

The following definition of the Main Street portion of the Study Area is taken from the *City of Longmont Commercial Market Analysis* completed as part of the 2003 Longmont Area Comprehensive Plan Update.

Longmont Area Comprehensive Plan (LACP)

The study area between Longs Peak Avenue and 17th Avenue, is primarily an arterial commercial area including service uses and lower-rent retail uses including appliance stores, pawn shops, used car dealers, and auto parts stores. It is dated but not run down. It appears that businesses are doing fairly well, due to the few number of vacant units. With the exception of the large auto dealership, the area is largely a commercial arterial dominated with small sites with narrow lot depths. Assembly of multiple ownerships for redevelopment will be difficult. An alternative strategy is to provide some revitalization assistance to existing businesses and property owners.

Economic and Demographic Characteristics

Economic and demographic characteristics in the market are indicators of overall trends and economic health which may affect private and public sector development. The following highlights those trends which will affect development demand within the City and Study Area over the next five years.

Population and Household Growth

The City of Longmont grew at a compound average annual growth rate of 3.4 percent between 2000 and 2004 (see Table 1). Comparatively, Boulder County grew at a rate of 1.9 percent and Southwest Weld County at a rate of 5.6 percent, over the same time period. A lower growth rate (2.1 percent) for the City is anticipated to continue through 2009. During this same timeframe, Boulder County growth is expected to continue at a 1.9 percent rate while Southwest Weld County is expected to grow at a rate of 5.0 percent. Household growth rates reflect a similar trend, with the City's future growth rate slightly out-pacing that of Boulder County at 2.1 percent and 2.0 percent, respectively, and still falling far behind those of Southwest Weld County at 4.9 percent.

Table 1

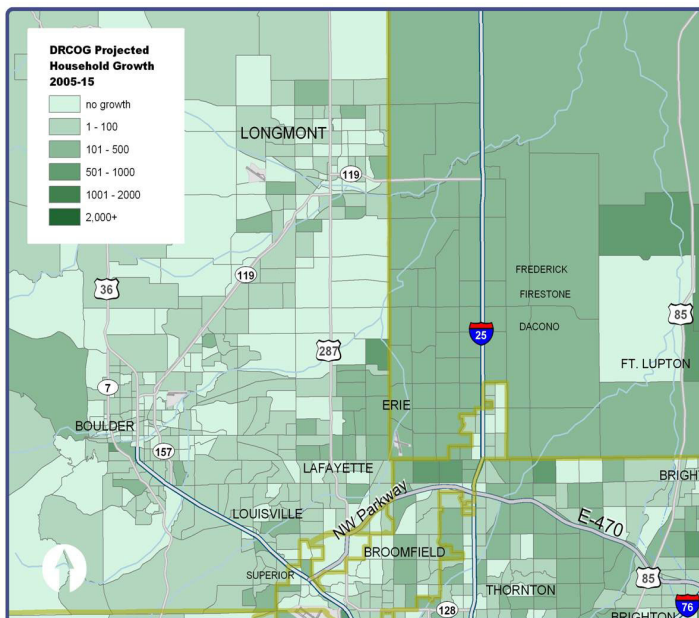
Population and Household Indicators

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County ²	Boulder County
2000 Population	71,093	8,857	291,288
2004 Population	81,169	11,013	314,065
2009 Population	90,057	14,055	345,055
2000 - 04 CAAGR	3.4%	5.6%	1.9%
2004 - 09 CAAGR	2.1%	5.0%	1.9%
2000 Households	26,667	3,117	114,680
2004 Households	32,221	3,860	124,620
2009 Households	35,750	4,900	137,590
2000 - 04 CAAGR	4.8%	5.5%	2.1%
2004 - 09 CAAGR	2.1%	4.9%	2.0%

CAAGR = Compound Average Annual Growth Rate

Source: U.S. Census Bureau; Environmental Systems Research Institute - Business Information Solutions (ESRI-BIS); and Leland Consulting Group (LCG).



The map presented here illustrates the Denver Regional Council of Government's (DRCOG) forecasted growth in households (actual increase) by census tract for the Northern Front Range between the cities of Thornton and Longmont. As shown, growth among several census

located east of the Boulder County line, north (through Berthoud).

tracts in and around Longmont are expected to realize a modest increase compared to several southwest Weld County tracts which are expected to realize significant increases.

