, the year for which the Retail Sales Flow analysis was conducted, only one mass merchandise store existed in this category, Gart Sports. Big 5 Sporting Goods recently opened for business in Longmont and will affect future retail leakage in this category. The City of Boulder includes several additional mass merchandise retailers (e.g. REI) attracting many consumers out of Longmont. In addition, the Dick’s Sporting Goods at FlatIron Crossing Mall, Sportsman’s Warehouse and Gander Mountain in Thornton, along with many other

Denver area stores, account for large portion of the outflow in this category in the 2004 data. The Harvest Junction project will add a number of these retailers to the total inventory and stem a portion of this leakage.

RETAIL SALES FLOWS

The second half of the retail equation is the distribution of Longmont retail sales by source, as shown in **Table 39** and described below:

- Column A lists 2004 Longmont store sales by category, as previously presented in **Table 31**.
- The sales to residents (column C) is the estimated amount of total store sales made by Longmont residents. It is equal to the portion of resident expenditures made locally (shown in **Table 38**, column D).
- The remaining sales to inflow and visitors (column E) are estimated by subtracting (column C) from (column A). The model assumes these sales are made to residents living outside of the primary trade area or to visitors.

The distribution of retail sales by market segment analysis identifies general merchandise stores as the single largest attraction to consumers living outside of the City of Longmont. Inflow sales made to visitors and non-trade area residents traveling to the trade area for specific purchases are estimated to exceed 40 percent across nearly all general merchandise categories excluding discount department stores and other general merchandise, as shown in **Table 39**. The overall inflow for all retail sales (in the selected categories shown) only accounts for 25 percent of total Longmont sales. The general merchandise store categories (\$115.2 million) account for 72 percent of total inflow sales (\$161.1 million).

V. COMPARABLE CITY ANALYSIS

This chapter of the report presents a comparative analysis of the City of Longmont retail sales compared to peer communities within the Northern Colorado Front Range area. The selected peer communities are Boulder, Fort Collins, Loveland, and Greeley. In order to provide comparable information by city, the most recent Census of Retail Trade data from 2002 was utilized.

RETAIL SALES

Retail Sales by Category

The Census of Retail Trade estimated that retail sales (for select categories) within the State of Colorado were \$42.9 billion in 2002. These sales fall into four major categories: convenience goods at \$13.2 billion or 30.8 percent of retail sales; shoppers goods at \$19.0 billion or 44.2 percent; eating and drinking at \$6.2 billion or 14.4 percent; and building material and garden supply at \$4.6 billion or 10.6 percent, as shown in **Table 40** and **Figure 6**. The percentage of retail sales by category is assumed to represent a reasonable average for other communities within the State if sales inflow and outflows were balanced and neutral.

Figure 6
Retail Sales Comparison, 2002
Longmont Retail Opportunities Study

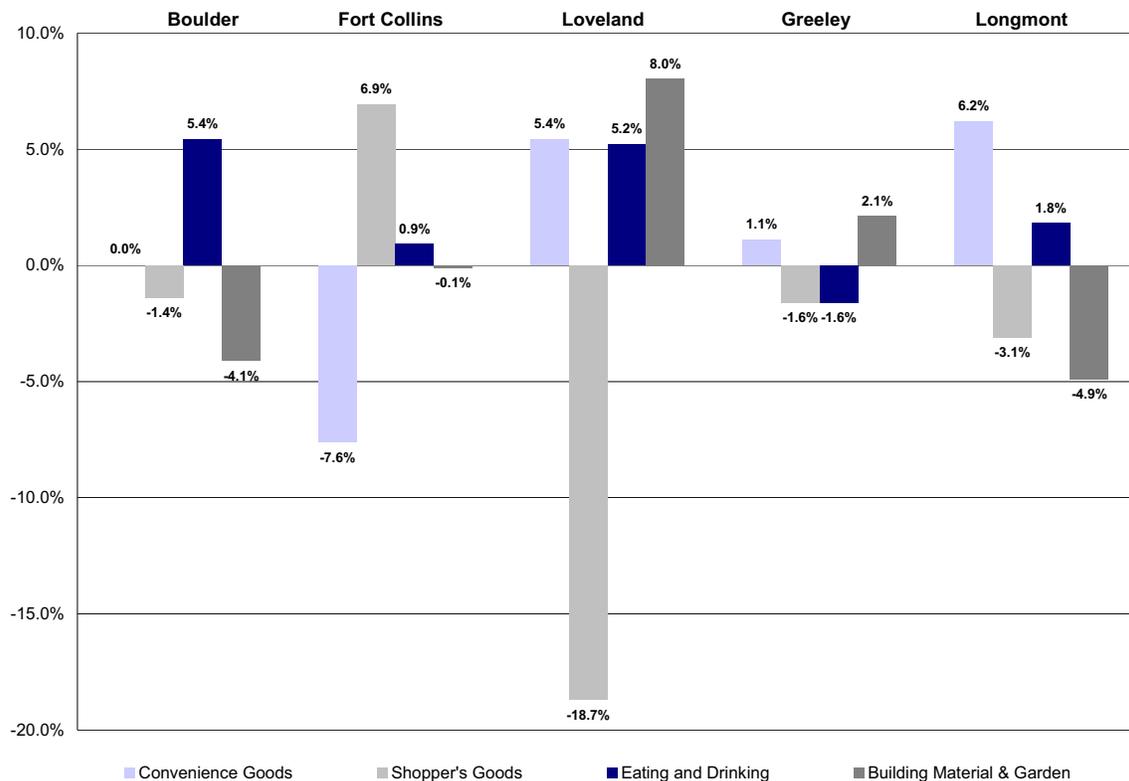


Table 40
Retail Sales Comparison, 2002
Longmont Retail Opportunities Study

Store Type	State of Colorado		Boulder		Fort Collins		Loveland		Greeley		Longmont	
	Sales (\$000s)	Pct. of Total	Sales (\$000s)	Pct. of Total	Sales (\$000s)	Pct. of Total	Sales (\$000s)	Pct. of Total	Sales (\$000s)	Pct. of Total	Sales (\$000s)	Pct. of Total
Convenience Goods	\$13,212,729	30.8%	\$372,218	30.8%	\$351,255	23.2%	\$151,236	36.2%	\$245,127	31.9%	\$216,613	37.0%
Shoppers Goods												
General Merchandise	\$7,793,844	18.2%	\$71,188	5.9%	\$343,860	22.7%	D	---	\$190,633	24.8%	\$72,311	12.3%
Clothing & Accessories	\$2,443,985	5.7%	\$80,721	6.7%	\$78,092	5.2%	\$37,284	8.9%	\$18,049	2.3%	\$15,584	2.7%
Furniture & Home Furnishings	\$1,913,926	4.5%	\$48,669	4.0%	\$71,567	4.7%	\$20,582	4.9%	\$25,133	3.3%	\$24,305	4.1%
Electronics & Appliances	\$1,519,778	3.5%	\$76,698	6.4%	\$91,722	6.1%	\$11,378	2.7%	\$10,193	1.3%	\$9,769	1.7%
Sporting Goods, Hobby, Book, & Music	\$1,829,781	4.3%	\$105,336	8.7%	\$96,554	6.4%	\$22,657	5.4%	\$33,574	4.4%	\$20,945	3.6%
Miscellaneous Retail	\$1,772,353	4.1%	\$69,337	5.7%	\$66,566	4.4%	D	---	\$35,091	4.6%	\$36,195	6.2%
Non-Store Retailers	\$1,697,143	4.0%	\$65,200	5.4%	\$24,179	1.6%	\$14,717	3.5%	\$15,199	2.0%	\$61,691	10.5%
Total Shoppers Goods	\$18,970,810	44.2%	\$517,149	42.8%	\$772,540	51.1%	\$106,618	25.5%	\$327,872	42.6%	\$240,800	41.1%
Eating and Drinking	\$6,187,102	14.4%	\$238,744	19.8%	\$231,118	15.3%	\$81,951	19.6%	\$98,249	12.8%	\$95,217	16.2%
Building Material & Garden	\$4,561,782	10.6%	\$78,799	6.5%	\$158,198	10.5%	\$77,616	18.6%	\$97,872	12.7%	\$33,545	5.7%
Retail Goods ¹	\$42,932,423	100.0%	\$1,206,910	100.0%	\$1,513,111	100.0%	\$417,421	100.0%	\$769,120	100.0%	\$586,175	100.0%

¹Excludes Automotive & Parts Sales
 Source: 2002 Census of Retail Trade; Economic & Planning Systems
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City of Boulder

Retail sales within the City of Boulder were \$1.2 billion in 2002. Convenience goods were \$372 million or 30.8 percent; shoppers goods were \$517 million or 42.8 percent; eating and drinking were \$239 million or 19.8 percent; and building material and garden supply were \$79 million or 6.5 percent. This retail sales profile suggests that the City of Boulder is a regional dining destination as eating and drinking account for 5.4 percent greater sales than the statewide average.

City of Fort Collins

Retail sales in the City of Fort Collins were \$1.5 billion in 2002. These sales were split between four major categories: convenience goods at \$351 million or 23.2 percent; shoppers goods at \$773 million or 51.1 percent; eating and drinking at \$231 million or 15.3 percent; and building material and garden supply at \$158 million or 10.5 percent. Shoppers goods retail sales as a percentage of all retail sales within the City are higher than the State average. This disparity suggests that the City of Fort Collins is a regional shopping destination capturing sales inflows from the surrounding trade area.

City of Loveland

Retail sales within the City of Loveland were \$417 million in 2002. These sales were split between four major categories: convenience goods at \$151 million or 36.2 percent; shoppers goods at \$107 million or 25.5 percent; eating and drinking at \$82 million or 19.6 percent; and building material and garden supply at \$78 million or 18.6 percent. This retail sales profile differs from the State average in several ways. The convenience goods sales exceed the State number by 6.2 percentage points, suggesting inflow from the surrounding area, primarily for grocery sales. In addition, the eating and drinking proportion (19.6 percent) suggests a significant amount of inflow. However, the shoppers goods proportion at 25.5 percent is significantly lower than the State average of 44.2 percent, suggesting that many Loveland residents leave the City to shop in these types of stores. This will change significantly with of the new lifestyle center at Centerra.

City of Greeley

Retail sales within the City of Greeley were \$769 million in 2002. These sales were split between four major categories; convenience goods at \$245 million or 31.9 percent; shoppers goods at \$328 million or 42.6 percent; eating and drinking at \$98 million or 12.8 percent; and building material and garden supply at \$98 million or 12.7 percent. The City of Greeley's retail sales profile is relatively balanced and differs only slightly from the State profile. This suggests that the City of Greeley has a balance of sales inflows and outflows, most likely due to the market's relative isolation from other communities.

City of Longmont

The Census of Retail Trade estimates retail sales in the City of Longmont totaled \$586 million in 2002. These sales were split among four major categories: convenience goods at \$217 million or 37.0 percent; shoppers goods at \$241 million or 41.1 percent; eating and drinking at \$95 million or 16.2 percent; and building material and garden supply at

\$33.5 million or 5.7 percent. Longmont’s retail sales in food and convenience retail is higher than the State or surrounding communities, suggesting sales inflow from the surrounding area.

The proportion of shoppers goods retail sales in the City of Longmont does not differ significantly from the State average. Residents of Longmont were able to shop at many stores in this category during 2002 without leaving the City. Building materials and garden supply retail sales appear to lag behind the State average at 5.7 percent compared to 10.6 percent. However, retail sales in several subcategories of this group have been suppressed by the U.S. Census in this data set for confidentiality reasons, thereby under-representing the total sales within this category.

PER CAPITA RETAIL SALES

The statewide average per capita retail expenditure is \$9,494, as shown in **Table 41**. This figure represents spending per capita where retail sales inflow and outflow are balanced and neutral. Comparing communities within the State to this figure provides a simple understanding of gross inflow or leakage.

Both Longmont and Loveland lag behind the statewide figure, at \$7,193 and \$7,609 per capita respectively, which suggests a net deficit in retail sales or net leakage from the community. Given the proximity of both communities to highly urbanized cores such as Denver and Fort Collins, the leakage is expected. On the other hand, the neutrality evident in Greeley (\$9,369) is indicative of a more isolated community that experiences less inflow or outflow of retail dollars.

However, both Boulder and Fort Collins have a retail sales per capita surplus compared to the statewide figure. This surplus (\$11,910 for Boulder and \$11,568 for Fort Collins) suggests overall net inflow of retail sales from surrounding communities. In addition, both communities offer unique regional shopping experiences compared to the retail nodes within their respective trade areas.

Table 41
Per Capita Retail Sales
Longmont Retail Opportunities Study

Factor	Colorado	Boulder	Fort Collins	Loveland	Greeley	Longmont
2002 Population	4,521,824	98,169	124,428	54,862	82,091	77,725
Retail Sales (\$000s)	\$42,932,423	\$1,169,234	\$1,587,720	\$417,421	\$769,120	\$559,109
Per Capita Retail Sales	\$9,494	\$11,910	\$12,760	\$7,609	\$9,369	\$7,193

Source: Colorado State Demographer, Economic & Planning Systems
 H:\15848-Longmont Retail Strategy\Data\15848-CompCityData.xls\Per Capita and Households

SALES FLOW COMPARISON

More detailed sales flow analyses are available for both the City of Boulder and the City of Fort Collins (from EPS studies completed in 2005). These complete inflow and outflow models can be used in a comparative analysis including the City of Longmont. The following section discusses the differences in sales flows among these three cities.

All three communities have very different sales flows profiles. Each profile represents a City with a unique relationship to its regional trade area. In some ways, the three different profiles describe a continuum or natural progression from the main regional shopping destination within a retail trade area (Fort Collins) to one of many regional shopping destinations (Boulder) where success is built upon a unique shopping experience. The City of Longmont sits in between these two profiles.

SALES INFLOW

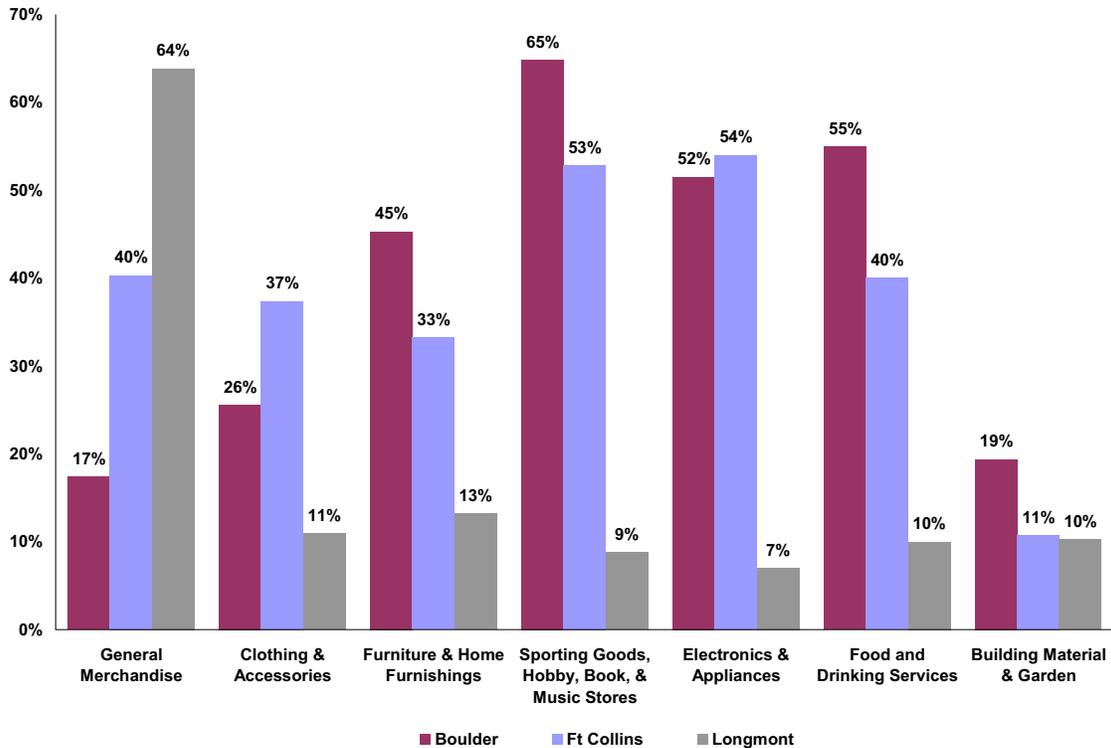
The analysis considers regional retail store categories only. These categories include general merchandise, clothing and accessories, furniture and home furnishings, sporting goods, hobby, books, and music stores, electronics and appliances, food and drinking services, and building materials and garden supply.

The City of Boulder has very low retail inflow in general merchandise (17 percent) and building materials and garden supply (19 percent), indicating retail competition within the larger trade area, as shown in **Figure 7**. However, the City of Boulder has relatively high inflow in all other categories at over 40 percent, excluding clothing and accessories (26 percent). This suggests that the City of Boulder may have established a niche for specific retailers or retail experiences that include stores within these other categories. In particular, Boulder has a niche in sporting goods, hobby, book and music stores (65 percent) and eating and drinking (55 percent) establishments.

The City of Fort Collins has relatively high retail sales inflow in all categories at over 30 percent, excluding building materials and garden supply (11 percent). This suggests that the City of Fort Collins is still the dominant regional shopping destination within its trade area.

The City of Longmont has strong sales inflow within the general merchandise category at 64 percent, but relatively low retail sales inflow in all other categories at less than 15 percent. The City of Longmont is no longer the single dominant regional shopping destination within its larger trade area. However, it does still play a significant and dominant role with respect to general merchandise retailers. In order for Longmont to recover lost ground, it will need to offer retailers and retail opportunities that cater to consumers looking for goods in other store categories.

Figure 7
Retail Sales Inflow by Community, 2004
Longmont Retail Analysis



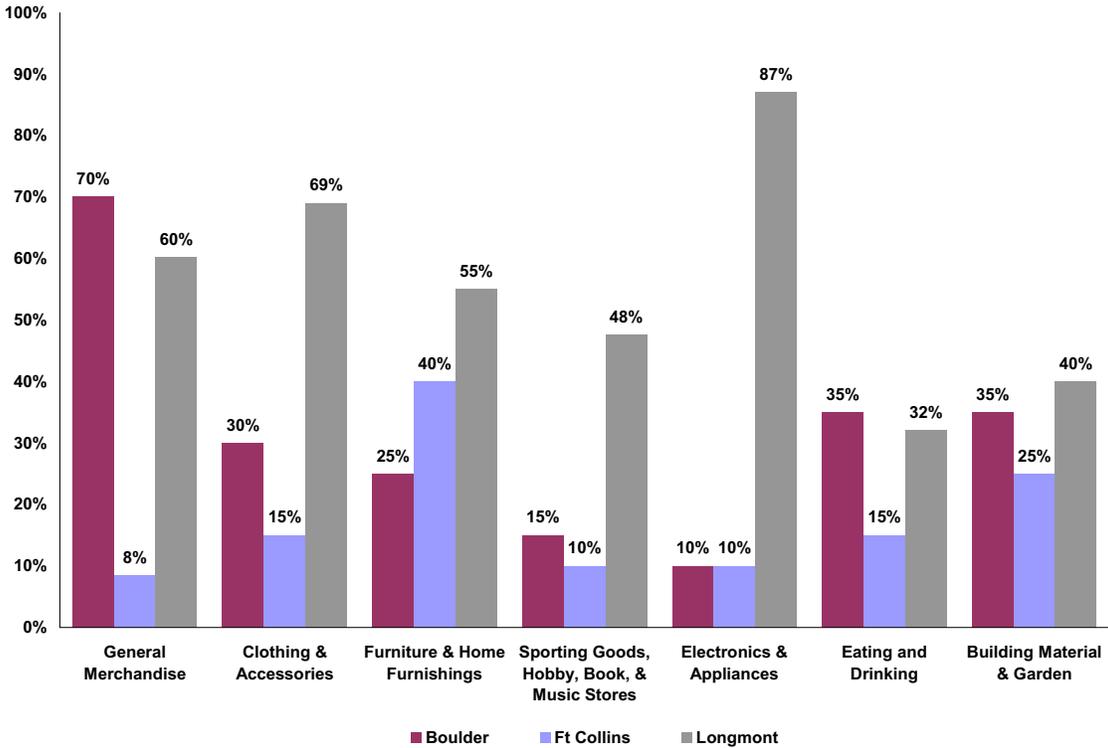
SALES OUTFLOW

The same seven categories are analyzed to estimate retail sales outflow within the three subject communities. The City of Boulder has significant retail sales outflow in general merchandise at 70 percent, as shown in **Figure 8**. This illustrates the impact of significant regional competition in the City of Boulder’s trade area, including Superior Town Center, FlatIron Crossing Mall, and several large format stores in Louisville. These competitive regional retail centers pull sales out of the City of Boulder.

In contrast, the City of Fort Collins had very little retail sales outflow with most categories at or below 25 percent. However, the furniture and home furnishings category within Fort Collins does include a high amount of leakage at 40 percent. The City of Fort Collins provides most forms of retail desired by its residents but does lack some of the higher end home furnishing stores. The recent opening of the Promenade at Centerra is expected to increase Fort Collins’ sales outflow in apparel, home furnishings, and electronics.

The City of Longmont has significant retail outflow. All seven of the categories experience sales leak at 35 percent or greater. The highest categories include electronics and appliances (87 percent), clothing and accessories (69 percent), general merchandise (60 percent), and furniture and home furnishings (55 percent). Much of the retail leakage within the City of Longmont exists because of the lack of national mass merchandise retailers. Harvest Junction will bring many new retailers in these categories to fill the gap.

Figure 8
Retail Sales Outflow by Community, 2004
Longmont Retail Opportunities Study



VI. RETAIL DEVELOPMENT POTENTIAL

This chapter of the report summarizes the retail sales growth potential and retail opportunities for attracting new retail stores and retail development projects in the City of Longmont. The potential for specific stores and store categories was investigated through interviews with retail brokers and representatives of store chains.

SALES POTENTIAL

An estimate of total increased expenditure potential is presented in **Table 42**. The total expenditure potential is based on recapturing existing retail sales outflow as well as capturing retail sales from household growth in the trade area. This future retail sales growth is estimated based on projected household growth and 0.5 percent real income growth over the next five years.

The retail sales outflow capture rates assume completion of the Harvest Junction retail development, the Target expansion to a SuperTarget, and the addition of second Wal-Mart Supercenter and a new Sam's Club east of downtown on Highway 119 at County Road One (if approved). Although this retail project is still under consideration, it has been included in this analysis because the Sam's Club was determined to be supportable. The TPI growth capture rates follow the existing local retail expenditure pattern described above. Slight adjustments to capture sales are made to account for the new retail projects under development.

The result is an estimated increase in retail sales to local residents of \$251 million, as shown in **Table 42**, in addition to the existing \$471 million (see **Table 38** column D), resulting in a 53 percent increase (\$251 million divided by \$471 million) over the current level in the next five years. These new retail sales would be supported by recapturing 61 percent of existing retail sales outflow (current outflow equals \$325 million, see **Table 38** column F) through the addition of new mass merchandisers (mid-box) and large format (big-box) retailers, primarily at the Harvest Junction development. In addition, these new retail sales are generated by capturing 80 percent of future expenditure potential growth due to increasing TPI, an increase of 5 percentage points over the existing expenditure pattern (see **Table 39** column B).

