



## ECONOMIC DEVELOPMENT

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During the past several decades, the City of Longmont has experienced cycles of rapid expansion of residential development. At one point, the rapid residential expansion raised concerns that Longmont was becoming a bedroom community with a majority of Longmont residents holding jobs outside the City. Since that time the City's economic base has grown and provides more employment opportunities than in the past. One key to the successful expansion of the City's economic base has been the efforts in attracting primary jobs to the community. Primary jobs are those jobs associated with "basic" industries.

As Longmont continues efforts to improve its economic base, the community needs to be aware that certain amenities within the community are essential factors influencing the locational decisions of businesses seeking to expand or relocate. The availability of education, housing, recreation, retail services, and cultural amenities are key elements that relate to the success of a community in attracting economic development. Continued progress in providing these community amenities will further aid in attracting economic development to Longmont. As the City's economic base expands, a greater balance of jobs to residences will result. On other hand, it is important that the continuing increase in jobs over time does not exceed the desired balance with the City's housing stock, resulting in an imbalance in the other direction. This will be particularly important to monitor over time, as the City's supply of residential land reaches buildout.

Land that is planned for, developed, or used for business and industry in the Longmont Planning area is shown on the Comprehensive Plan Map. The industrial/economic development designation of the Comprehensive Plan Map accommodates both business/industrial parks and general industrial uses.

In addition to the designation of areas for industrial/economic development on the Comprehensive Plan Map, other locational considerations for economic development are highly desirable from the perspective of both the City and the business or industry:

1. Access to major highways through the City's arterial street system with minimal travel through other land uses.
2. Proximity to the airport. Industrial uses are more compatible than most other land uses near an airport because of noise and safety factors. Many industries find it desirable to locate near an airport because of the growing importance of air transportation. Businesses with aircraft, with requirements for airfreight, or with key linkages to aviation benefit from locating at or near the airport.
3. Proximity to other industries. Industries that group together tend to create a more efficient and effective land use pattern. The industries also benefit because businesses that serve other businesses are more apt to locate in areas with large concentrations of industry.
4. Compatibility with nearby land uses.



## Economic Development Goals, Policies, and Strategies

**GOAL ED-1:** Strive for a well-balanced, diversified, and stable economic base in order to provide job opportunities for Longmont residents and a dependable tax base for the City.

**POLICY ED-1.1:** Create and maintain a business environment that encourages the retention, growth, and continued profitability of existing businesses which benefit the City, its tax base, and its residents.

**Strategy ED-1.1(a):** Evaluate and revise, as appropriate, the City's fee and tax structure and the economic development incentive programs based on the economic climate.

**Strategy ED-1.1(b):** Continue support of organizations and community efforts that foster and promote conditions that encourage existing businesses to remain and expand in Longmont.

**Strategy ED-1.1(c):** Use available tools such as federal, state, or other economic development programs to facilitate capital investment for the expansion of existing Longmont businesses that benefit the City.

**Strategy ED-1.1(d):** Improve the community's amenities such as educational, housing, recreational, retail, and cultural opportunities that encourage local businesses to remain and expand in Longmont.

**POLICY ED-1.2:** Maintain efforts to attract businesses and clean industries that would find Longmont an attractive location and that would benefit the City, its tax base, and its residents.

**Strategy ED-1.2(a):** Identify and recruit specific businesses that complement or support the existing economic base by creating primary jobs or by diversifying the community's economic base.

**Strategy ED-1.2(b):** Use available tools such as federal, state, or other economic development programs to facilitate capital investment for businesses moving into Longmont that benefit the City.

**Strategy ED-1.2(c):** Continue support of organizations and community efforts to convey an overall positive image to firms wishing to locate in Longmont.

**Strategy ED-1.2(d):** Increase the City's emphasis on improvements in the community's amenities that attract new businesses to Longmont.



**POLICY ED-1.3: Encourage the start-up and growth of small businesses.**

**Strategy ED-1.3(a):** Cooperate with the private sector in establishing an environment for nurturing small and start-up businesses through, for example, special financing programs, research and development referral systems, training and support, and the availability of suitable facilities and/or locations.