Table 2 below illustrates a higher percentage of households (78.7 percent) moved to Longmont in the 1990s than to Southwest Weld (75.5 percent) or Boulder County as a whole (77.7 percent). The higher rate of household growth in the City versus Boulder County over the past four years is a further indication that the gap is widening, at least between these two geographies. The higher rate of household growth in Southwest Weld County, both historically and projected into the future, suggests the trend will reverse itself between this geography and the city.

Table 2

Households by Year Householder Moved In (2000)

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
1999 to March 2000	28.3%	22.0%	29.4%
1995 to 1998	33.4%	35.3%	31.8%
1990 to 1994	17.0%	18.2%	16.4%
1980 to 1989	10.7%	11.5%	12.1%
1970 to 1979	7.5%	9.5%	6.7%
1969 or Earlier	3.0%	3.5%	3.9%
Median	1996	1996	1996

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Household Size

Average household sizes in Longmont in 2004 were slightly larger than in Boulder County as a whole (2.63 vs. 2.45), yet smaller than in Southwest Weld County (2.85). This trend is reflective of higher concentrations of low-density housing forms in the local market, fewer products to serve smaller households and the influence of factors in other communities. In Boulder County, the presence of the University of Colorado at Boulder in the City of Boulder has a significant influence on the average household size. Comparatively, higher concentrations of Hispanic households in both Longmont and Southwest Weld County (assuming accurate reporting), those which traditionally skew higher than the market average, drive the average up in these geographies. Based on this understanding, one could conclude that the higher than Boulder County average

household size is as much a function of market demand as market supply, as well as community profile.

A review of home ownership statistics indicates that 34 percent of Longmont households in 2000 were renters (compared to 35 percent in Boulder County and 11 percent in Southwest Weld). In addition, historical building permit information suggests that limited housing products beyond single family detached homes and attached homes for target markets including low-income and seniors have been delivered to the market over the last few years despite the fact that the City’s one- and two-person households continue to represent a relatively high proportion of total households - 57 percent. Redevelopment of the Study Area could potentially provide an opportunity for a unique product offering thereby addressing an untapped market and serving a broader segment of the populous.

Table 3

Average Household Size

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
2000	2.64	2.84	2.47
2004	2.63	2.85	2.45
2009	2.63	2.86	2.44

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Table 4

Households by Size (2000)

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
1 Person Household	23.7%	14.3%	26.5%
2 Person Household	33.4%	37.9%	35.5%
3 Person Household	16.8%	17.1%	16.3%
4 Person Household	15.6%	17.6%	14.1%
5 Person Household	6.3%	8.3%	4.9%
6 Person Household	2.4%	3.0%	1.6%
7+ Person Household	1.9%	1.8%	1.0%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Age Distribution

The 2004 median age in the City of Longmont was 34.4 years old, nearly the same as Boulder County’s 34.0 years and younger than Southwest Weld County’s which was 37.1. More significant, however, are the similarities across age groups, except for the segment 15 to 24 years, which represents 13.8 percent of Longmont’s population and 18.0 percent of Boulder County’s (attributable to the presence of the University of Colorado in Boulder) and 25 to 34 years segment which represents 14.4 percent in Longmont, 15.2 percent in Boulder and 11.4 percent in Southwest Weld County (suggesting fewer young professionals and starter families). Other than this exception, percentages of population within each age group are very similar among the geographies, despite the fact that Longmont and Southwest Weld County have significantly fewer non-family households (30.8 percent and 19.8 percent) compared to Boulder County with 40.8 percent. These figures suggest that families tend to stay in the area even as their household composition changes.

Table 5

Population by Age (2004)