Table 42
Retail Sales Potential, 2010
Longmont Retail Opportunities Study

Store Type	Outflow			2005 - 2010 TPI Growth			Total Retail Sales (\$000s)
	Existing (\$000s)	Capture (%)	New Sales (\$000s)	Expend. Inc. (\$000s)	Capture (%)	New Sales (\$000s)	
Convenience Goods							
Supermarkets / Grocery	\$7,550	50%	\$3,775	\$13,000	90%	\$11,700	\$15,475
Specialty Food Stores	250	0%	0	0	0%	0	0
Beer, Wine, & Liquor Stores	2,000	50%	1,000	1,000	50%	500	1,500
Health and Personal Care	<u>17,500</u>	<u>50%</u>	<u>8,750</u>	<u>3,000</u>	<u>90%</u>	<u>2,700</u>	<u>11,450</u>
Total Convenience Goods	27,300	50%	13,525	17,000	88%	14,900	28,425
Shoppers Goods							
General Merchandise							
Department Stores	6,750	50%	3,375	3,000	75%	2,250	5,625
Discount Department & Other GM	5,000	0%	0	4,000	90%	3,600	3,600
Warehouse clubs & supercenters	<u>87,000</u>	<u>80%</u>	<u>69,600</u>	<u>7,000</u>	<u>75%</u>	<u>5,250</u>	<u>74,850</u>
Total General Merchandise	98,750	74%	72,975	14,000	79%	11,100	84,075
Clothing & Accessories	35,880	50%	17,940	4,000	80%	3,200	21,140
Furniture & Home Furnishings	22,000	50%	11,000	3,000	80%	2,400	13,400
Sporting Goods	9,350	50%	4,675	2,000	80%	1,600	6,275
Books	3,500	50%	1,750	1,000	80%	800	2,550
Electronics & Appliances	27,840	50%	13,920	3,000	80%	2,400	16,320
Miscellaneous Retail	<u>21,150</u>	<u>50%</u>	<u>10,575</u>	<u>4,000</u>	<u>80%</u>	<u>3,200</u>	<u>13,775</u>
Total Shoppers Goods	218,470	61%	132,835	31,000	80%	24,700	157,535
Eating and Drinking	41,280	50%	20,640	11,000	75%	8,250	28,890
Building Material & Garden	37,600	80%	30,080	8,000	75%	6,000	36,080
Total Retail Goods	\$324,650	61%	\$197,080	\$67,000	80%	\$53,850	\$250,930

Source: 2002 Census of Retail Trade; City of Longmont; Economic & Planning Systems

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Table 43 converts the estimated net new retail sales into supportable square footage for new retail space. The amount of retail space supported by the growth in retail sales is estimated by dividing the retail sales by average annual sales per square foot estimates. The “net-new” category shows the amount of retail square footage supportable by the forecast increase in retail sales.

Table 43
Estimated Net New Supportable Retail Square Footage, 2005-2010
Longmont Retail Opportunities Study

Store Type	Sales Per SqFt	Total Retail Sales (\$000s)	Gross Supportable SqFt
Convenience Goods			
Supermarkets / Grocery ¹	\$400	\$15,475	38,688
Beer, Wine, & Liquor Stores	\$300	1,500	5,000
Health and Personal Care	\$300	<u>11,450</u>	<u>38,167</u>
Total Convenience Goods		28,425	81,854
Shoppers Goods			
General Merchandise			
Department Stores	\$250	5,625	22,500
Discount Department & Other GM	\$325	3,600	11,077
Warehouse clubs & supercenters	\$400	<u>74,850</u>	<u>187,125</u>
Total General Merchandise		84,075	220,702
Clothing & Accessories	\$250	21,140	84,560
Furniture & Home Furnishings	\$250	13,400	53,600
Sporting Goods	\$300	6,275	20,917
Books	\$300	2,550	8,500
Electronics & Appliances	\$400	16,320	40,800
Miscellaneous Retail	\$250	<u>13,775</u>	<u>55,100</u>
Total Shoppers Goods		157,535	484,179
Eating and Drinking	\$250	28,890	115,560
Building Material & Garden	\$300	36,080	120,267
Total Retail Goods		\$250,930	801,859

¹ Includes Natural Food Grocers

Source: 2002 Census of Retail Trade; City of Longmont; Economic & Planning Systems

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The estimated growth in retail sales in Longmont will support approximately 802,000 square feet of additional retail space. The majority of the supportable retail space falls under the shoppers goods category with approximately 484,000 square feet or 60 percent of the total. The City, however, is adding a significant amount of new shoppers goods space in the new Wal-Mart Superstore and in the Harvest Junction project. The Harvest Junction development will add nearly 400,000 square feet of regional retail space to the

Longmont inventory. These stores will absorb a large portion of the supportable retail space demanded over the next five years. However, not every sale at Harvest Junction will be new to Longmont, as some sales will be transferred from existing stores elsewhere within the City. It is impossible to precisely measure the impact of these new stores until they come on line and there is sales tax data available. However, if an estimated one-third to one-half of sales is net new, this additional 600,000 square feet of space would leave demand for an additional 500,000 square feet over the next five years. Based on the known stores committed so far, much of the remaining demand is expected to be for mall or lifestyle tenants in the apparel and home furnishings categories.

The development of an additional Wal-Mart Supercenter and Sam's Club at Highway 119 and County Road One exceeds the estimated supportable square footage for Warehouse and Super Center stores (187,000 square feet). Because the total square footage of these proposed stores (Sam's Club 138,720 square feet and Wal-Mart Super Center 206,930 square feet) exceeds the supportable square footage estimate, the stores will therefore either "cannibalize" sales from existing retailers and/or capture additional inflow from the secondary trade area.

TRADE AREA CHANGES

The City of Longmont has been the central destination of retail activity within the regional trade area for much of its history. In recent years retail developments occurring on the edges of the regional trade area have begun to erode Longmont's role as the single source of regional retailers. The estimated four million square feet of proposed regional retail space under development at Larkridge, Orchard Town Center, and The Northlands will continue to erode Longmont's trade area causing retail sales inflow to shrink. In addition, two new lifestyle centers will attract shoppers for upscale fashion and home furnishings stores away from Longmont to the Promenade Shops at Centerra in Loveland and Twenty Ninth Street in central Boulder. These projects will have the effect of reducing the City of Longmont's trade area and ability to capture sales inflows.

However, not all the changes within the regional trade area have negative impacts. The households moving to the trade area are more affluent than previously in Longmont's history. Forecasts show that population and households will continue to grow both within the City of Longmont and the larger trade area. In addition, these households are more likely to be affluent. These households will be looking for upscale fashion and home furnishing retailers in convenient locations.

Therefore, the City of Longmont has an opportunity to convert the changes taking place within the trade area into a positive force. In the near future, lifestyle and mall retailers will begin to understand the changing demographics within the City and trade area. This understanding will attract these retailers to Longmont. The City of Longmont has an opportunity to be proactive and steer these retailers to a chosen location. If the City of Longmont takes a hands-off approach, these retailers may end up in a lifestyle center project within the trade area but outside the City's boundaries.

RETAIL OPPORTUNITIES

This section of the report analyzes the current retail inventory within the City of Longmont, compares it to typical retailers within the large format, mass merchandise, and lifestyle/mall store categories, and summarizes interviews with representatives of key retailers within these categories. The retailers not currently present, planned, or proposed for Longmont are indicated within the tables along with their level of interest in Longmont and recent store openings in the area. The data within the matrix comes from interviews conducted with tenant representatives, retail developers, and real estate representatives from within the companies.

The interviews followed a general outline, in an attempt to capture both quantitative and qualitative information. The results of these interviews are discussed below by store category. Over half of the retailers contacted responded to the requests for an interview (19 retailers out of 34 or 56 percent) providing a strong sample of the retail market. Insightful responses along with overall observations and conclusions of the Longmont retail market by store category are discussed below.

LARGE FORMAT RETAILERS

The completion of Harvest Junction, redevelopment of the existing Target into a SuperTarget, and the Wal-Mart Supercenter and Sam's Club (if built) would largely round out the City of Longmont's large format retailers. The preliminary analysis indicated one potential large format retailer with Foley's (soon to be Macy's). The three high-end department stores (Nordstrom, Neiman Marcus, and Saks Fifth Avenue) were excluded based on knowledge about store location criteria from previous retail studies. These stores locate in super regional locations with access to a large trade area, such as FlatIron Crossing Mall, Park Meadows Mall, and Cherry Creek Shopping Center.

The probability of Foley's (Macy's) locating within Longmont relies on the format and performance of an existing or future regional shopping center within the community. Redevelopment in the Twin Peaks Mall area might attract the retailer. The format of the redevelopment would have to change the nature of the shopping district significantly, departing from the existing perception of the area. Foley's (Macy's) has opened both mall and lifestyle stores in recent years. In Colorado, three new stores are or will be opening at lifestyle centers in the next two years (the Shops at Centerra, Northfield at Stapleton, and the Orchards in Westminster). An upscale department store such as Foley's (Macy's) or Dillard's would be an excellent anchor for a lifestyle center in the Twin Peaks Mall area. This type of anchor would encourage other high-end apparel and home-furnishing stores to consider the location.

MASS MERCHANDISERS

The completion of Harvest Junction will also add several new mass merchandise stores to the City of Longmont. However, due to the sheer volume of mass merchandisers active on the national level, there are still several potential opportunities within this category. Potential retailers within this category include T.J. Maxx, Circuit City, CompUSA, Barnes & Noble, Cost Plus, Linens 'n Things, Sportsman's Warehouse, and Gander Mountain. Several of these retailers could end up in the second phase of Harvest Junction.

Interviews were conducted with representatives from two of the largest retail tenant representative firms in the Denver metropolitan market, Legend Retail Group and Sullivan-Hayes. These tenant representative along with real estate representatives from the retailers provided information on five of the nine potential retailers within this category. In addition, the developer of Harvest Junction was interviewed concerning plans for currently un-leased space.

Overall, mass merchandisers find the Longmont retail market strong. The leasing success of Harvest Junction is testament to the latent demand for this type of retail store. This demand is particularly strong in apparel, home-furnishings, appliances and electronics, and sporting goods. Harvest Junction has been able to secure mass merchandisers within each of these categories, including Marshalls, Best Buy, Michael's, Bed, Bath, and Beyond, and Dick's Sporting Goods, as shown in **Table 44** and summarized below.

- **T.J. Maxx** -TJX Companies, Incorporated, parent company of Marshalls and T.J. Maxx, has strong interest in the Longmont market. The company feels that the Marshalls store model fits the current demographics of Longmont better than the T.J. Maxx store model. At this time, the company does not feel that both stores can be supported within the market.
- **Circuit City** - Circuit City opened a new store at Larkridge at Interstate 25 and Highway 7 in the fall of 2005. This recent opening, coupled with the planned Best Buy at Harvest Junction makes it unlikely that Circuit City will look at opening a Longmont store in the near future.
- **Barnes & Noble** - Barnes & Noble has looked at Longmont several times in the past few years. Each time the retailer has considered the market they came to the same conclusion: Borders Book has the market. Barnes & Noble typically looks for the adjacent demographics to include 25,000 college educated individuals. The current numbers in Longmont are higher than this requirement, however, Borders needs roughly the same demographic. A second major bookstore in the market would simply dilute the performance of both stores; therefore, Barnes & Noble has passed up Longmont twice. The retailer recently opened a new store in Loveland and will be looking in The Orchards or Larkridge next.

- **Linens 'n Things** – Linens 'n Things recently looked at opening a store in Longmont. The retailer chose to not open a store at this time because they could make better returns elsewhere in the nation. The store is heavily focused on expansion into the southeast, specifically Florida. In addition, the store has recently gone through a significant expansion in Colorado, in Castle Rock and Colorado Springs most recently, and wants to see how the new stores fair before opening additional stores. Longmont will be on the radar in the near future, after a couple year cooling period.
- **Sportsman's Warehouse & Gander Mountain** – Both these retailers cater to outdoorsman, avid fishers, hunters, and campers. These retailers are expanding throughout the Midwest and mountain states. However, neither retailer is expanding rapidly. Sportsman's Warehouse just opened a new store in Loveland and has a successful location in Thornton. Gander Mountain is located in Thornton and elsewhere in the Denver metropolitan area.

Within the electronics and appliances and bookstores subcategories, retailers felt that the Longmont market is not strong enough to support more than one store at this time. This is the reason given for Barnes & Noble's disinterest in Longmont and the unlikelihood of Circuit City opening a store in the near future.

Table 44
Mass Merchandiser Retail Opportunities
Longmont Retail Opportunities Study

Mass Merchandiser (Mid Box) Retail Store	Nearest Store	In Longmont / Planned / Proposed	New Potential	Interest in Longmont	Recent Store Openings
Apparel					
T.J. Maxx	Superior Marketplace	N	Y	N	Marshalls in Harvest Junction
Ross	Harvest Junction ¹	Y	N	---	---
Appliances/Electronics					
Circuit City	Boulder	N	Y	N	Larkridge
Best Buy	Harvest Junction ¹	Y	N	---	---
CompUSA	Boulder	N	Y		
Bookstores					
Barnes & Noble	Boulder	N	Y	N	Loveland & Larkridge/Orchards
Borders	Twin Peaks Area	Y	N	---	---
Office Supplies					
Office Depot	Twin Peaks Area	Y	N	---	---
OfficeMax	Ken Pratt	Y	N	---	---
Home Furnishings					
Pier I	Twin Peaks Mall	Y	N	---	---
Michaels	Harvest Junction ¹	Y	N	---	---
Bed, Bath, & Beyond	Harvest Junction ¹	Y	N	---	---
Linens 'n Things	Flatiron Crossing	N	Y	Y	Castlerock & Colorado Springs
Sporting Goods					
Gart Sports	Twin Peaks Area	Y	N	---	---
Dick's Sporting Goods	Harvest Junction ¹	Y	N	---	---
Sportsman's Warehouse	Thornton	N	Y	N	Loveland
Gander Mountain	Thornton	N	Y	N	---
Others					
PETsMART	Twin Peaks Area	Y	N	---	---
Petco	Harvest Junction ¹	Y	N	---	---

¹ Currently under construction

Source: City of Longmont; Economic & Planning Systems

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LIFESTYLE/MALL RETAILERS

The largest group of retail store opportunities for the City of Longmont are smaller apparel and have furnishing stores typically located at a regional mall or lifestyle center. Many of the more upscale apparel (e.g., American Eagle, Ann Taylor, Banana Republic, Coldwater Creek, and Old Navy) and home furnishing (e.g., Bombay Company, Pottery Barn, and Williams-Sonoma) retailers are absent from Longmont. These retailers prefer to locate together and in well-established regional retail centers like indoor shopping malls and outdoor lifestyle centers. Interviews were conducted with representatives from 14 of the 25 potential retailers within this category, as summarized in **Table 45**. Several overall conclusions emerged from the interviews:

- Mall tenant stores have expanded quickly and are expected to slow in the next two to three years.
- Many of the retailers have recently or are currently expanding in the north Denver metropolitan area. These retailers are being cautious about other locations until the new stores prove successful.
- Many upscale mall tenants would consider the Longmont market if there was a viable location for similar tenants.
- Many of these retailers are intrigued by the demographic shift taking place in Longmont but lament the absence of other desirable co-tenants. The existing Twin Peaks Mall tenant profile lacks the desirable co-tenants that these retailers are seeking.

However, several retailers have not yet expanded into the north Denver metropolitan area. These retailers indicated a strong interest in Longmont as a potential expansion location. However, these retailers prefer to follow larger format specialty apparel and home furnishing stores (e.g., Chico's, Coldwater Creek, Pottery Barn, and William-Sonoma). Their current opinion of Longmont is swayed by the absence of these key co-tenants. Attracting one or two of these key retailers would significantly increase the interest of these retailers.

A summary of the interview highlights is provided below:

- **Abercrombie & Fitch** – Abercrombie & Fitch has three locations in Colorado: Cherry Creek Shopping Center, Park Meadows Mall, and FlatIron Crossing Mall. The retailer like many other high-end apparel retailers believes these three shopping centers capture the entire metropolitan area.
- **Banana Republic, Express, Limited, Victoria's Secret, Bath & Body Works** – The Limited Brands stores tend to locate in groups, currently Twin Peaks mall includes two stores, Victoria's Secret and Bath & Body Works. These stores entered the mall in 1996 and 1997 roughly at the same time that Dillard's opened its department store

in the mall. The retailer likes the Longmont market but has been unhappy with the performance of its stores within the mall. Limited Brands would consider opening other store brands if the mall was redeveloped and sales figures grow.

- **Eddie Bauer** – Eddie Bauer will open a new store at the Twenty Ninth Street redevelopment of the Crossroads mall in Boulder and in Westminster at an undisclosed project. At this time, the retailer feels an additional store in Longmont would cannibalize the sales at these two new stores. In the past, Eddie Bauer considered Twin Peaks mall but felt it lacked adequate co-tenancy for success. In the future, the retailer may be interested in a redevelopment of the mall or lifestyle center in the area. However, this possibility is dependent upon the success of the two new stores.
- **Gap & Old Navy** – In general, Gap feels that the Colorado market is a strong market and will continue to focus expansion efforts within the State. At this time, the retailer feels that the growth in the northern Denver area has not expanded far enough to include Longmont as a target location. Gap is looking for sights in the Broomfield and Thornton area. However, the current demographics in Longmont and recent construction of Harvest Junction have sparked Old Navy's interest. The retailer is willing to take a look at the market.
- **J. Jill** – J. Jill is opening three new stores this year at the Shops at Centerra in Loveland, Twenty Ninth Street in Boulder, and Southlands in Aurora. In the past few years, the retailer opened a new store at Colorado Mills in Lakewood. In addition, Talbots purchased the retailer in 2006. Overall, the retailer feels that it has fully saturated the market with its recent expansion. In the next 18 to 24 months the retailer will allow the new stores to stabilize before it begins to look for additional expansion locations. J. Jill tends to be a follower not a "first mover" and prefers to follow Chico's, Coldwater Creek, and Talbots into new locations.
- **Yankee Candles** – Yankee Candles is currently expanding throughout Colorado. A new store was recently opened at the Shops at Centerra. Two new stores are scheduled to open in 2006 at Northfield in Stapleton and Southlands in Aurora. Longmont appears to be a logical location geographically for future expansion; however, it may be a few years before the retailer can act on its interest. In addition, Yankee Candles, like J. Jill, tends to follow other retailers, such as Chico's, Coldwater Creek, Pottery Barn, Bombay Company, and Talbots.

Table 45
Lifestyle/Mall Retail Opportunities
Longmont Retail Opportunities Study

Retailer	Nearest Store	In Longmont / Planned / Proposed	New Potential	Interest in Longmont	Recent Store Openings
Apparel					
Abercrombie & Fitch	FlatIron Crossing	N	Y	N	None
American Eagle	Shops at Centerra	N	Y	N	Loveland
Ann Taylor	FlatIron Crossing	N	Y	---	---
Ann Taylor Loft	Shops at Centerra	N	Y	---	Boulder
Banana Republic	Boulder	N	Y	Y	---
Casual Corner	Shops at Centerra	N	Y	N/A ¹	---
Children's Place	Shops at Centerra	N	Y	---	---
Coldwater Creek	Shops at Centerra	N	Y	---	---
Dress Barn	Northglenn	N	Y	N	---
Eddie Bauer	Shops at Centerra	N	Y	N	---
Express	Shops at Centerra	N	Y	Y	Not expanding
Gap	FlatIron Crossing	N	Y	N	---
J. Crew	Shops at Centerra	N	Y	---	---
J. Jill	Shops at Centerra	N	Y	Y	Loveland, Boulder
Lane Bryant	FlatIron Crossing	N	Y	---	---
Limited	FlatIron Crossing	N	Y	N	---
Old Navy	Boulder	N	Y	Y	---
Petite Sophisticate	FlatIron Crossing	N	Y	N/A ¹	---
Bath & Body					
Bath & Body Works	Twin Peaks Mall	Y	N	---	---
The Body Shop	Boulder	N	Y	---	---
Home Furnishings					
Bombay Company	FlatIrons Crossing	N	Y	---	---
Pottery Barn	FlatIrons Crossing	N	Y	---	---
Restoration Hardware	FlatIrons Crossing	N	Y	---	---
Williams-Sonoma	FlatIrons Crossing	N	Y	---	---
Yankee Candles	Shops at Centerra	N	Y	Y	Loveland, Boulder

¹ Brand no longer in business

Source: City of Longmont; Economic & Planning Systems

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NATURAL GROCER

The household survey and merchant interviews indicate a strong desire for a natural grocer to locate in the City of Longmont. Currently, no national or regional natural grocer chains are active in Longmont. Based on projected retail sales over the next five years, there is support for an estimated 38,000 square feet of grocery space. Two of the three active chains in Colorado typically occupy less than 38,000 square feet; both Sunflower Markets at 26,000 to 30,000 square feet and Wild Oats at generally 26,000 square feet are supportable and have indicated interest in the Longmont market. Whole Foods is currently building larger stores between 52,000 and 56,000 square feet and is not likely to be a candidate in the near term, as summarized below.

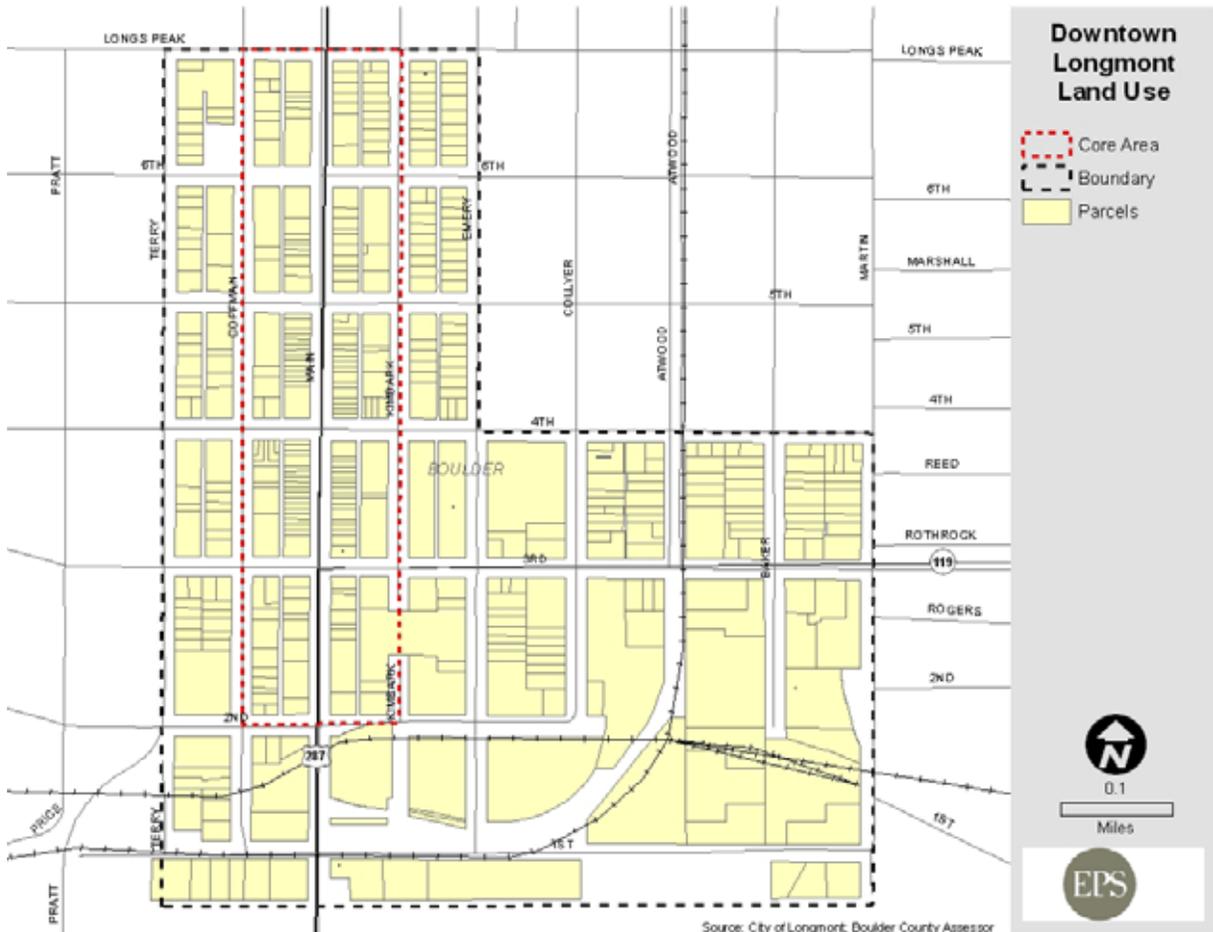
- **Sunflower Markets** has an interest in the City of Longmont. Currently, the grocer is not seeking sites within Longmont as it focuses on opportunities closer to its other Denver area stores. In another two to three years, however, Sunflower Markets may begin to actively pursue sites within Longmont. Although the natural grocer tends to locate in existing shopping center sites, it is set to open its first new construction store and has determined that, with reasonable lease rates, new construction is a viable option. The natural grocer considers itself a secondary trip supporting a primary trip to a traditional grocery store.
- **Wild Oats** has considered the Longmont market in the past and is actively pursuing the market now. The right opportunity has not presented itself yet. Wild Oats traditionally expects a median household income of \$65,000 and 75,000 people within a five-minute drive of the site. Longmont nearly meets these criteria, with a median income of \$61,000 and 80,000 plus people. In addition, the market is devoid of natural grocers.
- **Whole Foods** has considered the Longmont market several times. In the past, the natural grocer's interest has been higher. Now other locations within Denver have caught the retailer's attention. However, Whole Foods is expanding within Colorado and other states. The natural grocer prefers three-mile radius trade areas with 130,000 plus population. For now, Longmont is too small for the new larger stores the retailer is constructing.