**POLICY ED-1.4: Encourage desirable industrial development within the City in a manner consistent with the City's overall growth policies.**

**Strategy ED-1.4(a):** Use the City's annexation policies, land use authority, and capital improvement policies to provide an adequate supply of both finished sites and raw land suitable for industrial/economic development in a range of sizes to accommodate all the different requirements of various businesses.

**Strategy ED-1.4(b):** Periodically review the development standards contained in the *Land Development Code* for industrial uses to ensure that they are adequate.

**Strategy ED-1.4(c):** Encourage business and industrial parks to include appropriate amenities such as recreational facilities, day care, or other facilities that benefit their employees.

**Strategy ED-1.4(d):** Encourage new industrial development to design sites to contribute positively to the quality of Longmont's visual environment.

**Strategy ED-1.4(e):** Evaluate and revise the City's regulations periodically to facilitate development or rehabilitation of properties to meet the contemporary needs of emerging businesses while making a positive contribution to the appearance of the City.

**Strategy ED-1.4(f):** Encourage reinvestment in and improvement to the City's older industrial areas to maintain and improve their economic vitality and appearance.

**Strategy ED-1.4(g):** Reinvest in and improve, where appropriate and feasible, public infrastructure in older industrial areas.

**Strategy ED-1.4 (h):** Communicate with the private sector when planning the timing and financing of utility extension to business and industrial sites.



**Strategy ED-1.4(i):** Use the following Locational Criteria in determining where to locate industrial/economic development land uses:

- A. Large sites with no extraordinary constraints to development.
- B. Proximity to major highways and access to arterial streets without the need to travel through less intensive land uses or with direct access to City truck routes for users with high traffic generation.
- C. Existing or planned uncommitted utility services: sewer, water, and electricity.
- D. Location of heavy industrial uses away from residential areas when the use of site design techniques cannot adequately achieve compatibility with nearby or adjacent residential uses.

**POLICY ED-1.5:** Promote and maintain an appropriate number of jobs in the community sufficient to guarantee a strong local economy in balance with the resident labor force.

**Strategy ED-1.5(a):** Track and monitor jobs per resident information in the City and Longmont Planning Area. Consider a jobs/resident ratio between .5:1 to 1:1 to be an ideal range.



## Economic Development Indicators

<b>Policy Rationale:</b>	A well-balanced, diversified, and stable economic base is critical to providing high quality jobs to residents, generating wealth within the community, and establishing a dependable tax base to support City services and infrastructure improvements.
<b>Benchmark Standard:</b>	Jobs to Resident ratio
<b>Indicators:</b>	<ul style="list-style-type: none"> <li>A. Annual net change in the number of jobs in the Longmont area for primary employers</li> <li>B. Jobs to Resident ratio</li> <li>C. Number of non-residential square feet issued building permits annually</li> <li>D. Annual net change in the square feet of office and industrial space in the Longmont area that primary employers have absorbed (within the St. Vrain Valley School District boundaries)</li> <li>E. Square feet of office and industrial lease space available for primary employers in the Longmont area (within the St. Vrain Valley School District boundaries)</li> <li>F. End of year vacancy rate for office and industrial space for primary employers in the Longmont area (within the St. Vrain Valley School District boundaries)</li> </ul>
<b>Methods, Sources:</b>	<ul style="list-style-type: none"> <li>A. The Longmont Area Economic Council conducts surveys annually to track employment growth. The <i>Primary Employer Activity Report</i> measures the change in number of employees for every primary employer in the Longmont area.</li> <li>B. The total number of jobs for Longmont is provided annually by the Denver Regional Council of Governments. Their estimates are tailored for the municipal boundaries and include wage and salary positions (ES202) as well as other positions such as those that are compensated on commissions, sole proprietors, non-profit employees, etc.</li> <li>C. City of Longmont Building Inspection Division and Planning Division</li> <li>D through F. Longmont Area Economic Council</li> </ul>