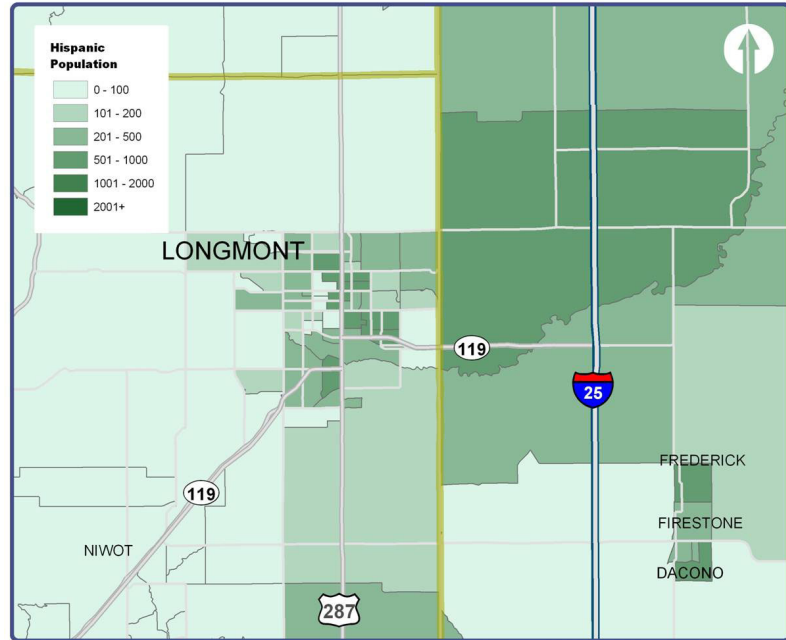
City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
0 to 4 years old	7.9%	7.2%	6.0%
5 to 9 years old	7.5%	7.2%	6.0%
10 to 14 years old	7.5%	8.4%	6.3%
15 to 24 years old	13.8%	12.7%	18.0%
25 to 34 years old	14.4%	11.4%	15.2%
35 to 44 years old	16.4%	17.0%	16.0%
45 to 54 years old	14.7%	17.6%	15.6%
55 to 64 years old	8.8%	10.7%	8.9%
65 and older	9.1%	7.7%	8.0%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Ethnicity

As shown in Table 6, the City’s ethnic profile is similar to Boulder County’s, with the exception of the Hispanic population. Hispanics comprise nearly 21 percent of the City’s population, compared to just 12 percent for the County as a whole. This is particularly relevant to the *Midtown* area, where there exists a concentration of Hispanic businesses catering



to this segment of the City’s population. Ethnicity in Southwest Weld County is less diverse than in either Boulder or Longmont, but maintains a Hispanic population closer in percentage to Longmont’s.

Table 6
Population by Ethnicity (2004)
 City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
White Alone	83.4%	91.3%	87.3%
Black Alone	0.6%	0.2%	0.9%
Am. Indian	1.0%	0.6%	0.6%
Asian / Pacific	2.2%	0.7%	3.5%
Other	10.6%	5.2%	5.4%
Two or More Races	2.3%	2.0%	2.3%
Hispanic Origin	20.8%	14.5%	11.9%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Education

Based on a combined total of residents who have received either a Graduate or Bachelor’s Degree, Longmont is not as highly educated as Boulder County overall, yet more educated than Southwest Weld County. While the presence of the University of Colorado in Boulder obviously skews the Boulder County figures, Longmont’s educational attainment figures are also lower than the Denver-Boulder metro area as a whole.

Table 7

Educational Attainment, over 25 (2000)

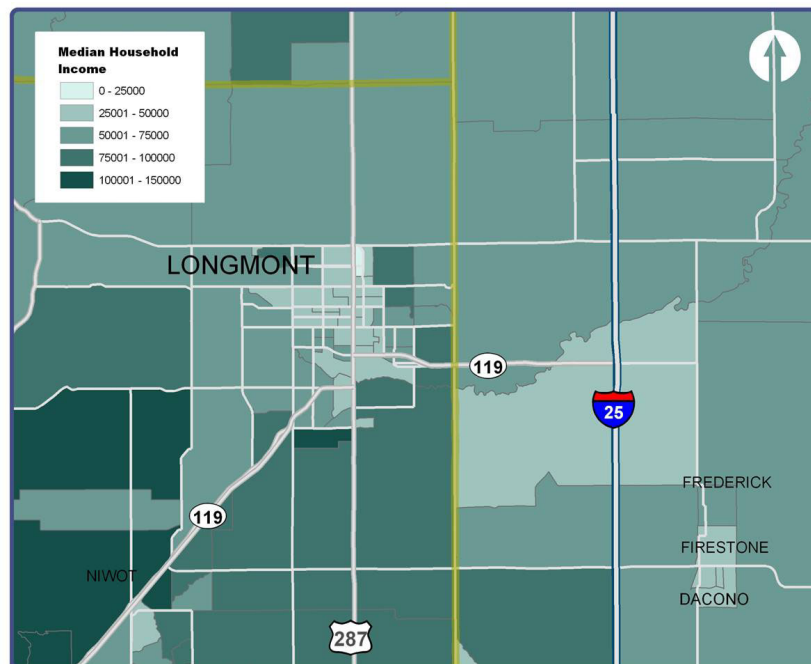
City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
Graduate Degree	10.2%	8.1%	21.2%
Bachelor’s Degree	21.0%	17.7%	31.2%
Associate Degree	7.1%	8.4%	5.7%
Some College	24.3%	26.9%	19.6%
High School Grad	23.9%	27.3%	15.1%
No H.S. diploma	7.4%	7.9%	4.2%
Less than 9 th Grade	6.1%	3.7%	3.0%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Household Income