The City of Longmont is poised to receive a significant amount of new grocery space. The new Wal-Mart Supercenter and proposed second Wal-Mart Supercenter will each bring more grocery space to Longmont. In addition, the Super Target will bring additional grocery space. These three projects may delay the interest of these stores to enter the market.

VII. DOWNTOWN RETAIL MARKET

This chapter examines the characteristics and performance of the downtown retail business sector. Downtown Longmont is defined by the Longmont Downtown Development Authority (LDDA), as west of Terry Street and east of Emery Street between Longs Peak Avenue and 1st Avenue, and west of Emery Street and east of Martin Street between 4th Avenue and 1st Avenue, as shown on **Figure 9**. A smaller downtown core area was defined to coincide with the primary retail district located north of 2nd Avenue and south of Longs Peak Avenue between Coffman Street and Kimbark Street, as shown.

Figure 9
Downtown Longmont
Longmont Retail Opportunities Study



First the quantity and distribution of retail space is defined, including the number of stores and square feet of space by type of store. Retail sales data is then evaluated for the downtown area. Rents, building values, and recent renovations are also examined as part of the analysis. This data is then translated into general and specific downtown retail potentials.

Much of the information presented in this section has been supplemented by data gathered in interviews conducted by EPS in January and February of 2006. Confidential interviews were conducted with over 20 downtown merchants, including both retail and eating and drinking establishments to collect the following information:

- Store size;
- Monthly rent;
- Length of time in business;
- Business ownership and management structure;
- Number of employees;
- Sales volume history;
- Distribution of customers by market segment;
- Additional types of retail that could be supported or were needed in downtown; and
- Physical improvements desired or needed in downtown.

The merchant interview data supplements the inventory and store size information gathered from the LDDA, the Boulder County Assessor, and detailed retail sales data provided by the City. The retail sales data, like the citywide retail sales data, was aggregated into the retail categories described in the previous section.

DOWNTOWN RETAIL INVENTORY

There is approximately 2.4 million square feet of improved space built on 392 parcels within the LDDA boundary, as shown in **Table 46**. There are 98 retail-type businesses (including auto-related, specialty stores and restaurants/bars) with a total of approximately 457,000 square feet of space and 16 service businesses (e.g., Centennial Bank of the West, United Bank of Longmont, and Outreach United Resource Center) with approximately 189,000 square feet. Industrial uses, including railroad uses and the 272,000 square foot former ConAgra turkey processing plant, dominate the southern portions of the district and comprise nearly 595,000 square feet, as shown.

Table 46
LDDA Inventory
Longmont Retail Opportunities Study

Classification	# of Parcels	Square Feet	% of Total
Retail			
Auto-related	14	77,318	3.3%
Retail	64	307,486	13.0%
Restaurant/Bar	<u>20</u>	<u>72,046</u>	<u>3.0%</u>
Subtotal	98	456,850	19.3%
Service	16	188,548	8.0%
Total Retail & Service	114	645,398	27.3%
Residential			
Single-Family Detached	127	187,253	7.9%
Single-Family Attached	10	18,091	0.8%
Multi-Family	<u>36</u>	<u>271,371</u>	<u>11.5%</u>
Subtotal	173	476,715	20.2%
Industrial			
Industrial	15	401,520	17.0%
Manufacturing	<u>9</u>	<u>192,982</u>	<u>8.2%</u>
Subtotal	24	594,502	25.2%
Office	51	226,843	9.6%
Other Uses			
Civic	15	214,587	9.1%
Religious	7	75,405	3.2%
Miscellaneous	<u>24</u>	<u>129,004</u>	<u>5.5%</u>
Subtotal	46	418,996	17.7%
Vacant	18	0	0.0%
Total	392	2,362,454	100.0%

Source: City of Longmont; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\Downtown\15848-DowntownParcels.xls Sq Ft by Type

Within the downtown core (as defined above), there is nearly 290,000 square feet of occupied retail space and 85,000 square feet of personal and business services, as shown in **Table 47**. (These services include banks, medical offices, and real estate and accounting services.) Downtown (as defined by the LDDA) extends beyond the boundaries of this retail core. However, the retail square footage within the core accounts for a majority of the retail space at 76.3 percent of retail square footage, excluding auto-oriented retail. More of the services are located outside of the retail core, which only contains 45.3 percent of all downtown services.

Table 47
Downtown Retail Core Store Inventory
Longmont Retail Opportunities Study

Industry	Stores	Square Feet	Pct. Of Downtown
Convenience Goods	2	2,483	0.7%
Shoppers Goods			
Clothing and Accessories	12	39,530	10.4%
Sporting Goods, Hobby, Book, and Music	14	42,971	11.3%
Miscellaneous Retail	27	123,800	32.6%
Art Galleries	4	15,985	4.2%
Craft Supply	7	18,063	4.8%
Total Shoppers Goods	53	206,301	54.4%
Eating and Drinking	20	67,569	17.8%
Building Materials and Garden Supply	3	13,407	3.5%
Total Retail	78	289,760	76.3%
Services	6	85,356	45.3%
Total	84	375,116	58.1%

¹ Based on the retail square footage excluding Auto oriented retail in Downtown (379,532)

² Based on the total service square footage in Downtown (188,548)

³ Based on the total retail and service square footage in Downtown (645,398)

Source: LDDA; Boulder County Assessor; Economic & Planning Systems

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RETAIL USES

Convenience Goods

Convenience goods make up a very small portion of the downtown retail core inventory, being comprised of two convenience stores occupying less than 3,000 square feet. A small grocery store was repeatedly mentioned during the merchant interviews as a desired use.

Eating and Drinking Places

There are 20 eating and drinking establishments accounting for nearly 68,000 square feet, or roughly one-quarter of the total occupied retail space within the core area. These establishments are concentrated along Main Street, with a large cluster of establishments on Main between 5th and 6th Avenues. A variety of cuisines are represented, including Mexican, Italian, Creole, and Chinese. For the most part, the eating and drinking establishments downtown are casual and inexpensive to moderate in price. There are only two restaurants defined as white tablecloth fine dining restaurants, Tortugas and Martini Bistro.

Shoppers Goods

Shoppers goods comprise the bulk of downtown retail stores, with 53 stores and approximately 206,000 square feet. Miscellaneous shoppers goods (primarily specialty goods) account for 124,000 square feet, nearly 60 percent of the total shoppers goods space downtown. Within the miscellaneous shoppers goods category, 4 art galleries occupy nearly 16,000 square feet, and 7 craft supply stores occupy more than 18,000 square feet. These craft supply stores and art galleries have expanded significantly over the past three years. All but five of the establishments opened in the past year. Many of the craft supply stores also provide an element of entertainment by offering classes and parties. Combined, these two specialty elements occupy 27 percent of miscellaneous shoppers goods and 17 percent of all shoppers goods space.

Another concentration in the miscellaneous shoppers goods category are antique stores, pawn shops, and thrift stores. Combined, these stores account for nearly half of the miscellaneous shoppers goods space. These uses are mostly low-rent uses and older businesses. With the specialty retail and arts-related uses paying higher rents, these uses are starting to be pushed to other lower rent locations.

There are 12 clothing and accessories stores occupying 40,000 square feet. Much of the apparel space is devoted to children's apparel, and there is one men's wear store. However, Brown's Shoe Fit Co. provides an excellent anchor with shoes for the entire family. Apparel is a stable segment of retail in downtown as only three stores (DoubleBar K Western Wear, Grandma Toads, and Mama! Mama! Maternity) have opened in the last year.

Sporting goods, hobby, book, and music accounts for 43,000 square feet in 14 stores. These establishments include stores selling musical instruments, comic books, board games, golf equipment, bicycles, and skate boards.

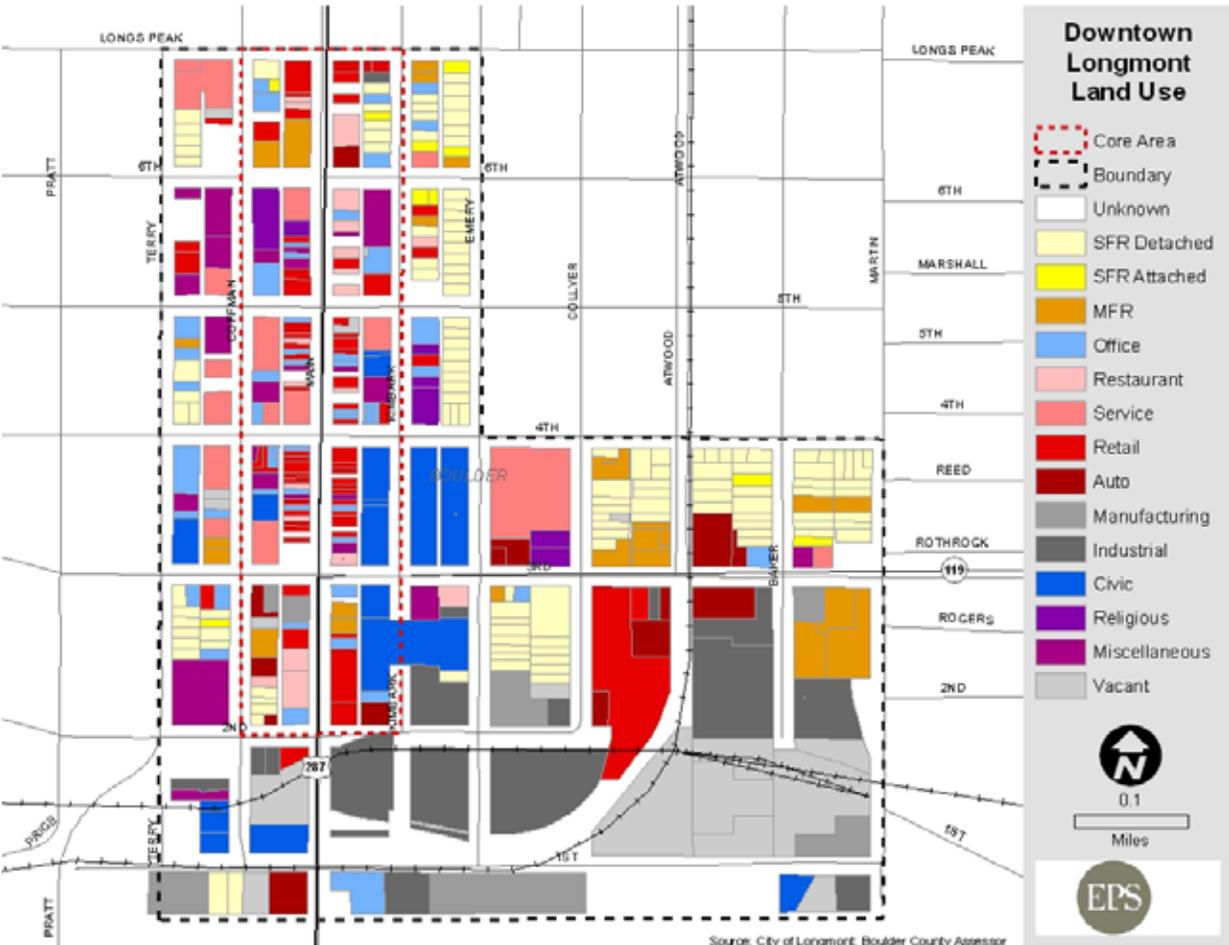
NON-RETAIL USES

Both service and professional office uses constitute between 8 and 10 percent of total improved square footage within downtown. Service uses, including banks, child care facilities, and dentist and doctor offices, comprises 189,000 square feet in 16 buildings or 8 percent of all improved square footage downtown. Of these uses nine are banks occupying over half of the total service square footage. These service uses are primarily concentrated along Coffman Street, the location of several banks, as shown in **Figure 10**.

There are 51 professional office buildings in downtown Longmont occupying 227,000 square feet of space or 10 percent use of total downtown space. Professional services, including real estate, insurance, lawyers, and accountants, comprise the bulk of the tenant mix. Because of the nature of assessor data, the professional office space is discounted by the amount of office space over retail uses along Main Street. This may increase the total professional office space slightly. However, professional office space still signifies a small fraction of the total space within downtown.

The southeast corner of downtown, south of 3rd Avenue to 1st Avenue between Emery and Martin Streets, is largely industrial. These uses include the Turkey Plant and several building material suppliers and associated warehouses. Combined, industrial and manufacturing uses occupy nearly 600,000 square feet of space, over a quarter of all improved space within downtown Longmont.

Figure 10
Downtown Land Use Inventory
Longmont Retail Opportunities Study

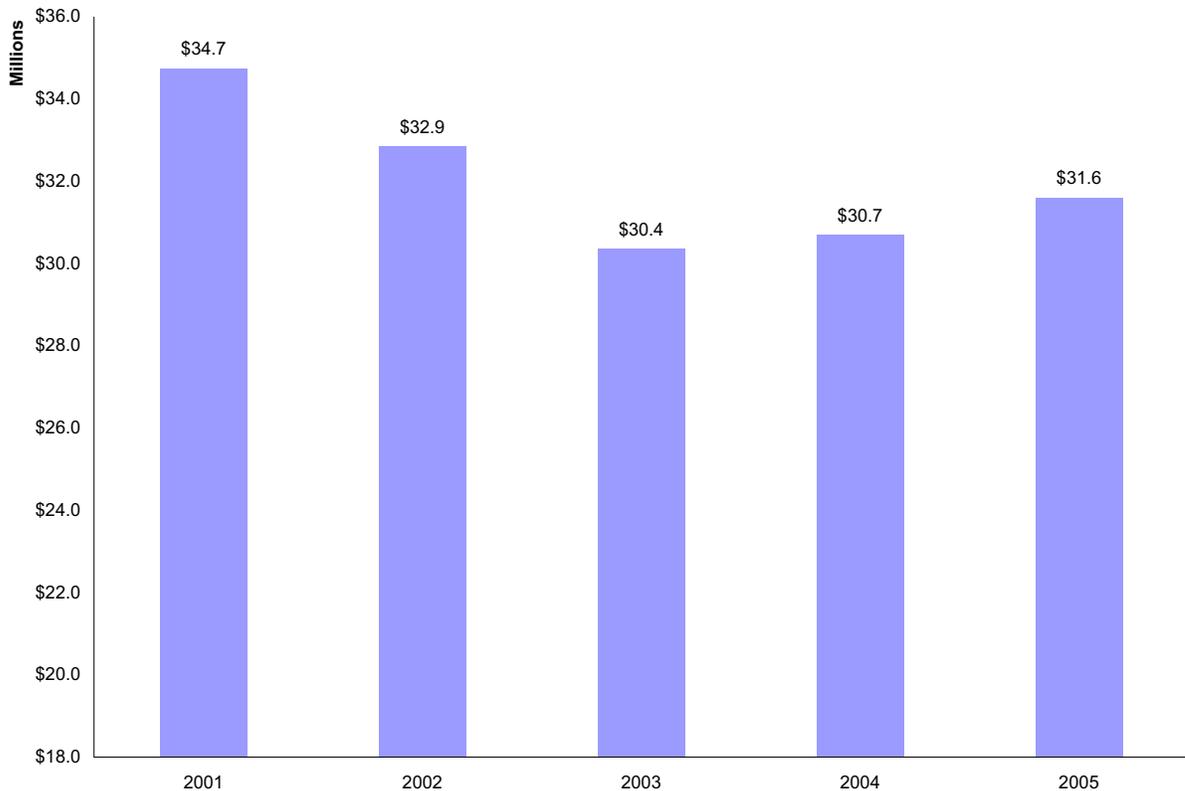


DOWNTOWN RETAIL SALES

LDDA RETAIL SALES

LDDA retail sales are rebounding back from the 2003 recession low of \$30.4 million, as shown in **Figure 11**. Retail sales in the LDDA, including all store categories (including automotive and retail services) reached \$31.6 million at the end of 2005, an annual average growth rate of 2.0 percent since 2003. However, retail sales are still below the 2001 peak of \$34.7 million. The strong growth since 2003 indicates that downtown has begun to recover from the recession.

Figure 11
Downtown Retail Sales Trend, 2001–2005
Longmont Retail Opportunities Study



RETAIL CORE CENTER SALES

A stronger indicator of the health of the downtown retail sector health is the trend within the primary retail core. Sales within these select retail store categories have increased by \$5.3 million or 13.3 percent annually since 2003, as shown in **Table 48**. Retail sales by store category and changes between 2003 and 2005 are discussed below.

Table 48
Downtown Retail Sales, 2003-2005
Longmont Retail Opportunities Study

Store Type	Downtown Retail Sales (\$000s)			2003-2005 Change	
	2003	2004	2005	\$	Annual %
Convenience Goods	\$937	\$922	\$979	\$43	2.3%
Shoppers Goods					
General Merchandise	\$0	\$0	\$0	\$0	---
Clothing & Accessories	\$1,099	\$1,270	\$1,401	\$301	12.9%
Furniture & Home Furnishings	\$813	\$808	\$852	\$39	2.4%
Sporting Goods, Hobby, Book, & Music	\$2,827	\$3,005	\$3,060	\$233	4.0%
Miscellaneous Retail	\$3,853	\$4,247	\$4,498	\$644	8.0%
Total Shoppers Goods	\$8,593	\$9,330	\$9,810	\$1,217	6.8%
Eating and Drinking	\$7,983	\$8,358	\$10,266	\$2,283	13.4%
Building Material & Garden	\$1,294	\$2,583	\$3,095	\$1,800	54.6%
Total Retail Goods ¹	\$18,807	\$21,192	\$24,150	\$5,344	13.3%

¹ Based on select retail store categories; excludes automotive sales and retail services

Source: City of Longmont; Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\Downtown\15848-DowntownSales03to05.xls Retail Sales by NAICS

Convenience Goods

Total convenience goods sales increased by \$43,000 or 2.3 percent annually between 2003 and 2005. Overall, convenience goods sales accounted for four percent of total downtown retail sales in 2005, down from five percent in 2003.

Shoppers Goods

Overall the shoppers goods category increased by \$1.2 million, from \$8.6 million to \$9.8 million between 2003 and 2005, an average annual growth rate of 6.8 percent. Strong growth was experienced by clothing and accessories stores and by miscellaneous shoppers goods stores with 12.9 and 8.0 percent annual growth, respectively. Clothing and accessories sales increased from \$1.1 million in 2003 to \$1.4 million in 2005, an increase of \$300,000 or 12.9 percent per year. Miscellaneous shoppers goods accounted for an increase of \$644,000 or 50 percent of the shoppers goods growth, increasing from \$3.9 million to \$4.5 million.

Sporting goods, hobby, book, and music store sales increased by a modest 4.0 percent annually between 2003 and 2005 for a total increase of \$233,000 in two years. During the same time period, retail sales of furniture and home furnishings increased slightly by \$39,000, an average annual growth rate of 2.4 percent.

Eating and Drinking

Eating and drinking places experienced strong growth between 2003 and 2005, increasing by 13.4 percent annually from \$8.0 million to \$10.3 million. This growth was due in part to new restaurants being opened and increasing sales in existing establishments.

Restaurants and bars account for 43 percent of total retail sales in the downtown area. This share represents a decrease of three percentage points over the 2003 share of 46 percent. This decrease in share of total retail sales, despite strong growth in the number of businesses and square feet of space, indicates that downtown is becoming more diverse. As shoppers goods continue to increase, helping to create a critical mass, restaurant sales should continue to decrease in share of total retail sales. The existing high share of retail sales indicates that restaurants are leading the revitalization effort downtown and are helping downtown Longmont earn a reputation as a dining and entertainment core.

Building Material & Garden

Building material and garden stores experienced explosive growth between 2003 and 2005, increasing by 54.6 percent annually from \$1.3 million to \$3.1 million. These sales grew in part due to new stores. However, most of these retailers supply specialty goods to homeowners and local contractors. Therefore, the recent household growth has helped to fuel the growth in retail sales in this category as much as new store growth.

DOWNTOWN COMPARISON

Retail sales in downtown Longmont account for a significantly smaller portion of total retail sales than the downtown area in both Fort Collins and Boulder. In Fort Collins, downtown retail sales account for 19.0 percent of all retail sales, as shown in **Table 49**. Total Shoppers Goods account for 58 percent of all downtown sales in Fort Collins. In Boulder, downtown retail sales account for 12.9 percent of all retail sales in the City. Unlike Fort Collins, Eating and Drinking sales dominate the downtown area at 49 percent of retail sales. Sales in downtown Longmont are more evenly split that in either of the other two communities at 44 percent for Shoppers Goods and 39 percent for Eating and Drinking.

Table 49
Retail Sales by Location and Store Category
Longmont Retail Opportunities Study

Store Category	Fort Collins		Boulder		Longmont	
	\$000s	%	\$000s	%	\$000s	%
Total Convenience Goods	\$46,655	18%	\$32,434	21%	\$1,138	6%
Total General Merchandise	\$112,155	43%	\$0	0%	\$0	0%
Clothing & Accessories	\$8,092	3%	\$17,768	11%	\$1,248	6%
Furniture & Home Furnishings	\$2,175	1%	\$5,652	4%	\$489	2%
Sporting Goods, Hobby, Book, & Music Stores	\$12,244	5%	\$14,757	9%	\$1,130	6%
Electronics & Appliances	\$1,489	1%	\$0	0%	\$448	2%
Miscellaneous Retail	\$15,860	6%	\$8,472	5%	\$4,344	22%
Total Shoppers Goods	\$152,015	58%	\$46,649	30%	\$7,659	39%
Eating and Drinking	\$55,237	21%	\$77,498	49%	\$8,304	42%
Building Material & Garden	\$8,323	3%	\$0	0%	\$2,580	13%
Total Retail Goods	\$262,231	100%	\$156,582	100%	\$19,681	100%
Total City Retail Sales	\$1,379,600		\$1,216,769		\$632,459	
Percent of Total Retail Sales	19.0%		12.9%		3.1%	

Source: City of Fort Collins; City of Boulder; City of Longmont; Economic & Planning Systems

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DOWNTOWN'S ROLE IN THE RETAIL MARKET

Downtown Longmont accounts for 3.1 percent of total Longmont retail sales, compared with the Twin Peaks Mall district's 10.2 percent, as shown in **Table 50**. Downtown is particularly strong in eating and drinking establishments sales (8.5 percent of the total City), sporting goods, hobby, books, and music store sales (19.4 percent), and miscellaneous shoppers goods (15.2 percent), relative to the Twin Peaks Mall. The Mall, as noted earlier, is the predominant location for clothing and accessories sales,

accounting for 63.5 percent of total City sales. The eating and drinking establishment sales at the Mall are positively influenced by the inclusion of the fast food restaurants located on pad sites along Highway 119 in the overall numbers.

Table 50
Share of Longmont Retail Sales, 2004
Longmont Retail Opportunities Study

Industry	Stores	Square Feet	Pct. Of Downtown
Convenience Goods	2	2,483	0.7%
Shoppers Goods			
Clothing and Accessories	12	39,530	10.4%
Sporting Goods, Hobby, Book, and Music	14	42,971	11.3%
Miscellaneous Retail	27	123,800	32.6%
Art Galleries	4	15,985	4.2%
Craft Supply	7	18,063	4.8%
Total Shoppers Goods	53	206,301	54.4%
Eating and Drinking	20	67,569	17.8%
Building Materials and Garden Supply	3	13,407	3.5%
Total Retail	78	289,760	76.3% ¹
Services	6	85,356	45.3% ²
Total	84	375,116	58.1% ³

¹ Based on the retail square footage excluding Auto oriented retail in Downtown (379,532)

² Based on the total service square footage in Downtown (188,548)

³ Based on the total retail and service square footage in Downtown (645,398)

Source: LDDA; Boulder County Assessor; Economic & Planning Systems

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SALES PER SQUARE FOOT

Retail sales levels in downtown Longmont are relatively low on a sales per square foot basis. Because of the limited number of convenience goods stores, this category was omitted for disclosure reasons. For the remaining retail base, downtown retailers are averaging \$58 in retail sales per square foot of net selling space in 2005, down from \$64 per square foot in 2003, as shown in **Table 51**.

Table 51
Sales Per Square Foot, 2003-2005
Longmont Retail Opportunities Study

Store Type	Downtown Retail Sales												
	2003				2004				2005				
	Sales (\$000s)	Net SqFt	Sales per SqFt	Sales (\$000s)	Net SqFt	Sales per SqFt	Sales (\$000s)	Net SqFt	Sales per SqFt	Sales (\$000s)	Net SqFt	Sales per SqFt	
Shoppers Goods													
General Merchandise	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	0	\$0	\$0	0
Clothing & Accessories	\$1,099	26,631	\$41	\$1,270	26,631	\$48	\$1,401	30,631	\$46	\$1,401	30,631	\$46	\$46
Furniture & Home Furnishings	\$813	37,115	\$22	\$808	37,115	\$22	\$852	37,115	\$23	\$852	37,115	\$23	\$23
Sporting Goods, Hobby, Book, & Music	\$2,827	33,250	\$85	\$3,005	37,356	\$80	\$3,060	41,686	\$73	\$3,060	41,686	\$73	\$73
Miscellaneous Retail	<u>\$3,853</u>	<u>102,450</u>	<u>\$38</u>	<u>\$4,247</u>	<u>141,585</u>	<u>\$30</u>	<u>\$4,498</u>	<u>152,285</u>	<u>\$30</u>	<u>\$4,498</u>	<u>152,285</u>	<u>\$30</u>	<u>\$30</u>
Total Shopper's Goods	\$8,593	199,446	\$43	\$9,330	242,687	\$38	\$9,810	261,717	\$37	\$9,810	261,717	\$37	\$37
Eating and Drinking													
	\$7,983	58,180	\$137	\$8,358	72,937	\$115	\$10,266	83,044	\$124	\$10,266	83,044	\$124	\$124
Building Material & Garden													
	\$1,294	32,442	\$40	\$2,583	63,307	\$41	\$3,095	67,473	\$46	\$3,095	67,473	\$46	\$46
Total Retail Goods ¹	\$18,807	292,551	\$64	\$21,192	381,414	\$56	\$24,150	415,763	\$58	\$24,150	415,763	\$58	\$58

¹ Based on select retail store categories; excludes automotive sales and retail services

Source: City of Longmont; Economic & Planning Systems

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Taxable sales per square foot are also low compared to other retail districts within the community, as shown in **Table 52**. Part of the difference is attributable to the mix of businesses. In particular, the arts-related businesses do not generate as high a level of taxable sales as other shoppers goods. For example, classes and instruction, which account for as much as one-third of total sales volume at the Quilters Studio and the Charmed Bead Shop, are non-taxable and are not reflected in the taxable sales numbers. Also, some art sales purchases by nonresidents sent to residents out of the City are not subject to local sales tax rates and therefore are also not in the taxable sales numbers.

Table 52
Retail Sales by Square Foot and District
Longmont Retail Opportunities Study

District	Square Footage	Net Taxable Sales	Net Taxable Sales per SqFt
North Main	702,885	\$110,999,376	\$158
Twin Peaks Mall	708,721	\$80,534,403	\$114
Twin Peaks Extended	1,152,848	\$282,660,721	\$245
North Hover	121,304	\$32,904,739	\$271
Pace Street	197,938	\$40,085,065	\$203
Other Longmont	<u>2,203,459</u>	<u>\$224,139,272</u>	<u>\$102</u>
Total/Average	5,087,155	\$771,323,576	\$152

Source: City of Longmont; Economic & Planning Systems

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Another factor affecting sales per square foot is that the inventory space numbers measure gross space not net sales space. In downtown areas, the buildings are deep (many are 125 feet and extend to the lot line) and are not efficient compared to modern retail space. In some stores, as much as one-third of retail space is used for storage or other non-retail functions. By comparison, newer retail spaces are typically 40 to 60 feet deep for smaller specialty space.

The strongest sales numbers are in the sporting goods, hobby, book, and music retailers. These retailers on average earn nearly double the shoppers goods average, in 2005 these retailers earned \$73 per square foot compared to an overall shoppers goods average of \$37 per square foot. These numbers are strengthened by some of the high-priced specialty products offered by retailers within this category, including musical instruments and sporting goods.

Eating and drinking sales remain strong throughout the three years evaluated by the study. Although sales per square foot dropped to \$124 in 2005 from \$137 in 2003, these retailers remain the strongest store category within downtown Longmont. As downtown Longmont continues to gain a reputation as a dining and entertainment destination these numbers could grow higher over time.

BUILDING AND PROPERTY CONDITIONS

In the past five years, downtown Longmont has changed significantly. During the 1980s, downtown suffered the exodus of several major retailers as suburban retail development brought a regional mall and discount department stores to the community. Downtown did not really start to rebound until the mid-1990s with the redevelopment and revitalization of several properties along Main Street. Now with the help of façade improvement funding from the LDDA and several pioneering entrepreneurs downtown Longmont is evolving into a specialty retail and dining and entertainment district.

DOWNTOWN RENTS

Information about rents is based on data collected from the merchant interviews. It is therefore not a comprehensive database, but still provides useful information on general conditions and trends. A significant portion of downtown businesses own their own building. Certainly one of the attractions of the downtown area is the ability to purchase a building for a business. Among merchants that did not own their spaces, rents ranged from approximately \$5 to \$21 a square foot, with an overall average of \$10.44 per square foot per year, as shown in **Table 53**. Smaller, newer spaces typically had higher rents while a number of long-term leases for larger spaces were in the \$5.00 to \$8.00 per square foot range.

Table 53
Downtown Store Rents
Longmont Retail Opportunities Study

Store Size (SqFt)	Rent Per Gross Sq Ft	% Net Sales
Less than 2,000	\$12.00 - \$21.18	12%
2,000 to 4,999	\$5.20 - \$18.00	9% - 14%
5,000 or greater	\$4.80 - \$8.00	5% - 6%
Average	\$10.44	10%

Source: Economic & Planning Systems

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Overall, rents as a percentage of sales averaged 10 percent of net sales and rents for smaller spaces averaged 12 percent. Rent for mid-size space (retail spaces ranging from 2,000 to 4,999 square feet) as a percentage of sales ranged from 9 to 14 percent. For large spaces (5,000 square feet or greater), the average percentage dropped to between 5 and 6 percent. Overall, the rents in downtown Longmont are well below other retail districts in the City. This low- or discounted- rent is likely due to the quality of space and the level of sales volume. There have been a number of recent building renovations that provided higher quality and more efficient space including Ziggi's Coffee Shop and The Great Frame Up. These spaces are achieving higher rents in excess of \$15 per square foot.

As buildings continue to be renovated in downtown Longmont rental rates will rise allowing building owners to recuperate a portion of their investment. In turn, the higher rental rates will force low-volume and low-price retailers out of the area. However, the improvements causing rents to rise will also create an atmosphere conducive to higher-end specialty retail and may help to create a critical mass in the downtown retail core.

BUILDING VALUES

Based on four active listings within downtown Longmont, building values range between \$50 and \$70 per square foot, as shown in **Table 54**. The two buildings, of the four listed, within the retail core range between \$50 and \$65 per square foot. The building at 611 2nd Avenue is a retail building with condominiums above (sold separately). The building at 380 Main Street is a multiple use building with retail on the ground floor and in the basement and office on the second floor.

Table 54
Downtown Building Values, 2006
Longmont Retail Opportunities Study

Building	Square Feet	Asking Price	Price Per Square Foot
611 2nd Ave	9,050	\$597,500	\$66.02
380 Main St	25,375	\$1,295,000	\$51.03
1035 Coffman St	12,414	\$675,000	\$54.37
931 Main St	2,706	\$187,500	<u>\$69.29</u>
Average			\$60.18

Source: CoStar; Economic & Planning Systems

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A direct relationship exists between rents and building values. The renovated spaces in downtown Longmont command the highest rents and highest building values. As further renovations occur within downtown Longmont both building values and rents will rise. Revitalized space is also more attractive to specialty retail; therefore, renovations will help to attract additional specialty retail to the area. The higher rents for renovated space should support a higher building value.

The pro forma calculation presented in **Table 55** indicates the effects of renovation and higher rents on building values and illustrates how building owners can recuperate the cost of renovation. The market value of a building or property can be estimated by capitalizing the net operating income at an assumed investment rate. Assuming a desired rate of return of 10 percent, renovated space with higher rents of \$15 and \$20 per square foot annually should be worth roughly \$95 and \$140 respectively.

Table 55
Supportable Downtown Building Values
Longmont Retail Opportunities Study

	Factor	Average Rent	
		\$15	\$20
Building Size		10,000	10,000
Occupied Space	90%	9,000	9,000
Gross Annual Rent		\$135,000	\$180,000
Expenses	\$4/SqFt	<u>-\$40,000</u>	<u>-\$40,000</u>
Net Operating Income		\$95,000	\$140,000
Building Value	10%	\$950,000	\$1,400,000
Value per SqFt		\$95	\$140

Source: Economic & Planning Systems

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The demand for renovated space can support between \$35 and \$70 per square foot (determined by subtracting existing values from estimated supportable values) in renovation costs if higher rents of \$15 to \$20 per square foot are supportable. The actual level of renovation supportable is based on the particulars of each individual building. For example, buildings with underutilized second stores will likely bring values down considerably, given current occupancy levels on second-floor space. If the building in the above example had a second story with 50 percent occupancy at the same rent and expense levels, it would support a value of \$65 per square foot of building rather than \$95. However, if second level space were developed in a more efficient manner for residential uses, values could increase.

RECENT RENOVATIONS

Since 1984 downtown Longmont has had several programs in place that encourage the renovation and improvement of building facades. The Community Development Block Grant (CDBG) loan program can be used to aid building owners and developers with renovation of façades. The program requires that the property owner match the grant funds, with a maximum of \$15,000 per 25 feet of façade. The CDBG moneys have helped to renovate over 30 buildings.

The LDDA Development Incentive Program (DIP) dedicates building permit fee revenues from downtown to help offset the cost of building permits and plan review for downtown building owners and merchants. Since its beginning in 1993, the LDDA program has helped to improve over 52 properties.

In the past two years, 34 awards have been made between the two programs ranging from \$325 for signage to \$30,000 for façade improvements. Most of the awards were matching grants, less than \$3,500, and were used for signage, canopies, painting, and window replacement. The recent major renovations include:

- **Roosevelt Place** is a three store mixed use office building at the intersection of 7th Avenue and Coffman Street. The DIP funds were used to install streetscape improvements in front of the property.
- **Ziggi's Coffee** is a single story retail building on the north east corner of 4th Avenue and Main Street in the heart of downtown Longmont. The DIP funds were used to renovate the façade of the building along Main Street and 4th Avenue.
- **Red Zone** is a new sports bar/restaurant located at the southeast corner of 6th Avenue and Main Street, adjacent to the Pumphouse Brewery. The DIP funds were used to renovate the façade.
- **The Great Frame Up** is a framing and art retailer located in the heart of downtown Longmont on Main Street. The DIP funds awarded were used to install updated signage on the renovated façade.

DEVELOPMENT OPPORTUNITIES

The recent renovations within downtown Longmont, increase in specialty retail, and continued growth in retail over the past five years make the area a strong redevelopment location. There are several development opportunities at various stages of fruition in downtown Longmont. In addition, there are several buildings or locations that would support redevelopment or revitalization. These opportunities are described below.

- **Mixed use Parking Structure** – The City of Longmont is currently evaluating the feasibility of erecting a parking structure downtown to help support the downtown business environment. The City is also evaluating including housing and retail space in a mixed use project. The location and mixture of uses could be great assets to the downtown retail core and encourage additional private development. Furthermore, the project has the potential to add to the retail space inventory downtown.
- **Housing Development** – During the course of this study through conversations with downtown business people and developers, several potential downtown housing projects were mentioned. Housing in or near the retail core downtown will provide additional traffic and help to fuel the revitalization of the area. Any housing projects should be given serious consideration and encouraged by the City.
- **4th & Main** – The owner of the building at the southeast corner of 4th Avenue and Main Street is selling the building. This site is centrally located within the retail core and provides a large ground floor space with a total of 9,600 square feet. This site could be ideally situated for a new anchor use within downtown or provide ample space for retail expansion. The building currently houses a dance club and offices on the second floor.
- **6th & Coffman** – During the mixed use parking structure study, the World Outreach Center church was identified as a potential site for the project. However, the site was not selected as one of the finalists. The World Outreach Center church did make it known during the study that the site may become available for purchase. Although not located directly on Main Street, the site does have the potential to change the landscape in downtown Longmont. The future use of this site could include an entertainment use, downtown residential, or other recommended uses discussed in greater detail below.
- **Flour Mill Redevelopment** – The Flour Mill Redevelopment site is located at the southwest corner of 2nd Avenue and Coffman Street, just outside the downtown area. The LDDA has committed \$500,000 to the redevelopment of the site. The chosen developer originally considered retail development on the site. But now the developer is considering office development given the proximity of a large electrical substation.

DOWNTOWN RETAIL POTENTIALS

Longmont's downtown retail core is changing, and from the information available it appears to be strengthening. Over the past year, 13 new stores have opened in downtown, including: three restaurants, four craft supply stores, three specialty clothing stores, and one art gallery. These new store proprietors indicate that sales are growing and that they feel downtown Longmont was a wise location. Many of these same retailers indicated they believed downtown Longmont was poised for a renaissance and that it was a primary reason for choosing to locate in the area.

Specialty retailers – such as those who have located in downtown Longmont over the past year – will help to continue to expand the role of downtown within Longmont and the larger trade area. Currently the 53 shoppers goods stores with 206,000 square feet, and 20 eating and drinking establishments with an additional 68,000 square feet, account for approximately 3.0 percent of retail sales in the City of Longmont. According to the household expenditure survey, downtown is becoming a dining and entertainment district within the community. As this shift continues, downtown should grow in relative size and contribution to retail sales.

Over the past 30 years, downtown's traditional function as the primary regional location for shoppers goods has slowly eroded. At one time downtown contained virtually all of the department, variety, apparel, furniture, and appliance stores in the city. The development of suburban shopping centers, and in particular the development of regional shopping centers, discount department stores and appliance and furniture warehouses are largely responsible for the erosion of downtown's preeminence as a shopping location. Throughout the 1970's and 1980's, downtown's strength declined, as evidenced by the concentration of lower rent uses. These uses are now being replaced by a newer, more specialized group of retailers, restaurants, and entertainment uses.

While downtown may have lost its competitive edge as a traditional shoppers goods area, it has slowly taken on a more specialized orientation. The general merchandise stores have been replaced by a larger number of smaller businesses with narrower product lines, including sporting goods, jewelry, specialty apparel, craft supplies, and art galleries. The general 5,000- to 10,000-square foot apparel store is no longer downtown, but instead, there are a greater number of smaller 1,000- to 2,000-square-foot stores specializing in, for example, western wear, maternity clothing, and children's clothing. This change in the store mix is an evolutionary process that demographic trends as well as retailing trends and the experience of other communities all indicated will continue.

The remaining traditional older downtown stores are generally catering to an older rural-based clientele. This population is declining in number and, as the age profile increases, also declining in average expenditures. In addition, the rapid growth within family households earning over \$75,000 in annual income serves to accelerate this trend. This is not to imply that downtown Longmont will become a tourist-oriented specialty area seeking discretionary goods. Rather, what it indicates is that downtown will continue to diversify as a retail area with a mix of older-line traditional business and an

increasing number of more specialized apparel, specialty goods, and eating and drinking establishments. Businesses will succeed because they offer a product or service not available at the mall or in discount department stores, supercenters, and warehouse and membership clubs.

The opportunities and constraints identified below relate to the overall mix of retail goods and services available in downtown Longmont, and to the competitive market position of downtown within the larger Longmont market.

- Downtown Longmont has begun to evolve, over the last 30 years, from the primary regional location for shoppers goods into a specialty retail/restaurant/entertainment district. Downtown Longmont is now dominated by specialty retail shops with 70 percent of all Shoppers Goods stores offering specialty retail. In addition, over half of the restaurants within downtown provide a unique dining experience not replicated elsewhere in Longmont. And all thirteen of the new retail and restaurant businesses opened in the past year fall into these categories. Downtown Longmont should continue to build upon the emerging critical mass of this type of space.
- To be successful, specialty shopping districts need to be identified in the market place and function as a retail district, not a collection of stores. The product mix is largely discretionary purchases, therefore the shopping experience needs to be appealing as a leisure activity. This means there needs to be a critical mass of like establishments to encourage browsing and comparison shopping. This also means that downtown needs office and a variety of amenities and appeal as a pedestrian-oriented shopping and entertainment district to attract tourists and residents.
- The investment by the LDDA and other agencies in streetscape improvements has helped to create an environment conducive to pedestrian-oriented shopping. In addition, the façade improvement program has helped to revitalize the storefronts of several businesses in downtown Longmont. However, there are still multiple redevelopment and revitalization opportunities in the area. These opportunities should be encouraged by the City and other agencies.
- With the exception of certain businesses catering to downtown workers or businesses, downtown's stores are dependent on both sales to residents and sales to visitors for their success. The shopping district must, therefore, increase its appeal to the resident population to come downtown to eat, and to shop for more unique or specialized items not found at the mall, discount department stores, or other large format regional retailers. Downtown stores which try to compete with regional retailers are not likely to succeed.

INDIVIDUAL STORE OPPORTUNITIES

The greatest opportunities for new stores and/or expanded merchandise lines by existing stores are businesses complementary to what has occurred in the last five years. To a great degree, the “more is better” adage is applicable to downtown Longmont. The more restaurants there are in downtown the more successful the area will be as a restaurant and entertainment destination. Similarly, the more art galleries, craft stores, and specialty retail boutiques, the more market presence downtown has as a destination. The following individual store opportunities have been identified.

Eating and Drinking

Downtown is already, and has the potential to become, an even more significant restaurant and entertainment location. There are several market niches not being met in Longmont for which downtown would be an ideal location.

- **Fine-Dining Establishments** – Particularly moderately priced, bistro-style establishments specializing in northern Italian, continental, new American, Fusion-Asian, or sushi.
- **Ethnic Restaurants** – Although ethnic restaurants already exist elsewhere in Longmont and in downtown, a deliberate effort to recruit restaurants into downtown will allow downtown to market itself as a restaurant and entertainment district more successfully.
- **Ice Cream Parlor** – An ice cream parlor or similar establishment offers a respite during an afternoon of shopping or draws residents into downtown on hot summer days. Although not a high-rent user a well appointed establishment can fit in with specialty retail and add to the browsing ambience.
- **Family Entertainment Center** – An establishment oriented toward kids offers something for children to do and allows parents to shop and explore downtown.
- **Theater** – The two theaters in downtown Longmont provide a variety of events. Neither facility, however, is programmed at its capacity. The two theaters could coordinate their programs to present more options to Longmont residents. In addition, the two theaters need to promote more heavily. By cross-marketing with downtown restaurants and other downtown entertainment venues they could increase their usage.

Specialty Stores

In much the same manner as restaurants and entertainment, downtown should expand upon the existing mix of apparel and specialty stores now developing, including additional stores in the following groupings.

- **Art Galleries**– Several art galleries have opened in the past five years. However, a more affluent population indicates that additional higher-end jewelry and gift stores could be supported.
- **Craft Stores** – Several craft stores offering both supplies and entertainment, in the form of classes and parties, have opened in downtown Longmont. More of these stores would help to create an entertainment destination in downtown.
- **Apparel** – Several existing stores, such as Sand Castle Kids, Brown Shoe Fit Company, and Little Boot, have successfully carved out niches. Other apparel stores could also prove to be successful, if they emphasize quality and specialized service, and have a product mix that appeals to visitors as well as residents. However, if they sell what is available at the mall or discount department stores, they are unlikely to succeed.
- **Sporting Goods** – These stores will need to differentiate themselves from existing stores as well as the influx of mass merchandisers. There already exists a small concentration of sporting goods stores in downtown Longmont, including High Gear Cyclery, Golf Etc., and SOL Skateboards. In addition, the St. Vrain Angler Store had some success despite recently closing, a similar store that offered a wider variety of fishing, mountaineering, hiking, and climbing equipment and apparel may be successful.

Other Downtown Businesses

In addition to the stores mentioned above there are several other types of stores that should be recruited to downtown Longmont.

- **Convenience or Natural Grocer** – Although downtown Longmont cannot support a neighborhood center anchored by a full national chain supermarket, there is clearly a market for convenience groceries, drug and food items to serve nearby residents and downtown workers. This convenience grocer could also offer specialty or natural foods that may attract residents from elsewhere in Longmont. There is clearly a demand for natural groceries within the larger Longmont market. A small downtown store may not fulfill the entire demand but could provide additional traffic to the downtown retail core

VIII. STRATEGIES AND ACTIONS

This chapter of the report identifies specific strategies and actions that the City and the economic development community can utilize to capitalize on retail development opportunities. The recommendations are based on the evaluation of market opportunities, a review of what other communities are offering, and an evaluation of the effectiveness and impacts of potential incentives.

SUMMARY OF POTENTIALS

The City of Longmont is in the midst of a major expansion of regional retail development, including a new Wal-Mart Supercenter, Super Target, and the Harvest Junction Power Center, that together are adding over 850,000 square feet of space in 2006. A proposed Sam's Club and second Wal-Mart Supercenter, if approved, would add an additional 400,000 square feet of space. These projects should reduce retail outflow from the City and may modestly increase sales inflows from the surrounding region.

However, at the same time, there is an even greater expansion of regional retail development outside of the City that will increase retail competition. An estimated four million square feet of regional retail space is either planned or under development at Larkridge, Orchard Town Center, and The Northlands near the intersection of Interstate 25 and the E-470 tollway. In addition, the 700,000 square foot Promenade Shops at Centerra in Loveland and the 800,000 square foot Twenty Ninth Street in central Boulder are nearing completion. These projects are providing an array of mass merchandise and lifestyle tenants not present in the City and will therefore reduce Longmont's effective trade area and retail sales inflows.

The amount of new development in the City should help mitigate the impacts on City sales tax revenues from this surrounding competition with sales tax revenues increasing modestly in 2007. The City should be able to avoid the negative bump in revenues experienced in Boulder when retail development occurred outside its boundaries.

Based on the amount of recent expansion, many of the existing development opportunities have been fulfilled. The pent up demand for mass merchandisers is largely being satisfied at Harvest Junction. There appears to be the potential to attract a second multiplex theater complex. Also there is a potential for a natural foods grocer. The potential to attract upscale apparel and home furnishings tenants is not favorable in the short run. Many of these stores have located at Centerra and Twenty Ninth Street and will wait to see how these projects perform before considering additional locations in the area. Even more significant is the fact that these smaller stores depend on a location that can provide a critical mass of similar tenants. These retailers do not consider the existing Twin Peaks Mall to have a favorable co-tenant mix. Based on this assessment, as well as the recent expansion of competition, the prognosis for Twin Peaks Mall's long term survival in its current configuration is not favorable.