The 2004 median household income for the City of Longmont was approximately \$60,200 (rounded), lower than both the Boulder County median household income of approximately \$65,400 (rounded) and Southwest Weld County estimate of



\$75,700 (rounded). Over the next five years, median household incomes in the City are forecasted (by ESRI-BIS) to continue to be lower, yet grow at a higher rate (4.8 percent) than Boulder County as a whole (4.4 percent) and Southwest Weld County 3.0 percent. As shown in Table 9, the largest concentration of households (percent of total) among all three jurisdictions fell between \$50,000 and \$74,999. However, the percent of households in Longmont with incomes between \$50,000 and \$99,999 in 2004 fell below Weld County incomes in this range, 37.4 percent versus 38.5 percent respectively, and above Boulder County incomes at 33.3 percent.

Table 8

Median Household Income

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
2000 Median HH Income	\$51,174	\$65,563	\$55,861
2004 Median HH Income	\$60,199	\$75,748	\$65,412
2009 Median HH Income	\$75,290	\$87,609	\$81,081
2000 - 04 CAAGR	4.1%	3.7%	4.0%
2004 - 09 CAAGR	4.8%	3.0%	4.4%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Table 9

Household Income Distribution (2004)

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
<\$15,000	7.7%	4.3%	9.0%
\$15,000 to \$24,999	8.0%	5.9%	7.3%
\$25,000 to \$34,999	10.0%	7.2%	8.9%
\$35,000 to \$49,999	14.9%	10.9%	13.0%
\$50,000 to \$74,999	21.4%	21.0%	18.0%
\$75,000 to \$99,999	16.0%	17.5%	15.3%
\$100,000 to \$149,999	15.0%	19.1%	16.7%
\$150,000 to \$199,999	3.7%	6.9%	5.9%
\$200,000 +	3.2%	7.3%	6.0%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.

Employment and Commuting

As shown in Table 10, Longmont residents tend to skew more toward blue collar occupations (21.3 percent) than Boulder County residents as a whole (13.1 percent), but to a lesser degree than Southwest Weld County (24.3 percent). The City also has a lower white collar resident workforce compared to Boulder County, yet higher white collar workforce than Southwest Weld County. This further illustrates the influence of the City of Boulder as an employment center in the County. Commuting trends also support this influence, as Longmont residents tend to have slightly longer commutes than Boulder County residents and shorter commutes than Southwest Weld County residents. Beyond commuting to local businesses (generally less than 15-20 minutes), the highest percentage of Longmont residents have a 25 to 35 minute commute, most likely to Boulder.

Table 10

Resident Occupations (2004)

City of Longmont, Southwest Weld and Boulder Counties, Colorado

	City of Longmont	Southwest Weld County	Boulder County
White Collar	64.9%	62.7%	73.8%
Mgmt/Bu./Finance	16.0%	19.9%	19.2%
Professional	22.5%	18.4%	31.3%
Sales	12.0%	10.7%	11.8%
Admin. Support	14.3%	13.7%	11.5%
Services	13.8%	13.0%	13.0%
Blue Collar	21.3%	24.3%	13.1%
Agricultural	0.3%	1.9%	0.1%
Construction / Mining	5.8%	5.9%	3.8%
Install./Maint./Repair	3.3%	5.8%	2.1%
Production	7.0%	4.5%	4.2%
Transportation	5.0%	6.1%	3.0%

Source: U.S. Census Bureau; ESRI-BIS; and LCG.