Over the next three to five years the demand for these retailers will most likely stimulate the development of another lifestyle center within the regional trade area. The issue facing the City is whether this project will be located in the City, or outside the City further increasing regional competition and sales erosion. The City's options for additional development will therefore be from development within the designated regional retail nodes on the eastern and northern edges of the City, further annexation to the east, and/or from potential redevelopment projects within the City's boundaries.

REDEVELOPMENT OPPORTUNITIES

In the past, discussions of redevelopment in Longmont were principally confined to downtown. Now a number of older retail projects in the Twin Peaks area are reaching the end of their life cycle as prime retail space. There are a number of redevelopment projects currently underway or under consideration including:

- **Target** - Target Corporation is building a new 176,000 square foot Super Target on the property behind its existing store on Hover and will demolish the existing store for parking upon completion.
- **JC Penney** - This traditional mall-based department store chain is actively developing freestanding stores in a discount department store format to compete directly with Kohl's. They are evaluating the option of developing this store format in the former Shopko store building and vacating its store in the Twin Peaks Mall.
- **Wal-Mart** - Wal-Mart will be faced with a decision to upgrade and expand its existing 120,000 square foot store in Twin Peaks Plaza to a 200,000 square foot superstore, or alternatively to close this facility. Should the store close, there is a potential for this space to be redeveloped for smaller tenants.
- **Twin Peaks Mall** - CBL Corporation, owners of the Twin Peaks Mall, indicates its plans are to continue to operate the center in its current format for the foreseeable future. However, this future appears to be tenuous. The loss of another major anchor such as JC Penney or the United Artist Theaters would have a negative impact on retail sales which are already below industry averages. Many other first generation regional indoor malls in the Denver metropolitan area have been redeveloped in new formats including Cinderella City, Cherry Creek, Crossroads, Villa Italia, University Hills, Northglenn, and Southglenn. CBL has redeveloped or repositioned underperforming mall properties in other cities, including adding lifestyle components to these projects.

With the exception of Target, the above projects are possibilities only. But based on market conditions and also based on what is happening in other cities, projects of this type and nature are likely to happen in the near future. Most redevelopment projects involving individual store expansions can happen without the City's involvement. The redevelopment of moribund shopping centers would likely require some City redevelopment assistance given the complexity of the projects and number of

landowners and tenants. The City should therefore consider, in advance of this expected increase in redevelopment interest, what its policies toward redevelopment should be.

REDEVELOPMENT INCENTIVES

In the competition for retail sales tax dollars, cities in Colorado have been using several forms of incentives to help expedite desired development or redevelopment projects. For many redevelopment projects, there are extraordinary costs (such as land assembly and demolition) that place these projects at an economic disadvantage compared to greenfield development. The state statutes provide urban renewal powers to address these projects.

Due to jurisdictional competition for major retail projects, a number of cities are also providing financial incentives to greenfield projects in an effort to attract developments and specific tenants. Cities can utilize a number of other incentives to offset the eligible costs of improvements for public use within a project. These eligible costs often take the form of major infrastructure improvements, such as, street extensions, off-site improvements, utility improvements, and structured parking.

PUBLIC FINANCE METHODS

The four most common forms of public finance used within these packages include:

- Tax Increment Financing
- Revenue Sharing
- Title 32 Metropolitan Districts
- Public Improvement Fees

Tax Increment Financing

Tax increment financing (TIF) is a method of public finance for redevelopment projects utilized within urban renewal authorities (URA). These entities are designed to address multiple projects over a period of time and are intended to halt the spread of slum and blight by redeveloping deteriorating areas. An urban renewal plan and urban renewal area boundary must first be set. TIF allows the agency to utilize any increase of property and/or sales taxes within the district for qualified redevelopment costs for a period of up to 25 years. These revenues are most often used to fund tax increment revenue bonds or as a funding source for a reimbursement agreement. Municipalities can utilize TIF proceeds to fund public improvements as part of a larger private development. In this way, cities can provide TIF funds to a developer and allow the developer to dedicate project resources to incentives for targeted retail stores. TIF can also be used by downtown development authorities. The LDDA has been collecting TIF in downtown as a funding source for improvements for the past 20 years.

In January 2006, the Longmont City Council dissolved the dormant existing urban renewal authority and re-established a new urban renewal authority with the council as the authority's board. The authority has the ability to establish urban renewal areas through a blight study. These urban renewal areas can utilize TIF to obtain redevelopment funds used to offset the costs of public improvements within a given project, upgrade infrastructure within the district, or construct new infrastructure.

Revenue Sharing

A number of cities have used sales tax revenue sharing agreements to entice development and redevelopment. Utilizing a development agreement, the City agrees to reimburse the developer a portion of the sales tax revenues generated by the project to pay for eligible expenses. Typically the City agrees to share a specified dollar amount or specified percentage of taxes collected on an annual basis up to an agreed upon maximum total for a specified period of time.

Public Improvement Fee

A public improvement fee (PIF) is a sales fee imposed by the developer on tenants; the tenants in turn pass on the fee to the consumers. A developer uses lease terms or other covenants to impose the PIF. It is perceived by the public as part of the overall sales tax total. However because a PIF is not a tax but a fee, it becomes a part of the overall cost of the sale/service and is subject to sales tax. The PIF revenues can be utilized like TIF revenues to bond for eligible project expenses. It has some advantages over TIF in that it is a private agreement and is not subject to TABOR.

A local jurisdiction can voluntarily reduce the sales tax within the PIF boundary in order to keep the total charge competitive with other retail outlets. A PIF agreement must be part of the development agreement negotiated with the governing municipal body. Municipalities can use PIF agreements as an incentive to entice retail development because of the required negotiation and the voluntary sales tax reduction.

Title 32 Metropolitan District

Title 32 Metropolitan Districts (Metro Districts) are the most widely used special district within Colorado. They are used both as development districts to finance construction of new infrastructure and redevelopment districts to finance specific improvements in older established areas. Metro districts must include two or more improvement projects or services out of a long list of eligible services including roads, water, sewer, drainage, and parks. The districts may levy and collect ad valorem taxes on residential and commercial property. A metro district may only be formed after review by the governing body, thus, municipalities can utilize the review and approval of a metro district as an incentive to entice retail development. The additional mill levy issued by the metro district is paid for by the owners of improved and unimproved property within the district in addition to the normal mill levies of the City, school district and other taxing entities. The metro district tax revenues can be used to fund infrastructure and for operations. Revenue bonds issued by these districts have greater discretion of what improvements to fund and for how long compared to TIF.

The City of Longmont has approved the use of metro districts for nonresidential development only. Panattoni used a metro district on the Harvest Junction project.

COMPARISON OF OTHER COMMUNITIES

The most commonly used forms of retail development incentives are the revenue share and PIF. Often the two public financing strategies have been combined in order to cover all the eligible costs within a project. Nine other retail development projects were interviewed regarding the development incentives offered by the governing municipalities in which they were constructed, as shown in **Table 56**. In each case, the governing body negotiated slightly different terms for the revenue share and/or PIF. In addition, several of the projects utilize other forms of public finance to make the project work (e.g., Belmar in Lakewood and Centerra in Loveland).

The revenue share terms ranged from 20 to 100 percent of sales tax for between 5 and 25 years. Often the governing municipalities would attach other stipulations to the revenue share agreement, such as, conditions regarding the nature of tenants or sharing revenue after the provision of essential services.

Many of the projects utilized a PIF to cover some of the costs. The PIF amounts ranged from 1.0 to 3.5 percent. Several of the governing municipalities offset the PIF by voluntarily reducing the sales tax at the project site.

Table 56
Retail Incentive Comparison
Longmont Retail Strategy

Project Name	City	Revenue Share			PIF	Notes
		Source	Share	Length		
Belmar	Lakewood	Sales Tax	50%	25 Years	2.5%	Property Tax TIF; City waives 1.0 percent sales tax
Wal-Mart	Lakewood	--	---	---	3.5%	Two Metro districts
Centerra	Loveland	Sales Tax		25 Years	1.25%	Property and sales tax TIF; Deferral of city impact fees for 7 Years; Two Metro districts - 30.000 Mill Commercial & 5.000 Mill Residential; City waives 1.25 percent sales tax
Redev. Proj.	Sheridan	Sales Tax	100%	23 Years	1.0%	PIF split between City and Developer 50/50%
Northlands	Broomfield	Sales Tax	50%	20 Years	---	
City Center	Aurora	Sales Tax	50%	15 Years	---	City attached conditions regarding nature of tenants to distinguish project from others in the area; City required a profit sharing interest in project upon sale
Glenwood Meadows	Glenwood Springs	Sales Tax	20%	5 Years	1.5%	
Thorncreek	Thornton	Sales Tax	100%	5 Years	---	
Ridgegate	Lonetree	Sales Tax	60%	20 Years	---	City agreed to share 60% of sales tax after the cost of providing services; additional limitations on the amount of the share were included

Source: Economic & Planning Systems

H:\15848-Longmont Retail Strategy\Data\15848-PFComps.xls\Fin Comps

IMPLEMENTATION ACTIONS

This section outlines recommended policies and strategies to address retail development. There are several recommended actions the City could take to maximize its future development opportunities and to respond to future projects as presented below.

- 1. The City should continue to compile data on retail development sales trends and continue to monitor resident expenditure patterns.*

The recent surge of retail development activity is expected to slow down. New development opportunities will also be increasingly competitive with projects in surrounding cities. Many stores indicated they would wait until these new project are fully operational and have a sales history before evaluating new store opportunities. This is especially true of the smaller apparel and home furnishings stores found in malls and lifestyle centers. It will therefore be important to quantify the changes in retail sales and resident expenditure patterns in two to three years. This will allow Longmont to reevaluate its position within the larger trade area and provide important market data to stores and developers interested in the Longmont market. In the interim, the City can continue to monitor retail sales by location and type of store consistent with the analysis in this study.

The City should consider adding a new tax district to track the retail sales activity in and around the Harvest Junction retail development. The new tax district will simplify the process of tracking and verifying the impact of Harvest Junction on retail sales tax revenue in the future. In the future, the City will be able to verify the impact of Harvest Junction on retail leakage, per capita sales, and regional inflow; this can be conducted as part of a future retail sales flow analysis.

The City should implement a reclassification of sales tax data using the North American Industry Classification System (NAICS). The City's existing classification of sales tax data does not provide the level of detail necessary to evaluate specific store opportunities. This study reclassified sales in the City using the NAICS codes. This should be continued by the City. This classification system allows for analysis of specific store categories (including department stores, discount department stores, clothing and apparel, etc.) as utilized in this study.

An inventory of downtown businesses and square feet of occupied space from GIS data was developed for the downtown potentials analysis. The store inventory provides a starting basis for tracking changes in the number of stores and occupied square feet going forward. This information should be updated annually to track changes in the downtown retail mix. The gross space data does not fully represent the amount of space utilized for retail and thus does not provide accurate sales per square foot data. The LDDA, with assistance from the City, should perfect an inventory of downtown commercial space. Emphasis should be placed on obtaining net space in addition to gross space. Due to the significant depth of many buildings within downtown, many retailers do not utilize the entire ground floor for sales space. Therefore, analyzing retail sales on a per square foot basis will be skewed if gross square footage is used as

opposed to net square footage. A similar inventory of regional retail space was developed from GIS data. The inventory provides a foundation from which to analyze retail sale by square foot. The City should maintain this inventory in order to better analyze the changes within retail mix and retail sales by store category.

Actions:

- a. Create a separate tax district for monitoring retail sales in and around Harvest Junction.
- b. Classify retail sales by North American Industry Classification System (NAICS).
- c. Update the retail sales and expenditure analysis in 2008 or 2009.

Responsibility: City Finance Department

- d. Refine and maintain a downtown commercial business and space inventory.
- e. Develop and maintain a regional retail space inventory for the City as a whole.

Responsibility: City Planning and Development Services

2. *The City should develop an economic development policy for the use of retail incentives.*

The City was recently approached by a major retailer requesting a sales tax shareback to assist with financing a new expanded store. This request was turned down. Although there is no specific project currently requesting assistance, it may only be a matter of time before the City will need to address this issue again.

Our recommendation is that the City determine its policy towards incentives for retail projects in advance of such requests. It is important to let potential developers know what is not on the table as well as what is on the table in the way of developer assistance. The following factors should be considered in developing this policy:

- Eligible projects should demonstrate a financial need.
- Any incentives should be used to pay for eligible public facilities.
- Incentives should only be used to address extraordinary development costs or other extraordinary circumstances.
- Public assistance should be commensurate with public benefit.

EPS recommends that any retail projects meeting these criteria be eligible for no more than 50 percent of the net new sales tax revenues the City will receive and for no more than five years. The City of Fort Collins recently adopted a regional retail incentive policy that could be reviewed as a model.

Actions:

- a. Develop City policy concerning the use of retail incentives for City Council approval.
- b. Publish and promote both the City's policy and the criteria.

Responsibility: City Economic Development Manager and LAEC.

3. Pursue future regional retail development opportunities including redevelopment sites.

The City of Longmont has several development opportunities that will advance over the course of the next five years. The City should consider the role of retail development within these opportunities, and in particular consider how best to attract lifestyle tenants. The interest of these retailers will only translate into additional retail sales tax dollars if a project exists that caters to their needs.

The opportunity to develop space for new lifestyle tenants could occur in two ways, either through redevelopment of the Twin Peaks Mall site or at one of the two remaining undeveloped retail nodes created by the Longmont Comprehensive Plan.

The City should initiate discussions with CBL regarding future redevelopment potential for the Twin Peaks Mall. CBL has redeveloped a number of its mall properties including adding lifestyle components. A project of this magnitude will likely require some public assistance. It is in the City's best interest to let CBL know of its interest in assisting with maximizing future development opportunities at the mall.

Actions:

- a. Continue to monitor Twin Peaks Mall retail sales and leasing activities.
- b. Initiate discussions with CBL's national office regarding opportunities for redevelopment and reinvestment and potentials for City development and financing assistance.

Responsibility: City Manager and City Economic Development Manager

4. The City should compile a community profile containing economic and demographic data to promote the City to retailers and developers.

A community profile that summarizes relevant economic and demographic data can provide retail developers and store chains, particularly those from outside the Colorado area, with the type of information needed to evaluate market opportunities. This information is similar to the community database provided by LAEC for economic development purposes, except that there is a focus on retail trade area and competitive store data in addition to growth and development statistics. This economic data should be placed on the City's website as well as on the LAEC website, and also made available on computer disk and in a print copy to firms requesting the information.

Actions:

- a. Prepare a retail economic and demographic profile of Longmont.
- b. Promote the profile to retail developers, both local and national, and local retail tenant representatives.

Responsibility: City Economic Development Manager and City Planning and Development Services

5. *Expand LDDA funding to address the need for downtown marketing and development support activities, focusing on downtown as a destination.*

Retail sales within the downtown retail core have increased over the past three years from \$18.8 million in 2003 to \$24.2 million in 2005. The core area (north of Second Avenue and south of Sixth Avenue between Coffman Street and Kimbark Street) contains over two-thirds of all retail sales occurring within downtown. In addition, all thirteen of the new retailers who opened their doors in the past year located within this area. The retail core therefore is beginning to have the critical mass and mix of specialty retail expected of a thriving downtown retail district. These districts have largely restaurant, entertainment, and specialty retail stores that are all discretionary purchases. The district will therefore continue to need to promote the shopping experience and improve the shopping environment to attract local residents and visitors.

The LDDA is the downtown management organization that provides several activities which support and maintain the shopping environment in downtown Longmont. Through the construction and maintenance of streetscape improvements, the LDDA has created an environment that welcomes pedestrian consumers. In addition, the LDDA sponsors a façade improvement program that has helped to rejuvenate the retail space along Main Street. The City also provides funding for downtown events organized and managed by the LDDA.

Downtown Longmont will benefit from the LDDA providing additional services such as marketing and development assistance.

Actions:

- a. The LDDA should prepare marketing collateral that promotes the dining, entertainment, and specialty retail options within downtown. The marketing materials should address the current perception of downtown as a haven for tattoo parlors and pawn shops. The primary message should be a redefinition of downtown, targeted at existing residents.
- b. The LDDA could also provide some initial seed funding and expertise for the development of catalyst projects. These private development projects would redevelop key identified buildings or blocks, helping to create renovated space for new specialty retail and restaurant tenants.

- c. The LDDA should continue to promote downtown as a destination with a concentration of specialty uses, such as entertainment, cultural, and festival activities. The LDDA hosts several successful festivals and events throughout the year. These events should continue to be a focus of the organization as a method of attracting Longmont residents to downtown.

Responsibility: LDDA

In order to accomplish these tasks, the LDDA will need adequate funding to cover all operating expenses, including staff, rent, office supplies, maintenance of improvements, promotions and marketing, and events. A modest increase in the LDDA operating budget can be accomplished by increasing the LDDA mill levy from 3.31 to 5.00 mills, which would increase its budget from \$118,000 to \$178,000. Alternately, the LDDA could implement a BID assessment. If this option were pursued, it is likely that only the retail core area would support an assessment for marketing activities. The pros and cons of these funding changes should be further investigated to determine the benefits and impacts to property owners and businesses.

Actions:

- d. Evaluate funding options for expanding the LDDA budget to provide marketing and development assistance functions.

Responsibility: City Manager and City Finance Department

6. Continue to support LAEC economic development efforts for primary job growth.

The City's attraction of high tech jobs during the 1990s largely created the housing demand from higher income residents in Longmont. The continued growth of primary jobs is therefore a key driver of future retail growth as well.

The continued growth of retail development is important for improving the availability of shopping opportunities for residents and for sales tax growth within the City. The attraction of higher paid primary jobs, however, has the greatest impact on the demand for housing and the related growth in trade area population and income supporting retail growth. The City's appointment of an Economic Development Manager can improve the City's support for this economic recruitment effort.

Action:

- a. Continue existing LAEC and City emphasis for attracting primary jobs and industry.
- b. Continue to provide economic development data and an adequate land supply to attract new firms to Longmont.

Responsibility: LAEC and City Economic Development Manager



**Economic &
Planning Systems**

Real Estate Economics

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APPENDIX A: SURVEY INSTRUMENT

**City of Longmont
Retail Expenditure Survey
November 2005**

1. Please estimate how much your household spent in the last full year on the following types of purchases regardless of location.

Neighborhood/Convenience Goods	
1) Grocery/supermarket items	\$
2) Pharmacy/medicines	\$
3) Beer, wine, liquor	\$
Comparison Shoppers Goods	
4) Women's apparel	\$
5) Men's apparel	\$
6) Children's apparel	\$
7) Furniture/appliances	\$
8) Hardware / building materials / home and garden	\$
9) Electronics/computers	\$
10) Jewelry/gifts/specialty	\$
11) Sporting goods/toys	\$
12) Books/music	\$
Eating and Drinking	
13) Restaurant/Bars/Entertainment	\$
14) Other (Specify) _____	\$
Total Retail Purchases	\$

Regional Retail Section

2. Please estimate what portion of the goods purchased from above by type were made in Longmont and elsewhere by general location as shown below:

Type of Good	Twin Peaks / Hover Area	Elsewhere in Longmont	City of Boulder	FlatIron Crossing Area	Loveland Area	Metro Denver & Other	Internet/ Mail Order
1) Women's apparel	%	%	%	%	%	%	%
2) Men's apparel	%	%	%	%	%	%	%
3) Children's apparel	%	%	%	%	%	%	%
4) Furniture/appliances	%	%	%	%	%	%	%
5) Hardware / building materials / home and garden	%	%	%	%	%	%	%
6) Electronics/computers	%	%	%	%	%	%	%
7) Jewelry/gifts/specialty	%	%	%	%	%	%	%
8) Sporting goods/toys	%	%	%	%	%	%	%
9) Books/music	%	%	%	%	%	%	%
10) Other (Specify) _____	%	%	%	%	%	%	%

3. Three new major regional shopping centers will be opening near Longmont. Will you be more inclined to shop at these locations than Longmont? Please respond Yes or No for each shopping center.

Shopping Center	More inclined to shop here than in Longmont	Comments:
Shops at Centerra at the intersection of I-25 & US 34 – Lifestyle Center (Foley’s, Best Buy, Dick’s Sporting Goods, Theater, Barnes & Noble, and apparel and home furnishings specialty stores)	YES / NO	
Larkridge at the intersection of I-25 & E-470 (Home Depot, Sears Grand, Costco, Circuit City, PetsMart, Dick’s Sporting Goods, Bed Bath and Beyond and Pier 1)	YES / NO	
Twenty-Ninth Street Lifestyle Center at Boulder (Foley’s, Theater, Wild Oats, Home Depot, and apparel and home furnishings specialty stores)	YES / NO	

4. Please estimate what portion of dining and entertainment purchases by type were made in Longmont and elsewhere by general location as shown below:

Type of Good	Downtown Longmont	Twin Peaks / Hover Area	Elsewhere in Longmont	City of Boulder	Downtown Denver	Other Metro Denver
1) Restaurants/Bars	%	%	%	%	%	%
2) Movies	%	%	%	%	%	%
3) Other Entertainment	%	%	%	%	%	%
4) Specialty Retail (e.g. art, music, books, gifts, etc.)	%	%	%	%	%	%

5. Please estimate the average number of trips your household makes (excluding work trips) to the following areas each month and state the primary purpose for these trips.

Destination	Average Number of Trips per Month	Primary Reasons (shopping, recreation, pleasure, entertainment, etc.)
Downtown Longmont		
Twin Peaks / Hover Area		
Elsewhere Longmont		
City of Boulder		
Flatiron Crossing		
Other Metro Denver		

6. What types of additional stores, services or types of merchandise do you feel are needed or desirable in the City of Longmont (anywhere)?

Downtown Shopping/Entertainment

7. Please mark the box that reflects your shopping experience in Downtown Longmont, as compared to other places you shop. Downtown Longmont is 1) Better, 2) About the same, or 3) Worse.

	DOWNTOWN LONGMONT IS:		
	1) Better	2) About the same	3) Worse
1) Variety and selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Quality of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Price of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Parking availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Attractiveness of stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Quality of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) Customer appreciation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9) Variety and quality of restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10) Entertainment options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What improvements or changes would make a difference in how much you shop in Downtown Longmont?

9. What types of additional stores, services or types of merchandise do you feel are needed or desirable in Downtown Longmont?

Demographics

10. Where do you live?

- City of Longmont
 Niwot
 Firestone
 Frederick
 Unincorporated Boulder County
 Unincorporated Weld County
 Other: _____

11. How long have you lived in the Longmont area?

- Less than 5 years 20 to 29 years
 5 to 9 years 30 years or more
 10 to 19 years

12. _____ Total persons in your household (including yourself)

13. How many persons of the following ages live in your home?

- _____ Under 5
 _____ 5 – 12
 _____ 13 – 18
 _____ 19 – 24
 _____ 25 – 54
 _____ 55 – 64
 _____ 65 – 74
 _____ 75 and older

14. Number of workers in household:

Full-time _____ Part-time _____

15. Place of primary employment for workers in household

	Employee #1	Employee #2	Employee #3	Employee #4
Longmont Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boulder Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Denver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
US 36 Corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loveland/Fort Collins				
Other Metro Denver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your answers will be kept anonymous. The following question is critical to understanding Longmont's economy.

16. What was your gross annual **household** income last year (before taxes)?

- 1) Less than \$10,000 6) \$110,000 to \$129,999
 2) \$10,000 to \$29,999 7) \$130,000 to \$149,999
 3) \$30,000 to \$49,999 8) \$150,000 to \$169,999
 4) \$50,000 to \$69,999 9) \$170,000 or greater
 5) \$70,000 to \$89,999

THANK YOU FOR YOUR PARTICIPATION.



**Economic &
Planning Systems**

Real Estate Economics

Regional Economics

Public Finance

Land Use Policy

APPENDIX B:

SURVEY OPEN-ENDED RESPONSES

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

- ◆ Larkridge YES: Will go to Home Depot and Sears in Longmont also
- ◆ Larkridge YES: When new to see what's happening. I go where \$ and tax is the cheapest.

- ◆ Larkridge YES: We have to go outside the city for home furnishings, computer supplies, linens, quality clothing, etc. We would prefer to keep our tax dollars in the City of Longmont, but we are finding it more and more difficult to do..
- ◆ Larkridge YES: Variety
- ◆ Larkridge YES: Twin Peaks is not worth shopping at.
- ◆ Larkridge YES: These are stores mostly not found in town.
- ◆ Larkridge YES: Stores here that we don't have elsewhere
- ◆ Larkridge YES: Sears Grand, Circuit City, Bed Bath and Beyond (Sears at Twin Peaks dwindling!)
- ◆ Larkridge YES: Sears Grand has a paint dept which Longmont no longer has.
- ◆ Larkridge YES: New stores - will need to try - but not convenient
- ◆ Larkridge YES: More variety stores together in close proximity
- ◆ Larkridge YES: More choices (Costco and Dick's)
- ◆ Larkridge YES: Maybe the BB&B and Sears. Wish Longmont had a Costco.
- ◆ Larkridge YES: Longmont doesn't have much to offer besides Kohl's and Home Depot.
- ◆ Larkridge YES: I live in Frederick.
- ◆ Larkridge YES: Home Depot, Costco, Petsmart, Bed Bath...I shop reg.
- ◆ Larkridge YES: Has same shops as Longmont plus Bed Bath & Beyond, Sears, and is as close to Firestone as Longmont
- ◆ Larkridge YES: For Costco, Circuit City
- ◆ Larkridge YES: Drive by on way to work, easy to get to, offers some options from Frederick that Longmont does not offer
- ◆ Larkridge YES: Costco we shop at a lot, we believe it's cheaper than Sam's Club.
- ◆ Larkridge YES: Costco a major draw
- ◆ Larkridge YES: Convenient when driving home to Johnstown from Denver
- ◆ Larkridge YES: Convenient and closer
- ◆ Larkridge YES: Closer to work and out of Boulder County taxes
- ◆ Larkridge YES: Closer to us in Mead because of highway access!
- ◆ Larkridge YES: Closer to Longmont
- ◆ Larkridge YES: Close to Frederick
- ◆ Larkridge YES: Circuit City - only reason
- ◆ Larkridge YES: Because there is no Costco in Longmont
- ◆ Larkridge YES: Because of Costco
- ◆ Larkridge YES: All have a greater variety of shops catering to the specific needs of their clients, "one-stop shopping" is not a savvy as some think!!

- ◆ Larkridge YES/NO: Sears, Costco, Circuit City, Bed Bath and Beyond
- ◆ Larkridge NO: Would shop here if looking for specific items and pricing, if not available in Longmont.
- ◆ Larkridge NO: Would only go to these areas for something different to do and see. Would only go once or twice.
- ◆ Larkridge NO: Will shop there occasionally during week day commute to and from Denver. Weekends shop in Longmont.
- ◆ Larkridge NO: Will shop here some, but Longmont's closer so most 90% will stay in Longmont.

- ◆ Larkridge NO: We will continue to go north and shop at either Loveland or most likely Fort Collins.
- ◆ Larkridge NO: We like to shop local- support our city, less gas, less traffic, less time.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

- ◆ Larkridge NO: We have few reasons to go in that direction.
- ◆ Larkridge NO: Very seldom - when in area
- ◆ Larkridge NO: Too much traffic
- ◆ Larkridge NO: Too far to drive and not close to work
- ◆ Larkridge NO: Too far away, too much traffic
- ◆ Larkridge NO: Too far away! Again, who wants to go "outside" to get from store to store!?

- ◆ Larkridge NO: Too far away from Berthoud
- ◆ Larkridge NO: Too far away
- ◆ Larkridge NO: Too far away
- ◆ Larkridge NO: Too far away
- ◆ Larkridge NO: Too far
- ◆ Larkridge NO: This one is a potential because it has Costco and is on the way home from work.
- ◆ Larkridge NO: These look like boring Big Box stores that exist everywhere.
- ◆ Larkridge NO: There are enough stores.
- ◆ Larkridge NO: Our shopping usually extends from visits to Boulder where we also participate in community (mostly athletic-based events).
- ◆ Larkridge NO: Nothing there that I can't find similarly in Longmont without the drive.
- ◆ Larkridge NO: Nothing there that appeals to me
- ◆ Larkridge NO: Not more likely, but will go there some
- ◆ Larkridge NO: Mostly have these things in Longmont
- ◆ Larkridge NO: Like buying in Longmont if it is available, don't want to drive to Boulder or elsewhere

- ◆ Larkridge NO: I would go to Home Depot, Pestmart and Pier 1 by Hover.
- ◆ Larkridge NO: I try to shop close to home and enjoy our small town atmosphere.
- ◆ Larkridge NO: I prefer Loveland/Ft. Collins and FlatIron Crossing.
- ◆ Larkridge NO: I go to Costco in Superior.
- ◆ Larkridge NO: I can find those shops closer to Longmont. I would go to Sears to look at appliances when I need something new.

- ◆ Larkridge NO: Further than I'd like to travel
- ◆ Larkridge NO: Due to high gas cost, I'm trying to keep driving at a minimum.
- ◆ Larkridge NO: Distance is a factor.
- ◆ Larkridge Longmont has all this (new area at Main and 119), except Costco, Sam's and Sears Grand.

- ◆ Shops at Centerra YES: When new to see what's happening. I go where \$ and tax is the cheapest.

- ◆ Shops at Centerra YES: We will be shopping at these other centers more than in Longmont. Longmont does not have a good retail base (Wal-Mart doesn't count).
- ◆ Shops at Centerra YES: Variety and great movie theatre
- ◆ Shops at Centerra YES: Variety
- ◆ Shops at Centerra YES: Twin Peaks is not worth shopping at.
- ◆ Shops at Centerra YES: This is due to the kinds of shops, Foley's, Coldwater Creek
- ◆ Shops at Centerra YES: They have Best Buy, Barnes & Noble and a nice theater and is as close to Firestone as Longmont is

- ◆ Shops at Centerra YES: These types of stores are not available in Longmont.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

- ♦ Shops at Centerra YES: The layout of Centerra is difficult. I will go to Centerra for Barnes and Noble only. Who wants to go to Centerra in the winter to go from store to store?

- ♦ Shops at Centerra YES: The apparel and home specialty shops are of potential interest.
- ♦ Shops at Centerra YES: Stores not available in Longmont
- ♦ Shops at Centerra YES: Restaurant there we like (On the Border)
- ♦ Shops at Centerra YES: Reduces the driving time in getting the things I need and want.
- ♦ Shops at Centerra YES: One of us works in Loveland.
- ♦ Shops at Centerra YES: More variety plus near outlet shopping
- ♦ Shops at Centerra YES: May travel there to shop at Foley's
- ♦ Shops at Centerra YES: Live in Firestone, will shop at stores Longmont doesn't have, or that is better quality in Loveland (like theater)

- ♦ Shops at Centerra YES: Layout with lots of parking along a boulevard is very convenient
- ♦ Shops at Centerra YES: Just recently moved to Berthoud, so this will be more convenient in the future.

- ♦ Shops at Centerra YES: It is closer to our home than Flatirons Crossing; it offers MUCH more in a small area than Longmont
- ♦ Shops at Centerra YES: I resent Wal-Mart; in all phases of their community involvement.
- ♦ Shops at Centerra YES: Home furnishing specialty stores - Longmont really lacks. Foley's and possible the theater, it would be great if ours was nicer.

- ♦ Shops at Centerra YES: Has a few upscale women's clothing stores (J. Jill, Ann Taylor) that Longmont doesn't

- ♦ Shops at Centerra YES: Good selection of stores. Even though we don't like outdoor malls.
- ♦ Shops at Centerra YES: For Best Buy
- ♦ Shops at Centerra YES: Foley's, Best Buy, home furnishings, some restaurants in Loveland that Longmont does not have

- ♦ Shops at Centerra YES: Fantastic, just up the road and easy to get to.
- ♦ Shops at Centerra YES: Easy commute, decent selection of goods
- ♦ Shops at Centerra YES: Dick's - I won't go to Gart's, terrible service there. Foley's - like the selection. Borders is OK, Barnes and Noble for variety

- ♦ Shops at Centerra YES: Depends on what I am shopping for - gifts, apparel (yes!), groceries/household (no)

- ♦ Shops at Centerra YES: Depends on ease of access and ease of parking
- ♦ Shops at Centerra YES: Coldwater Creek
- ♦ Shops at Centerra YES: Closer to our home, though it is a weird place, lower sales tax
- ♦ Shops at Centerra YES: Closer and less snobby than other places. Probably won't do a whole lot of shopping there though.

- ♦ Shops at Centerra YES: Close to home- approx. 5 mins
- ♦ Shops at Centerra YES: Centerra is only about 8 miles from our home and provides a convenient shopping area.

- ♦ Shops at Centerra YES: Can walk right to store from car
- ♦ Shops at Centerra YES: Better selection. Our stores are too small.
- ♦ Shops at Centerra YES: Better brand stores
- ♦ Shops at Centerra YES: Best Buy, Barnes and Noble
- ♦ Shops at Centerra YES: Beautiful outdoor shopping; negative is thru-traffic
- ♦ Shops at Centerra YES: Barnes and Noble
- ♦ Shops at Centerra YES: All have a greater variety of shops catering to the specific needs of their clients, "one-stop shopping" is not as savvy as some think!!

- ♦ Shops at Centerra YES/NO: Best Buy and Foley's are the draw. The outdoor aspect is NOT attractive.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

- ◆ Shops at Centerra YES/NO: Barnes and Noble - possible some other stores
- ◆ Shops at Centerra NO: Would shop here if looking for specific items and pricing, if not available in Longmont.
- ◆ Shops at Centerra NO: Would shop at Foley's occasionally
- ◆ Shops at Centerra NO: Would only go to these areas for something different to do and see. Would only go once or twice.
- ◆ Shops at Centerra NO: We will continue to go north and shop at either Loveland or most likely Fort Collins.
- ◆ Shops at Centerra NO: We like to shop local- support our city, less gas, less traffic, less time.
- ◆ Shops at Centerra NO: We like to shop in Longmont.
- ◆ Shops at Centerra NO: We don't like shopping centers where mainstream shops are dominant. We prefer privately-owned business offering unusual merchandise.
- ◆ Shops at Centerra NO: Too far, may go if in the area or for a day of it but not for day-to-day shopping.

- ◆ Shops at Centerra NO: Too far to drive and not close to work
- ◆ Shops at Centerra NO: Too far
- ◆ Shops at Centerra NO: There are enough stores.
- ◆ Shops at Centerra NO: The only business I will consistently visit is the theater. UA Twin Peaks is awful AND it's more expensive! Please get us a new theater! We are desperate!

- ◆ Shops at Centerra NO: Some stores OK but don't like outside format
- ◆ Shops at Centerra NO: Rarely travel north
- ◆ Shops at Centerra NO: Rarely go shopping in the Loveland area
- ◆ Shops at Centerra NO: Only at several specific retailers than don't have stores in Longmont
- ◆ Shops at Centerra NO: Nothing there that I can't find similarly in Longmont without the drive.
- ◆ Shops at Centerra NO: Not unless an item is not available in Longmont
- ◆ Shops at Centerra NO: Not impressed with outdoor mall concept when you have to walk thru parking lots!
- ◆ Shops at Centerra NO: Not a normal commute direction
- ◆ Shops at Centerra NO: Mostly have these things in Longmont
- ◆ Shops at Centerra NO: More likely to shop at Flatirons or in Boulder
- ◆ Shops at Centerra NO: Living in Frederick we could go to Loveland just as easy, but prefer Longmont as we use to live in Southmore Park.
- ◆ Shops at Centerra NO: Like buying in Longmont if it is available, don't want to drive to Boulder or elsewhere
- ◆ Shops at Centerra NO: Just to look mainly
- ◆ Shops at Centerra NO: If I wanted to go to Dicks's, Best Buy, or the movies, I would be more likely to go to Flatirons as I work in Boulder.
- ◆ Shops at Centerra NO: I would not be more inclined, but would shop outside of Longmont on occasion.

- ◆ Shops at Centerra NO: I went there a couple week ago - it's approximately the same distance as Flatirons and doesn't come close! If I can't find what I want in Longmont, I go to Flatirons.
- ◆ Shops at Centerra NO: I try to shop close to home and enjoy our small town atmosphere.
- ◆ Shops at Centerra NO: I prefer to keep tax money locally, and I really hate going to the big superstores and big malls
- ◆ Shops at Centerra NO: I like local shopping for convenience, less traffic, support my city.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

- ◆ Shops at Centerra NO: I don't buy very much and I don't like to drive much along the Front Range if I don't have to.
- ◆ Shops at Centerra NO: Further than I'd like to travel
- ◆ Shops at Centerra NO: Due to high gas cost, I'm trying to keep driving at a minimum.
- ◆ Shops at Centerra NO: Do not like to travel!
- ◆ Shops at Centerra NO: Do not like to drive so far to shop
- ◆ Shops at Centerra NO: Distance is a factor.
- ◆ Shops at Centerra NO: Distance
- ◆ Shops at Centerra NO: But a nice theater and other specialty stores may be visited
- ◆ Shops at Centerra NO: Barely have time to shop at all let along going out of town
- ◆ Shops at Centerra NO: A movie theater in East Longmont would be a plus.
- ◆ Shops at Centerra I don't like to go out of town, but feel forced to because of small choices
- ◆ Twenty-Ninth Street YES: Work in Boulder
- ◆ Twenty-Ninth Street YES: Will be a great shopping area. Have the shops I like to shop at.
- ◆ Twenty-Ninth Street YES: Wild Oats and Whole foods; able to take dogs into many shops
- ◆ Twenty-Ninth Street YES: Wild Oats and nice theater would be a draw.
- ◆ Twenty-Ninth Street YES: While I'd rather shop Longmont to preserve the tax base, I'd travel to Wild Oats

- ◆ Twenty-Ninth Street YES: When new to see what's happening. I go where \$ and tax is the cheapest.

- ◆ Twenty-Ninth Street YES: Unique shops hard to find in Longmont
- ◆ Twenty-Ninth Street YES: This is a "maybe". If it's just more of the same "mall" store - NO!
- ◆ Twenty-Ninth Street YES: That retail area is within walking distance of my employer and also includes specialty stores.
- ◆ Twenty-Ninth Street YES: Some of the specialty women's clothing and household stores might appeal. I'm likely to try it because I like the "new" Marshall's store near there, and it's closer than Flatirons.
- ◆ Twenty-Ninth Street YES: Since I'm in Boulder for other reasons, I plan on shopping there at least some of the time.
- ◆ Twenty-Ninth Street YES: More attractive stores
- ◆ Twenty-Ninth Street YES: I'm in Boulder a lot
- ◆ Twenty-Ninth Street YES: I work in Boulder, and shop on lunch break often, I love natural food stores.

- ◆ Twenty-Ninth Street YES: I work in Boulder
- ◆ Twenty-Ninth Street YES: I like Foley's better than Dillard's
- ◆ Twenty-Ninth Street YES: I go to Boulder and Foley's all the time.
- ◆ Twenty-Ninth Street YES: For the theater, Wild Oats, Foley's, since I'm already in Boulder for work. NO: For Home Depot since use stuff for projects at home.
- ◆ Twenty-Ninth Street YES: Foley's and home furnishings
- ◆ Twenty-Ninth Street YES: Foley's
- ◆ Twenty-Ninth Street YES: During my lunch or right after work but will not drive into Boulder just to shop.

- ◆ Twenty-Ninth Street YES: Due to movie theaters
- ◆ Twenty-Ninth Street YES: Depends on the selection and cost
- ◆ Twenty-Ninth Street YES: Close to work
- ◆ Twenty-Ninth Street YES: Close location to my home in Southwest Longmont
- ◆ Twenty-Ninth Street YES: Both my wife and I work in Boulder.
- ◆ Twenty-Ninth Street YES: Better shops that Twin Peaks
- ◆ Twenty-Ninth Street YES: Because of Wild Oats - A Whole Foods store in Longmont would be wonderful.

- ◆ Twenty-Ninth Street YES: ANY mall is better than Twin Peaks!

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Will you be more inclined to shop at these locations than Longmont?

-
- ♦ Twenty-Ninth Street YES: All have a greater variety of shops catering to the specific needs of their clients, "one-stop shopping" is not a savvy as some think!!

 - ♦ Twenty-Ninth Street YES/NO: Wild Oats
 - ♦ Twenty-Ninth Street YES/NO: Boulder is close to Longmont in case of having to return items.
 - ♦ Twenty-Ninth Street NO: Would only go to these areas for something different to do and see. Would only go once or twice.
 - ♦ Twenty-Ninth Street NO: Will shop here occasionally
 - ♦ Twenty-Ninth Street NO: We will continue to go north and shop at either Loveland or most likely Fort Collins.
 - ♦ Twenty-Ninth Street NO: We try to stay out of Boulder.
 - ♦ Twenty-Ninth Street NO: We try to avoid Boulder due to poor parking.
 - ♦ Twenty-Ninth Street NO: We like to shop local- support our city, less gas, less traffic, less time.
 - ♦ Twenty-Ninth Street NO: Traffic, lack of diversity and number of shops
 - ♦ Twenty-Ninth Street NO: Too little parking, too much traffic
 - ♦ Twenty-Ninth Street NO: Too far to drive and not close to work
 - ♦ Twenty-Ninth Street NO: Too far for us except on special trips
 - ♦ Twenty-Ninth Street NO: Too far away from Berthoud and driving in Boulder is worse than Longmont especially at all the major intersections and downtown.
 - ♦ Twenty-Ninth Street NO: Too far away and Boulder is too weird.
 - ♦ Twenty-Ninth Street NO: Too far
 - ♦ Twenty-Ninth Street NO: There are enough stores.
 - ♦ Twenty-Ninth Street NO: The only store we are interested in is Wild Oats
 - ♦ Twenty-Ninth Street NO: Sales tax too high, too far away
 - ♦ Twenty-Ninth Street NO: Out of the way
 - ♦ Twenty-Ninth Street NO: Only if "window shopping" when in the area
 - ♦ Twenty-Ninth Street NO: Nothing there that I can't find similarly in Longmont without the drive.
 - ♦ Twenty-Ninth Street NO: Not a convenient location for me
 - ♦ Twenty-Ninth Street NO: No reason to go to Boulder! (except for McGuckin Hardware)
 - ♦ Twenty-Ninth Street NO: Near work, so yes, on occasion
 - ♦ Twenty-Ninth Street NO: Mostly have these things in Longmont
 - ♦ Twenty-Ninth Street NO: Live in Frederick, work in Westminster, no need to drive there
 - ♦ Twenty-Ninth Street NO: Like buying in Longmont if it is available, don't want to drive to Boulder or elsewhere
 - ♦ Twenty-Ninth Street NO: It's Boulder.
 - ♦ Twenty-Ninth Street NO: If in Boulder we would check it out but wouldn't make a special trip to shop it.

 - ♦ Twenty-Ninth Street NO: I would rather shop in Longmont. I would really like a Whole Foods. I also like to support small businesses when possible. I'm upset about how many Wal-Marts Longmont is getting.
 - ♦ Twenty-Ninth Street NO: I would not go to Boulder if they were giving things away.
 - ♦ Twenty-Ninth Street NO: I rarely go to Boulder.
 - ♦ Twenty-Ninth Street NO: I do not like the atmosphere in Boulder.
 - ♦ Twenty-Ninth Street NO: Foley's maybe!
 - ♦ Twenty-Ninth Street NO: Don't particularly care for Boulder
 - ♦ Twenty-Ninth Street NO: Don't like Boulder
 - ♦ Twenty-Ninth Street NO: Don't like Boulder
 - ♦ Twenty-Ninth Street NO: Don't like Boulder
 - ♦ Twenty-Ninth Street NO: But the specialty stores we may visit
 - ♦ Twenty-Ninth Street NO: Boulder tends to be more expensive and less friendly.
 - ♦ Twenty-Ninth Street I certainly look at it. Not open yet so I can't tell.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ "Discount Liquor" - Longmont's prices are too expensive. Panera. I will shop at Wal-Mart, their produce is superb and cheaper, the groceries are cheaper.
- ◆ 1) Sam's Club or Costco, 2) Whole Foods or Wild Oats, 3) restaurants that aren't chains, 4) Super Target, 5) Ultimate Electronics, 6) Gap/Old Navy
- ◆ 90% of our movie-going is at the Coinemark Stadium theatre complex in Fort Collins and we go there 3 times a month. We do NOT shop at Wal-Mart or Sam's and we encourage all of our friends and neighbors to do the same. We are consciously becoming less consumer driven in order to improve our quality of life. Longmont is moving in the opposite direction from us.
- ◆ A good bakery
- ◆ A good Italian restaurant
- ◆ A good movie theater
- ◆ A larger sporting goods store, Sam's Club/Costco, bigger restaurants i.e. Olive Garden etc.
- ◆ A maternity store
- ◆ A whole new mall makeover, not another Wal-Mart or Walgreens or bank
- ◆ Additional unique restaurants, and specialty clothing/home stores. Hover has become congested with homogeneous chain stores and restaurants.
- ◆ Affordable sports, more spent on supporting smaller family businesses. Grow and highlight areas like Main St. downtown with more community activities.
- ◆ AMC theater, Whole Foods
- ◆ American Furniture Warehouse, good boat shop for downtown, A central check-out area so merchandise could be picked out at several stores and then picked up and paid for at a central location. How about a central web site so availability of multiple items at several stores could be checked in one place saving wasted trips. It would be like having a giant downtown department store.
- ◆ Another department store - Foley's; Sam's Club, Best Buy, kitchen store, children's store
- ◆ Anything downtown. Anything that improves downtown. I would like a Whole Foods. I'm a hair stylist and I met a lot of people who are upset about having 2 Super Wal-Marts and a Sam's Club. That is totally unsupportive of small business. Costco treats their employees better than Sam's. I can't believe Longmont agreed to opening more Wal-Marts with the bad reputation they have with how they treat their employees.
- ◆ Arts/crafts in N. Longmont, sporting goods - camping/hunting/fishing/paintball
- ◆ Bed, Bath & Beyond, Best Buy, Olive Garden, Big City Burrito, Barnes & Noble, other electronics and music places
- ◆ Bed, Bath & Beyond, Linens & Things, Lonestar Restaurant, Crate & Barrel, Foley's, Olive Garden
- ◆ Best Buy or Circuit City for electronics/computers, etc.
- ◆ Best Buy or other electronic store, Costco or Sam's, more restaurants, updated mall, shoe stores, Great Indoors, Whole Foods or Wild Oats, updated movie theater
- ◆ Best Buy or similar; Talbot's or Ann Taylor Loft; a restaurant that caters to healthy eaters with a variety of interesting fresh dishes and good salads!
- ◆ Best Buy, Circuit City or Comp USA, home furnishings like Great Indoors, etc.
- ◆ Best Buy, Circuit City types stores, Toys-R-Us
- ◆ Best Buy, Circuit City, Super Target, Super Walmart
- ◆ Best Buy, Mexican restaurants (On The Border), William Sonoma, Crate and Barrel, Gap or similar
- ◆ Best Buy, Whole Foods / Wild Oats, sporting goods store, Old Navy
- ◆ Better furniture choices, but with American moving in, this will help. Longmont has shown me significant improvement since I first moved here in 1988, when there were very few restaurants in particular.
- ◆ Better movie theater
- ◆ Better movie theater, better options for electronics, looking forward to two new Walmarts

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Better movie theaters, better shopping malls in downtown. No Wally Worlds
- ◆ Better restaurants, pet supplies, aquarium stores, better mall
- ◆ Big box retailer like Sam's, Super Walmart, Super Target, etc. Provides value for citizens, and does not take away the need for specialty retailers.
- ◆ Big discount computer store and electronics, specialty women's clothing, unique gift stores
- ◆ Bookstore??
- ◆ Bowling alley, Sam's Club, sporting goods store with exceptional firearm products, hunting, more gift boutiques or handmade items. A better fabric store than Hancock's
- ◆ Cadillac and Lexus dealers, jet center at airport
- ◆ Children's activity centers
- ◆ Clothing stores, restaurants
- ◆ Cosco would be great, we go to Sam's in Loveland all the time
- ◆ Costco
- ◆ Costco is need badly. New bowling alley and family fun center like Boondocks. New movie house, Baja Fresh Mexican restaurant, high tech jobs
- ◆ Costco to compete with Wal-Mart, Sam's; new movie theater; more plus-size choices - I'd shop on the Internet less
- ◆ Costco! Stadium seating movie theater.
- ◆ Costco!! REI, Bed Bath and Beyond or Linens and Things, Marshall's, Ross or TJ Maxx, Old Navy, Eddie Bauer, restaurants
- ◆ Costco!!! Fine dining (not chain type), Best Buy
- ◆ Costco, antique stores, Wild Oats
- ◆ Costco, Best Buy or Circuit City
- ◆ Costco, Chick Fil-A, used CD store, shoe warehouse, Twin Peaks mall theater needs renovation

- ◆ Costco, movie theater with stadium seats, ice rink, second recreation center somewhere north/west, Super Target!! ATTN: We do not support any more Wal-marts or Sam's Clubs. Enough is enough.

- ◆ Costco, Old Navy, Whole Foods. Definitely no more Walmarts. One supercenter is enough for this area!
- ◆ Costco, public rifle shooting range, year-round swimming/rec center on west end, Christian superstore, library extension on west side, Whole Foods or Wild Oats
- ◆ Costco, Sam's, good Indian food
- ◆ Costco/Sam's Club
- ◆ Craft stores, bigger fabric stores, Super Wal-Marts, Sam's
- ◆ Crate and Barrel, Coldwater Creek, Foleys, Michaels
- ◆ Crate and Barrel, Pottery Barn and Pottery Barn Kids, Gap, Banana Republic, Old Navy, Baby Gap, a real Dillard's or Foleys - I'd really like Nordstrom but I know that's not reality. Electronics store - a real one and a large one - Best Buy, SoundTrack, or Circuit City. A new movie theater located somewhere other than Twin Peaks where you have to walk through smoking teenagers to enter the building. It's scary at night! No more banks or fast food restaurants, please. What we don't need: Penny's, Sears, Wal-Mart, any more discount stores. This market is flooded in Longmont, yet there is no upscale shopping.
- ◆ Department stores, another Super Walmart
- ◆ Different and unique stores. Everyone is putting the same stores in.
- ◆ Discount club store, large bookstore, more venues with live music
- ◆ Discount electronics, nice "dressy" restaurant
- ◆ Discount liquor
- ◆ Do not live in Longmont and no longer travel to Longmont for work. As such, this is not of great concern to us.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Do not need a parking garage (until there is much more retail). I have never been unable to get a parking spot on Main St. or Kimbark lots. Walked 1/2 block at most.
- ◆ Ease of access, ease of parking, quality goods and services, would like good non-chain restaurants (such as Pasta Jays), a high quality food store (such as Bristol Farms) would be nice.

- ◆ Electronic stores, better variety of middle-class shopping
- ◆ Electronic, movie (updated one), sports (Dick's, Cabelas, Sportsman Warehouse)
- ◆ Electronics
- ◆ Electronics - i.e. Circuit City, Best Buy, etc.
- ◆ Electronics retail, computer retail, natural foods supermarket
- ◆ Electronics store, clothing stores of higher quality, more diverse dining
- ◆ Electronics store, health food grocery, more than one movie theater
- ◆ Electronics store, movie theaters, Costco, restaurants, home furnishings (such as Bed Bath & Beyond), clothing stores
- ◆ Electronics stores (Circuit City type)
- ◆ Electronics super-store (Best Buy)
- ◆ Electronics, better vegetarian restaurant, Whole Foods or Wild Oats
- ◆ Electronics, i.e. Best Buy/Comp USA; sporting goods, i.e. REI
- ◆ Electronics, more restaurants, Costco or Sam's, (but not another Walmart), furniture, appliances, movie theaters
- ◆ Electronics, sporting goods (not a poorly stocked Garts), furniture (good quality, good price not Sindlers or Woodley's)
- ◆ Electronics/computers, theater, Costco
- ◆ Except for used books I normally bypass Longmont.
- ◆ Family activity options - bowling, mini golf
- ◆ Fast food and restaurants for the NE area
- ◆ Fewer chain stores, more privately owned, unique stores, more high end restaurants (crap like Chili's, Outback, etc. do not count as high end).
- ◆ Foley's
- ◆ Foley's, GAP, Old Navy, better movie theater
- ◆ Foley's, Macy's, Old Navy
- ◆ Full service Bible book store
- ◆ Furniture store (like American Furniture Warehouse)
- ◆ Furniture, Costco or Sam's
- ◆ Furniture, electronics, women's clothing; until the local mall gets better stores, I will always shop at Flatirons. Hover already has too much traffic! Build something on the North side of town.

- ◆ Get real women's clothing stores besides the few in the mall. Flatirons is the only regional mall with most chains for women 18-40 (Gap, Eddie Bauer, Banana Republic, J. Jill, J. Crew) even though a few have stand-alone stores in Boulder. Stores with better quality clothes than Target but lower prices than places like Dillard's and Victoria's Secret would be welcomed. Longmont also lacks a "gourmet" grocery although the King Soopers carries about 80% of what we need. Longmont could use a Whole Foods, Wild Oats, or TRADER JOE'S - nobody else in the area has one!

- ◆ Get rid of things like halfway house, pawn shops. Open things like Haagen Daz, gift shops, might need more parking.
- ◆ Good movie theater - more corporate work places
- ◆ Hard to say "downtown" - just make it desirable for entertainment. Got your bug boxes at each end, now stop. Longmont has enough...
- ◆ Health food market (Whole Foods, Wild Oats, etc.)
- ◆ Hi scale restaurants

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Higher end stores - Foley's, Macy's, Nordstrom; bigger discount stores - Super Target; bigger sporting goods - REI, Dicks
- ◆ Higher end women's clothing
- ◆ Home decoration like Linens and Things or Bed Bath and Beyond, Whole Foods, organic or fresh veggies, the new one on Main St. too small, limited variety, Ross
- ◆ I don't think Longmont needs anything else as far as retail. I would like a Whole Foods, more restaurants on the north end of town like Black-Eyed Pea or Olive Garden. We don't need to be turned into another California with a mall or strip mall on every corner!
- ◆ I like the new quilt shop and restaurants, maybe add a big toy store.
- ◆ I think Longmont has a very wide shopping base. I can't think of any others needed. In fact, I am really concerned that we are growing so quickly that our small-town atmosphere will soon vanish. This is the reason we moved here in 1992 and I am very concerned about our rapid growth and development.
- ◆ I would like Sam's Club!
- ◆ I would love a Sam's club in town.
- ◆ I'd like to see us spend more money attracting businesses to downtown. It is where people window shop and stroll by. It's depressing to see closed offices and shops. Keep it central.
- ◆ Ikea, Trader Joe's, Whole Foods or Wild Oats
- ◆ It would be great if Longmont has reasonable priced clothing stores for the whole family downtown. Longmont actually has a real downtown (history) not a fake made one.
- ◆ Kitchen/cooking specialty store, electronics store
- ◆ Ladies dress shop! Restaurant - not a chain. I would like to buy something that every other town in the U.S. doesn't have! Made in USA not China!
- ◆ Less chain types of bar/restaurants - fun, chic, singles types of places, places that draw a clean cut 30+ crowd, business person (unlike Silo or the Red Zone). Updating our mall area - Pottery Barn type stores, fashion shoe stores, less cheap trashy stores/more discount fashion stores - Off Saks, Lohman's, Ross, Marshalls, TJ Maxx. I wish 24 Hour Fitness would return. Regular gyms are nice but lack flexibility for traveling.
- ◆ Less junk and fast food restaurants
- ◆ Limit the growth.
- ◆ Live music venues
- ◆ Longmont is behind on amenities - people can find much bigger and better to the north, east, south of Longmont. There is no major shopping attraction. It will help when we get our new Wal-Mart and Lowes. The downtown area needs to be either more like Pearl St. in Boulder or needs to have a couple (at least) chain stores, although I don't believe there is land available for chain stores.
- ◆ Longmont needs more high-end retail, such as Whole Foods and Crate and Barrel, restaurants such as a wine/tapas bar or wine/jazz club, Barnes and Noble, Coldwater Creek, etc. Twin Peaks Mall is too low-scale for the changing demographics of Longmont. It needs to be reconstructed with more high-end stores and a NEW THEATER COMPLEX! I, and the people I know, only shop Longmont for the basics. Otherwise, we go to Boulder and Cherry Creek Mall. Hi-Gear Cyclery is a good example of a specialty store downtown - we need more of these. Plus, do we really need 3 Walmarts? The one off Hover should be closed and made into a Best Buy as part of the redevelopment of that retail area. Retail areas should be designed to LOOK great also.
- ◆ Longmont would drive a lot of business in if they had the equivalent of the Flatirons AMC 24!!!
- ◆ Looking forward to Super Walmart opening, it will increase our spending in Longmont, a Whole Foods, Costco, Sams, PF Changs, Old Navy, Bed Bath & Beyond, Circuit City, Dick's, Cabella's would ALL attract us to Longmont. Development of North Longmont would also attract us. We live north of Longmont and south of Loveland. The stores at Centerra attract us because we can get to them without having to drive through town.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Lowes and HD cover their respective product lines very well. Longmont could use a "hi-quality" technology store as Comp USA, Best Buy or Circuit City. However, with these now in surrounding areas, I'm not certain of the present day advisability of a Longmont addition/location.

- ◆ Major sporting goods like Sportsmans Warehouse
- ◆ More clothing stores, electronic store (Best Buy in Shopko store)
- ◆ More dining on the east side of Longmont, electronics superstore
- ◆ More discount stores (Target, Kmart) not Wal-Mart. Shopping more convenient near DelCamino

- ◆ More home goods, high fashion, electrical
- ◆ More nice restaurants on north end of town
- ◆ More non-chain restaurants
- ◆ More options in East Longmont, closer to I-25 and 119
- ◆ More places for teens
- ◆ More restaurants and copy center near 17th and Pace, electronics store
- ◆ More restaurants on North Main Street area. All fast food, no sit down unless you like Mexican. Sushi addition is nice.
- ◆ More specialty shops/Bed an Bath, Foley's, Whole Foods, Ross, TJ Max
- ◆ Movie theaters, Best Buy, Costco, Linens 'n Things, furniture stores, stakhouse, BBQ, dance club, comedy club, Baskin Robbins, Chick-Fil-A, The Gap
- ◆ Music stores, Best Buy, Bed Bath and Beyond
- ◆ Myself, I don't need any other retail but Longmont needs it for revenue on taxes. If we don't let them in town, other nearby towns will get it, therefore our property taxes will go up!
- ◆ Natural/organic health food restaurants
- ◆ Need Comp USA, Best Buy and Sam's/Costco
- ◆ Need to improve mall area - add some upscale clothes stores, Linens-n-Things, Super Target, restaurants, home furnishings. Like coming to Longmont even though work in metro area, would just like some more options. Please ensure you put adequate lights around retail space - right now hard to get in and out of places like Target, Home Depot, Roadhouse etc.
- ◆ Nice stadium theater! A good location would be Hwy 119 near the new Sam's Club or Lowe's. Need restaurants and fast-food places on the east side of town.
- ◆ No more chain restaurants, no more mediocre retail stores
- ◆ NO MORE WALL MART PLEASE
- ◆ No more Walmarts - high end mall, new movie theater, restaurants like Dave & Buster's. Get rid of pawn shops and Mexican only business. Parking is not good.
- ◆ NO MORE WALMARTS! Divergence my dear mayor! Please use existing areas and leave the open spaces. Please try to attract more upscale businesses. I have now boycotted Walmart.

- ◆ No Wal-Mart
- ◆ Old Navy, better furniture stores, better shops in the mall such as Gap, Janie and Jack, Naartjic

- ◆ Old Navy, Gap, Sams Club, electronics store
- ◆ Old Navy, REI, locally owned unique restaurants (not chains)
- ◆ Old Navy, Wild Oats/Whole Foods, specialty stores with easy parking and nice walking areas, with no traffic speeding by.
- ◆ Olive Garden, Macaroni Grill, Italian market, seafood market, Crate and Barrel, Old Navy
- ◆ Olive Garden, Sam's, Super Wal-Mart
- ◆ Organic food store (Whole Foods or Wild Oats). We go 2 or 3 times a week to Whole Foods in Boulder.
- ◆ Outlet stores
- ◆ Parking, new stores

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Photo stores, computer store, professional running supply. Service the yuppies and baby boomers. Also badly needed: state-of-the-art movie theater. Revamp that awful Twin Peaks mall.
- ◆ Please seriously consider bringing Costco here instead of Sam's Club. It is a much better store. I have had memberships at both Sam's Club and Costco in Louisville for many years and I have been consistently much happier with Costco. Evidently, many other people feel the same as evidenced by the fact that on the same day that Costco is lively and busy, Sam's is very quiet and slow. This has been my experience repeatedly over the years. Also, since we're already going to have a Super Wal-Mart, why let the Waltons have a monopoly here? I think Costco will bring more money into Longmont.
- ◆ Prices and taxes
- ◆ Professional photo lab
- ◆ Put more retail stores north of 66 and Main! Thank you
- ◆ Reasonably priced furniture stores. Woodley's and Sindelir are too expensive.
- ◆ Restaurant and bar on east side of town - Pace St. area
- ◆ Restaurants - family-style, sit down, on east end of town
- ◆ Restaurants such as Olive Garden, Cracker Barrel, Black Eyed Pea, expansion of library or branch libraries
- ◆ Ross, Gordmans
- ◆ Ross, Gordmans
- ◆ Ross, Marshall's, Old Navy, Jo Ann's, Michael's - I travel to Thornton to shop at these stores. Also need a Sam's Club.
- ◆ Ross, T.J. Maxx, discount women's apparel, Burlington Coat Factory, Old Navy, Dress Barn, Marshall's, Circuit City. Restaurants: Ruby Tuesday's, more upscale steak house. More malls - HWY 66 Nashida Property, 119 another mall
- ◆ Sam's Club and Super WalMart - at present we drive to Sam's in Loveland as the primary source of groceries.
- ◆ Sam's Club or Costco, discount stores such as outlet stores, restaurants north, fabric store such as Joann's
- ◆ Sam's Club, electronics
- ◆ Sam's or Costco
- ◆ Sam's, Best Buy, TJ Max, Bed Bath & Beyond, Dick's, On the Border, Foley's, Finish Line, New York & Company
- ◆ Sam's, Natural Foods - southwest Longmont
- ◆ Shoe store, health food store (Wild Oats), independent restaurants, clothing/gift boutiques
- ◆ Shop similar to Peppercorn. Map store, restaurants like the Antica Romas, Cheesecake Factory, clothing store like Chico, Coldwater Creek, J. Jill, Barnes and Noble, art galleries...
- ◆ Small specialty shops, gifts, local art or craft shops, café's, fresh fruit - low price. I would love an IKEA shop here! Somewhere not too close to residents though - maybe out on 119? Electronics shops for cameras, TV's, phones, etc - good # though. Trader Joes would be great too! Also Wild Oats. More organic product from local farms.
- ◆ Specific shops - high-end, more desirable shopping (it only takes 1 entrepreneur spirit to attract others).
- ◆ Super Target up north
- ◆ Super Wal-Mart or Super Target, shops geared more toward high school tastes, stadium theatre
- ◆ The mall needs serious help! Stores we would like to see: Old Navy, Gap, Gap Kids, Crate & Barrel (or similar), Marshall's, TJ Maxx, Stein Mart, Talbot's, Whole Foods. Happy to hear Joann's Fabrics (or is it Hancock?) is expanding. Love Cheese Importers, of course!
- ◆ The only shopping I do is Brown's Shoe store, the new quilt store and 3 restaurants.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Toy store, recreation for young teens (like Dave & Busters or Fat City), nicer theater with stadium seating. Upscale restaurant - Italian. Dance club for baby boomers! Drive-in theater, mini-golf/golf carts.
- ◆ Trader Joe's (would be a huge coup for Longmont to get the first one in Colorado!) No more Walmart/Sam's! We boycott.
- ◆ Traditional hardware (NOT lumber, home improvement); Best Buy or other computer/electronic; natural foods alternatives to traditional grocery
- ◆ Travel agency, more specialty stores, less Wal-Marts
- ◆ Twin Peaks needs more upscale and unique shops.
- ◆ Twin Peaks/Hover is too far from Mead area. I would like more shopping near the new Wal-Mart development. Breakfast restaurants, hardware store, Costco or Sam's.
- ◆ Updated mall that could be more competitive with other malls. Outdoor entertainment - skate/bike park
- ◆ Updated mall with bigger chains (Foley's), Eddie Bauer, Nordstrom's, etc. Sporting goods
- ◆ Upscale restaurant, stadium style theater
- ◆ Upscale restaurants/Costco
- ◆ Wal-Mart, Sam's, Costco
- ◆ Walmart, Sam's, Costco, Linens and Things, Foley's, Best Buy, Mimi's Café, Joe's Crab Shack, Staples, a larger and cleaner Penney's, Sears Grand, Super Target, Black-Eyed Pea, Cheesecake Factory, American Furniture
- ◆ We are very interested in local restaurants and businesses. No more chain restaurants are needed.

- ◆ We have enough shopping areas in Longmont. We just need to slow down. The new by-pass is not going to be a "by-pass" anymore just another. Just another traffic jam we'll have to get through to GET to Longmont.
- ◆ We like big box stores for price and selection, the East side of town could use a couple sit-down restaurants
- ◆ We need a lot of stores. Wal-Mart is too full! No place to park, can't get through aisles and check-out lines are horrible. Same with King Soopers and other grocery stores, Home Depot is terrible! Always busy - can't get waited on. We need to triple or quadruple all our stores for grocery and all other shopping needs!
- ◆ We NEED a Toys-R-Us! A nice movie theatre would be nice too.
- ◆ We need more choices on the north side of town.
- ◆ We need a Costco or a Sam's Club, a big electronics store, and a TJ Maxx-type store.
- ◆ We should have as many big box stores as possible like Comp USA, Circuit City, Costco. The minority attitude about limiting them is stupid. It causes sales tax money to go to other communities.

- ◆ What is coming into towns sounds good, a newer movie theater would be fun.
- ◆ Whoever designed the area at Twin Peaks/Hover, etc. should be fired. I don't think you could cram anymore stuff into that area. Parking is bad, traffic is bad, and the road system is horrible. You can't make a left turn anywhere in this town!
- ◆ Whole Foods
- ◆ Whole Foods grocery store, organic butcher, another movie theatre, American Jazz Club, music festivals (American), the arts i.e.: theatre, dance, arts, good French restaurant/Continental restaurant. A botanical garden with informative gardening classes. I would love to see more renovation to downtown Longmont with specialty stores and restaurants.

- ◆ Whole Foods near Diagonal and Hover
- ◆ Whole Foods or Wild Oats
- ◆ Whole Foods or Wild Oats

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or merchandise needed or desirable anywhere in the City of Longmont

- ◆ Whole Foods or Wild Oats, American Furniture, Sam's Club or Costco, Super Target, some clothing outlets or stores, men, women, and sporting! REI, EMS or the like. Men
- ◆ Whole Foods/Wild Oats, warehouse (Sam's, Costco), home furnishings
- ◆ Wild Oats
- ◆ Wild Oats, Chic-Filet, Barnes and Noble Bookstore, another Christian stores, folk art, embroidery, rughooking (shops), little gift shops downtown, newsstand/bookstore downtown, tea shops downtown, women's clothing shop, flea markets/mercantile stores, more non-Hispanic shops downtown
- ◆ Wild Oats, Savers discount store
- ◆ Women's apparel (not old lady conservative); upscale hip resale shop. We need a Whole Foods or Wild Oats s many destinations to Boulder are for items only these grocery stores offer. Shoe stores; specialty "artsy" stores for unique gifts and home décor. Mountaineering goods.

- ◆ Women's specialty clothing stores, Wild Oats, good quality knitting supplies

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

What improvements or changes would make difference in how much you shop in Downtown Longmont?

- ◆ #1 take Main St off the 287 corridor. #2 eliminate pawn shops, gun shops, welfare motels, no 7-Eleven on Main town areas.
- ◆ 25 years subtracted from my age
- ◆ A kitchen store, a glassware and linen shop, and a women's apparel that is geared for middle-age women
- ◆ A larger variety of stores
- ◆ A lot more of Main Street reworked to be similar to how it is between 3rd and 6th Avenue
- ◆ A more family friendly environment
- ◆ A more modern, progressive edge, health food, funky boutiques, interesting restaurants
- ◆ A more pedestrian-friendly environment; fewer pawn shops and tattoo places; more specialty shops

- ◆ A Pearl Street mall type thing. Of course that would create parking issues.
- ◆ All the shops are "specialty shops". Selection is limited. Have to go from store to store to store
- ◆ Ambience - to put it bluntly, downtown is noisy and unattractive, too many auto parts and pawn shops. We like to eat outdoors and it's too noisy especially with all the motorcycles and hot rods.

- ◆ Better access and variety of store
- ◆ Better atmosphere
- ◆ Better handicap parking
- ◆ Better parking
- ◆ Better parking
- ◆ Better parking, more appealing shopping, less pawn shops! It has gotten better in the 7 years we've lived here.
- ◆ Better pricing and parking (with kids it's difficult).
- ◆ Better quality merchandise - especially clothing, food and entertainment! We would rather spend \$ in Longmont if the quality were better.
- ◆ Better restaurants
- ◆ Better stores and restaurants, better parking
- ◆ Better stores, more variety, more restaurants
- ◆ Better/more parking; get rid of some of the pawn shops; some storefronts need a face lift
- ◆ Block off or redirect traffic from areas of Main St. City wants to grow. Traffic is a major deterrent (safety, noise, parking) to relaxed shopping, dining, etc.
- ◆ Bring in REAL art for discerning art investors - not all that arts and crafts stuff. Slow down traffic. Not so many empty rental/leases.
- ◆ Chain restaurants would draw people. Link the library to coffee shops, restaurants.
- ◆ Classier storefronts, tourist attractions
- ◆ Clean it up - too much check cashing and pawn shop feel - too ghetto
- ◆ Clean it up, looks run down
- ◆ Cleaner stores, less ethnic, better parking (if possible)
- ◆ Clean up the run-down buildings / businesses
- ◆ Discount to local residents, Firestone, Dacono, Mead, Berthoud, Frederick
- ◆ Doesn't seem to be making middle to younger age audience
- ◆ Downtown is fine, it's Twin Peaks that needs help.
- ◆ Downtown would need to be similar to Pearl Street - unique restaurants and bistros, higher end boutique shops and unique gift and art stores. No pawn shops, gun shops, dumpy old buildings.
- ◆ Ease of access and parking, well lit walkways always have a fear of getting hit by a car on Main St. I suggest routing traffic off of Main St. much like the Pearl St. Mall.
- ◆ Ease of parking
- ◆ Easier access
- ◆ Easier access, affordability
- ◆ Easier parking

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

What improvements or changes would make difference in how much you shop in Downtown Longmont?

- ◆ Electronics
- ◆ Fewer pawn shops, second hand stores
- ◆ Flashing lights at Crosswalks on Main (traffic is dangerous). Make it more pedestrian friendly and safe.

- ◆ Get rid of all the pawn shops. Clean up the buildings, better parking, stores to shop
- ◆ Get rid of the pawn shops, gun shops, and pay loan shops - they all drag a city down.
- ◆ Gut it and put in new shops, stop making Main Street a pain to drive through and park. You can't have a Pearl Street atmosphere with 287 running through it.
- ◆ Have the shops open later, more restaurants and specialty shops
- ◆ Hip clothes stores, ice cream parlor, on artsy movie theater might be good. Health food store!!
- ◆ I dislike parallel parking so I don't come downtown as much as I'd like, but I really enjoy downtown.

- ◆ I don't shop downtown - I don't really know what is down there.
- ◆ I don't shop downtown.
- ◆ I don't shop downtown. I prefer several shops together for convenience and comparison shopping.

- ◆ I don't shop in downtown Longmont at all. Brown's Shoes is nice. There are no stores that I patronize in downtown Longmont.
- ◆ I have seen significant improvement in South Main St. (galleries, restaurants, coffee/bakery) and would shop more frequently with continued growth of specialty stores.
- ◆ I like one stop shopping, therefore, I'm not interested in going from store to store.
- ◆ I really like downtown Longmont, it has a lot of potential
- ◆ I think that downtown is very run-down and unattractive. I think that Main St. should have a major face lift and be turned into a pedestrian mall similar to Pearl St. in Boulder.
- ◆ If it had same type of atmosphere as Ft. Collins
- ◆ If price of merchandise were less
- ◆ If somehow traffic would be routed away from downtown, more pedestrian friendly, less pawn shops

- ◆ If traffic wasn't so congested.
- ◆ If you are talking about area around mall it's fine. Main Street needs more parking, lighting.
- ◆ Improve parking options
- ◆ Improved parking, a wider variety of shops and restaurants
- ◆ In my estimation, downtown Longmont can not sustain the types and quality of retail that outlying Longmont can produce.
- ◆ Innovative changes, quality retailers
- ◆ It needs help, the church (5th/Main) improvements proposed seems good. The loss of City News, Traylor Hardware hurt but that's business - good luck.
- ◆ Keep clean as possible
- ◆ Keep it business (good restaurants, banks, attorneys, medical, professional offices), retail can't make it there. Get realistic! It's pie in the sky! There is really not much to buy downtown! I feel bad for those who try with unrealistic expectations of what will go. I've lived nearby and watched for 38 years.

- ◆ Kid friendly shops/entertainment, for ages 9-13
- ◆ Later ours, some dinner/dancing/music
- ◆ Less low income stores
- ◆ Less pawn shops - more variety
- ◆ Less pawn shops, more restaurants
- ◆ Less people
- ◆ Less specialty and more general merchandise
- ◆ Less traffic, theater, small specialty shops, better pedestrian traffic routes
- ◆ Little can be done without turning it into a mall, which would destroy the character

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

What improvements or changes would make difference in how much you shop in Downtown Longmont?

- ♦ Longmont doesn't have same appeal as Niwot, it's more suited to office, not retail. Too much street noise and congestion and lack of parking - Centerra and Flatirons too much competition.
- ♦ Look at Old Town Fort Collins - the stores.
- ♦ Loud, fast traffic is definitely a deterrent for shopping downtown Longmont. Selection of stores is improving along with overall appearance.
- ♦ Make it a Pearl Mall like Boulder
- ♦ Make it more pedestrian friendly. More shops, restaurants. Improve the appearance (besides 3rd-6th - already nice).
- ♦ Make it newer - more attractive, more shops, more restaurants
- ♦ Make Kimbark and Main one way streets. Improve parking. Later evening (after hours) shopping times

- ♦ More boutiques, specialist shops, e.g. cookwares
- ♦ More chain stores like Chico's, Abercrombie
- ♦ More child friendly
- ♦ More night life, live bands, plays, but no opera!
- ♦ More off-street parking (too scary parking on Main St.)
- ♦ More parking
- ♦ More parking, more variety of shops (I don't really find too much to buy at our pawn shops)
- ♦ More parking, more variety of stores, traffic too much and fast on Main St.
- ♦ More pedestrian friendly
- ♦ More restaurants open later
- ♦ More selection and varied and easier parking would bring me in more often.
- ♦ More shops, easier parking, fun atmosphere where you can just walk around and browse. Pearl St. pedestrian mall
- ♦ More specialty stores - lots more stores on multi levels
- ♦ More stores, maybe a well known store to bring in more traffic. Clean up the dingy areas.
- ♦ More than 2 hour parking
- ♦ More upscale stores - get rid of pawn shops and Grandpa's Gun Shop
- ♦ More variety
- ♦ More variety, better suited to more diverse population
- ♦ More variety, less Mexican
- ♦ More variety, more parking availability
- ♦ Move pawn shops, quality department stores
- ♦ Must have all retail storefronts - no offices on first floor. More variety - niche stores - less pawn shops and second hand
- ♦ Need way more parking and better access (too crowded with cars there)
- ♦ None- the stores are not there for people to shop and everything closes at 4 or 5 PM and very few weekend hours.
- ♦ None, it's not a convenient location for us.
- ♦ None. Traffic is terrible, needs 287 rerouted.
- ♦ Nostalgia, movie theater
- ♦ One-stop shopping with convenient parking is not an option downtown. Not enough uniqueness to make trip worthwhile.
- ♦ Open up Main so you can see what's there, all the street blocks make it impossible to look and drive

- ♦ O'Shays is the only downtown restaurant I go to, and Pumphouse. Downtown is "Little Mexico", it's dirty and only caters to Hispanics for retail shopping for the majority of stores.
- ♦ Other than a couple restaurants, nothing stands out to say "stop and shop." Went to restaurant on Saturday - took us over 5 minutes to find parking - with children do not want to walk distances.

- ♦ Other than quilt stores there isn't anything I want.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

What improvements or changes would make difference in how much you shop in Downtown Longmont?

- ◆ Outside of a couple of nice restaurants and the theater, there is nothing that appeals for shopping in downtown Longmont.
- ◆ Parking
- ◆ Parking - keep Main St. clean, give it an old fashioned facade, make it feel welcoming, add seating. Store fronts need to be appealing - use English not Spanish.
- ◆ Parking - more selection of shops and dining
- ◆ Parking and access is a disaster, so I don't go downtown. The stores aren't the type I frequent. Main Street traffic is too congested, too many lights. I go to buy, not shop. Buildings are so small that unless multiple spaces are combined, as a rule, downtown shops can be boutique/specialty shops only. I believe downtown can only be "re-built" under 2 conditions: 1) small, tourist town, which Longmont is not, and 2) a downtown attraction so great it draws people. Longmont has/is neither.

- ◆ Parking and longer hours
- ◆ Parking and variety
- ◆ Parking garages on both the west and east sides of Main St.
- ◆ Parking! I hate driving in circles to patronize Crack-Pots.
- ◆ Parking, more store
- ◆ Parking, parking, parking, better selection, prices
- ◆ Put a parking garage ON Main Street, if at all.
- ◆ Put left turn lanes back on Main Street
- ◆ Real bargains in shopping that would justify driving from Johnstown. Longmont is an out-of-the-way shopping area for me.
- ◆ Reasonable prices
- ◆ Reduce traffic congestion, cruising, loud cars/stereos, threat of crime
- ◆ Reduce traffic to make it more pedestrian friendly, increase quality of restaurants (O'Shays and Pumphouse are great - need more like it).
- ◆ Remove the medians and no left turn lanes. Get rid of the trashy bars (not including Pumphouse). Improve parking.
- ◆ Re-routing or slowing 287 traffic. I've never had a problem parking, but the speed and noise are threatening.
- ◆ Restaurants - Italian, Chinese, steaks
- ◆ Right now it's primarily little specialty shops and I don't shop at these kinds of places often
- ◆ Shop for what? I'm unaware of any men's or women's clothing, for example. I see mostly antiques, consignment, and restaurants, except for the one great bookstore and the good gaming stores.

- ◆ Shopping variety, specialty shops, anything BUT pawn shops would suffice.
- ◆ Show old classic films at the theater for a modest price. Would love to have clothing stores.
- ◆ Small store spaces not conducive to anything, but specialty shops. Special sales, gatherings etc for the whole area
- ◆ Some renovation
- ◆ Something to help me remember to shop downtown
- ◆ Stores downtown open on the weekends (Sun)
- ◆ Stores open earlier, better parking, better variety of stores
- ◆ Take out the crosswalks in the middle of the blocks; make street signs more readable
- ◆ The "No Left Turn" lanes on Main keep me from shopping "anywhere" on Main - who thought that up!? I don't shop Main for that reason only!

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

What improvements or changes would make difference in how much you shop in Downtown Longmont?

- ◆ The smell from ConAgra! More single places to hang out, within walking distance.
- ◆ Things are improving - old store fronts returning, more arts going in, downtown could become an artist community.
- ◆ Traffic is not great.
- ◆ Traffic mitigation. To revitalize and enliven downtown, look at example of Pearl Street - no pawn shops, more upper end shopping and variety.
- ◆ Types of stores
- ◆ Types of stores, what they offer, more/nicer restaurants, places like the Martini Bistro are great. Fun, cheap breakfast place - not chain
- ◆ Variety of entertainment options and shops - like women's apparel shops
- ◆ Variety of stores, so one trip could get several tasks accomplished
- ◆ We have lived in Longmont since 1979 and have never shopped in downtown Longmont.
- ◆ We like downtown the way it is!
- ◆ We'd like 287 to bypass - one can hardly see stores or park
- ◆ While parking is easy, crossing the street is not. I know we're working on it, but it's not there yet.

- ◆ You guys blew it by running 287 down the middle of Longmont. Most people who travel into Longmont on 287 want to get through it.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or types of merchandise needed or desirable in Downtown Longmont

- ◆ A grocery and a good quality liquor store - I'd like to be able to pick up food for dinner and a bottle of wine without driving to Twin Peaks/Hover
- ◆ A lot more restaurants, wider variety of stores and different from those at Twin Peaks
- ◆ A more modern, progressive edge, health food, funky boutiques, interesting restaurants
- ◆ A nice kitchen store, "The Right Start" children's store, healthy restaurants
- ◆ All types of services are inadequate except for restaurants
- ◆ Alternatives to tattoo parlors, Mexican stores and pawn shops. Beginning to look like a border town. Don't know if there is a type of store or restaurant that would attract more people downtown with current traffic patterns and businesses.
- ◆ Any general stores
- ◆ Better restaurants
- ◆ Bigger, high scale retailers, specialty (name brand) shops
- ◆ Book store, toy store, or hobby store, variety of clothing stores, look at what type of stores were there in the 1970's.
- ◆ Book store, vegetarian restaurant
- ◆ Books, music, more restaurant options, specialty clothing (new!)
- ◆ Bookstores
- ◆ Boutique stores, shopping as an experience, something to make you want to be downtown, ambience

- ◆ Boutiques
- ◆ Boutiques and gift shops for female shoppers, get rid of second hand stores and pawn shops.
- ◆ Boutiques, good quality restaurants, art shops/galleries, good book stores
- ◆ Boutiques, up-scale type stores (pawn shops are not appropriate for a thriving downtown), books, gifts

- ◆ Card shop - like it was in the 70s - Dodd's, Lynch's, Penney's, bedding , clothes, cafes, Ann's, drug stores

- ◆ Chain or more quality clothing stores, clean up trashy appearance, better and more parking with larger spaces and safer feel at night. Surfaces of sidewalks and parking lots needs to be redone.
- ◆ Children's store, kitchen store
- ◆ Chili's
- ◆ Clothing (upscale casual), restaurants comparable to the Pumphouse
- ◆ Clothing for men, women, and kids. Restaurants, gift shops, little grocery market, a new newsstand

- ◆ Clothing for the whole family
- ◆ Clothing WAS the main reason I shopped downtown.
- ◆ Coffee shops with outside seating, ladies' and children's clothing, yarn/knitting shop, educational toy store

- ◆ Cold Stone, specialty shops
- ◆ Craft store (like Ben Franklin)
- ◆ Don't miss the boat AGAIN, develop NOW before the surrounding city's offer everything and Longmont offers NOTHING
- ◆ Downtown is mostly restaurants, flea markets and specialty shops. You need something like a Peppercorn or something great to draw people down there to look around.
- ◆ Downtown Main is in a slow decline, it's inaccessible parking is not easy and there's' nothing on Main Street to want to go there.
- ◆ Dress shop - specialty store
- ◆ Either dept. stores or quality clothing, gift, furniture, etc., shops easy access
- ◆ Entertainment venues
- ◆ Ethnic restaurants, computer stores, craft stores
- ◆ Events that bring people out like fundraiser - dress up, donate money. I doubt arts and entertainment can compete with Denver, but nice events that only Longmont offers would be good

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or types of merchandise needed or desirable in Downtown Longmont

- ◆ Except for used books I normally bypass Longmont.
- ◆ Family fun centers
- ◆ Fewer high quality specialty shops and more stores with mixed merchandise
- ◆ Find a theme or niche that downtown would attract.
- ◆ Food places, dept stores
- ◆ Get rid of the traffic and stores will come on their own. Bakery, ice cream, things to do after eating, and fewer mortuaries.
- ◆ Gift cards, specialty, upscale clothing
- ◆ Gift shops, jewelry
- ◆ Gift stores, restaurants
- ◆ Gift, specialty shops
- ◆ Good clothing store, hardware, and variety store
- ◆ Good restaurants - music clubs for folks who are NOT Hispanic. Build better traffic patterns for nay shopping centers added.
- ◆ Good specialty shops, more entertainment
- ◆ Gourmet eating, deli, vegetarian
- ◆ Have more stores like the Little Boot. GREAT customer satisfaction!
- ◆ Have small boutiques, gifts and clothing shops
- ◆ Have upscale specialty stores that are destinations. I don't like to shop walking by pawn shops and gun stores. Improve appearance with art - visit Grand Junction's downtown as an example. Get rid of shabby places like China Panda.
- ◆ I am more inclined to go downtown to specialty offices like the doctor, dentist, lawyer, accountant, good restaurants, dinner theater rather than shopping. Big boxes are hard to bear for convenience, price, selection. I loved Tralor Hardware, good Greek gyros would be appreciated. Also restaurants like Lola's Mexican Seafood of Denver would be appreciated.
- ◆ I don't think you could put the kind of retail we use downtown - King Soopers, Walmart, Target etc. - so a good family restaurant would bring us there
- ◆ I have gone downtown a few times this year because of coffee shops that have sent out ads and coupons. Recently I noticed that downtown Ft. Collins was quite busy (not at stores - closed for the evening) but at the numerous restaurants. We wouldn't look for fancy, but would enjoy a famiy restaurant downtown - if we knew about it - something on the order of Perkins or Aunt Alice's.
- ◆ I like downtown Longmont the way it is - quaint - don't want a lot of commercialization
- ◆ I really don't shop Downtown Longmont that much.
- ◆ I would like to open up a children's boutique that would compete with "Hello Mommy" in Boulder. Decorator fabric store would be nice, similar to Denver Fabrics.
- ◆ I would like to see the pawn shops move elsewhere.
- ◆ I'd probably say clothing and restaurants
- ◆ I'm not sure on the stores, but if the stores fronts and stores were brought up to date it would be nice.

- ◆ In this age of technology, other surrounding communities have previously risen to the occasion and involves retail that is inviting and pertinent. Downtown Longmont can not compete.
- ◆ It is a waste of time and money to add additional stores in "Downtown Longmont." Downtown Longmont is just a "pain in the ass" to get through and adding additional shops would make it just worse. When will you city planners (I used to be one) realize cars and people just don't work together. 287 should of by-pass downtown Longmont and downtown should have made into a pedestrian mall like Boulder!!

- ◆ It suits me right now.
- ◆ Keep it with the more specialized unique stores - it can't accommodate what I'm interested in: affordability, convenient one-stop shopping
- ◆ Kites, toys, kitchen
- ◆ Les ethnic oriented shopping, less pawn shops, higher quality and classier shops

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or types of merchandise needed or desirable in Downtown Longmont

- ◆ Less big chain stores - more specialty shops
- ◆ Let's face it, downtown Longmont is dying from a retail standpoint.
- ◆ Lifestyle stores
- ◆ Log, rustic
- ◆ Longmont has great non-chain restaurants like Pumphouse, Janie's, and Lucille's. Build on these, the growing number of 4th Ave. galleries, and the coffeehouses, with some mid-range clothing stores and perhaps a renovated movie theater with art films (I only go to movies in Boulder because Twin Peaks tends only to show blockbusters).
- ◆ Longmont needs a different look- old store fronts and art and artist studios, music. Other towns just have a mix and match look. Longmont really has the art walks, let it be a creative area.
- ◆ Michaels, Sam's, Super Wal-Mart (this is taken care of).
- ◆ More "fun" shops. We like the restaurants that are there - ex. O'Shay's. But not a lot of good breakfast places.
- ◆ More antique stores
- ◆ More ethnic restaurants, bookstores (retail)
- ◆ More restaurants, variety in stores
- ◆ More specialty (mama/papa) stores, more variety of restaurants, better communication of what is available, better parking
- ◆ More specialty and boutique-type shops, especially home décor
- ◆ More specialty clothing, gift, cards, drug store, small grocery, CD/DVD
- ◆ More unique specialty shops
- ◆ More unique types of clothing: upscale stuff in general. Gotta tell you that we love to visit Pearl St. in Boulder - nice variety and the "walk-thru" mall experience is nice.
- ◆ More upscale type stores (think Pearl St.)
- ◆ More variety - less pawn shops. More unique shops.
- ◆ More variety in restaurants
- ◆ Movie theater - outdoor venue
- ◆ Movie theaters
- ◆ Nice women's clothing
- ◆ Nicer quality/updated movie theater, Costco, Whole Foods, Best Buy, higher quality apparel stores, Old Navy, Ann Taylor, Wild Oats
- ◆ Not sure this should be a focus at this time - better use of time putting in new space on new 119 and the Hover area
- ◆ Nothing, because what ever you put in, Wal-Mart and Sam's will kill
- ◆ Office stores, furniture, stores with lower prices
- ◆ Outside eating areas for good restaurants, less pawn shops, more upscale specialty stores. Upscale women's apparel. Good book stores - used to new offerings
- ◆ Parking - updating stores
- ◆ Privately owned businesses; as few chains as possible - we have plenty of those elsewhere.
- ◆ Put a Super Target in.
- ◆ Quick place to eat lunch.
- ◆ Quite frankly, not much of the current retail businesses are known to me. A little more downtown promotion might be helpful.
- ◆ REI or EMS
- ◆ Restaurant with organic food, upscale steakhouse (like Boulder Cork), sandwich shop (since we lost Camille's)
- ◆ Restaurants - not pubs
- ◆ Restaurants of higher quality than cafes and bars; antique stores (not thrift) are a good fit
- ◆ Restaurants, art galleries
- ◆ Restaurants, hotel
- ◆ Restaurants, parking diagonally, i.e. Ft. Collins, no antique shops

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Additional stores, services or types of merchandise needed or desirable in Downtown Longmont

- ◆ Same type of store that are in Flatirons or near Hover
- ◆ Small specialty shops, handmade items, like Estes Park
- ◆ Some additional interesting restaurants like Tortugas
- ◆ Some unique, high-ish end home stores, gift shops, etc. The pawn/gun/Mexican themes are turnoffs. We do appreciate the Cajun restaurant, the new household/art/gift shop near Winchell's, the way the city plants flowers in the summer and decorates for Christmas!
- ◆ Something for kids (10-16) to do on weekends besides the movies
- ◆ Something other than chain restaurants!! High end kitchen supply store (William-Sonoma)
- ◆ Spa, boutiques, small retailers (no Wal-Mart type retailers) catering to specific needs/clients
- ◆ Specialty boutiques, restaurants (less of the "flea" market stores)
- ◆ Specialty shops (get rid of the pawn shops, they project the trashy feel). Candle shops, craft (ole fashion games and modles), etc. Kind of like Estes Park and downtown (old) Ft. Collins.
- ◆ Specialty shops and restaurants to enjoy with visitors
- ◆ Specialty shops where a consumer could find unique items
- ◆ Specialty stores that don't have to compete with the mall.
- ◆ Sporting goods, clothing
- ◆ Stores for niche markets; a good bookstore
- ◆ The covered, "mid block walkways" are a charm. Could add much to overall development of "core area" from Kimbark to Coffman and 3rd Ave to 6th Ave.
- ◆ The Crosswalks mid street are a safety hazard and should be removed, until then I will avoid the area. Big 5 was an improvement because it wasn't in the 3rd - 6th area.
- ◆ The downtown died as a shopping area 20 years ago. Even then, you had to go to Boulder or Ft. Collins. There has never been great selection or variety in the downtown stores. We do not need a parking garage either. Let's put the money to better use.
- ◆ Unfortunately, downtowns like Longmont have to focus on specialty stores, I.e. specialty foods, arts, etc. since they cannot compete with the price of big box retailers.
- ◆ Upscale chain that could draw. Aveda Salon was great, restaurants are very good, love Crackpots.
- ◆ Upscale restaurant, bar that allows smoking
- ◆ Walking mall area lie Pearl St. close off to traffic. Need women's clothing, men's clothing specialty store

- ◆ We usually shop at malls or discount stores due to our income! Downtown Longmont does not have the space for a large Sam's or Home Depot or King Soopers.
- ◆ Whatever draws people in (dining, specialty shops...)! I believe they key to growth here is good planning in area such as traffic flow, parking, pedestrian access, ambiance (trees, flowers). Also, increasing office space in downtown will help draw shoppers and diners.
- ◆ When Paulie and Deana's closed business due to lack of traffic, it decreases our visits to downtown from an average of 2x week.
- ◆ Where could you add more stores?
- ◆ Whole Foods type grocery store
- ◆ Why can't we make downtown equal to a mall? Same store - we could walk Main Street as easy as to the mall.
- ◆ Wild Oats/Whole Foods, Old Navy, Marshall's
- ◆ Women's boutiques, gift shops, delis and cafes, ice cream, art shops with AFFORDABLE art by local artists
- ◆ Women's/men's clothing, entertainment, movies, plays, dinner theater
- ◆ Work on renovating the mall area, downtown is too small - Longmont is NOT Boulder.

LONGMONT RETAIL EXPENDITURE SURVEY 2005-2006

Other items you spent money on in the last year

- ◆ Antiques
- ◆ Art/framing supplies
- ◆ Auto
- ◆ Car repair
- ◆ Car repair
- ◆ Crafts, fabrics, car maintenance, painting
- ◆ Horse food, vet and tack
- ◆ Hunting/guns/camping/fishing
- ◆ Nails
- ◆ Pet supplies
- ◆ Pet supplies
- ◆ Pet supplies
- ◆ Phones
- ◆ Tires

Other purchases made in Longmont and elsewhere

- ◆ Art/framing supplies
- ◆ Horse food, tack, etc
- ◆ Hunting, fishing, camping, guns
- ◆ Pet supplies
- ◆ Sewing stuff

Where do you live? (other)

- ◆ Berthoud
- ◆ Berthoud
- ◆ Berthoud
- ◆ Fort Lupton
- ◆ Frederick
- ◆ Jamestown
- ◆ Johnstown
- ◆ Johnstown
- ◆ Johnstown
- ◆ Larimer County
- ◆ Mead
- ◆ Mead
- ◆ Platteville
- ◆ Unincorporated Larimer
- ◆ Unincorporated Larimer County

Place of employment (other)

- ◆ Berthoud
- ◆ Central Weld CO
- ◆ College/Cheyenne
- ◆ Gold Hill
- ◆ Greeley
- ◆ Greeley
- ◆ Mead area
- ◆ Niwot
- ◆ Part time Boulder and our farms
- ◆ Retired (multiple responses)
- ◆ Windsor



**Economic &
Planning Systems**

Real Estate Economics

Regional Economics

Public Finance

Land Use Policy

APPENDIX C: TAX DISTRICT DEFINITIONS

**Table A1
Tax District Definitions
Longmont Retail Opportunities Study**

Designation	Approximate Geographical Area of Designation
North Main	Business between TERRY and EMERY from HWY 66 to 17th AVE.
Downtown	Business between TERRY and EMERY from LONGS PEAK AVE. to a half block South of 1ST AVE. and between EMERY and MARTIN from 4th AVE. to one block South of 1ST AVE.
Twin Peaks Mall	Business on the TWIN PEAKS MALL Complex.
Twin Peaks SQ Extended	Business generally South of Rogers Road, West of SOUTH SUNSET ST., East of DRY CREEK DR., North of BURLINGTON NORTHERN RIGHT-OF-WAY, excluding TWIN PEAKS MALL.
North Hover	Business on HOVER ST. between 11th AVE. and 17th AVE.
Pace Street	Business generally located on PACE STREET North of EAST MOUNTAIN VIEW, South of HIGHWAY 66.

Source: City of Longmont

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