



# Attracting Full-Service Restaurants to Commerce City

August 6, 2018



# City Council Budget Retreat – 2/23

## New Priority Given



### Work Plan Objective 1.2.1 Added

Secure a commitment by December 31, 2018  
from a national or Colorado-based sit-down  
restaurant chain to locate in Commerce City.





## **NEW RETAIL MARKET ANALYSIS REPORTS**

- ✓ Commerce City Demographics
- ✓ Commerce City Trade Area
- ✓ Commerce City Workforce Population
- ✓ Commerce City Regional Gap Analysis
- ✓ Northern Range Demographics
- ✓ Northern Range Regional Trade Area
- ✓ Northern Range Workforce Population
- ✓ Southern Historic District Demographics
- ✓ Southern Historic District Trade Area
- ✓ Southern Historic District Workforce Population
- ✓ Cell Phone Usage Maps

# New Business Development List (250+)

## Research Using Online Retailer Database:

- Brand name
- Population requirement
- Traffic counts requirement
- Is brand currently expanding in Colorado
- Who is the brand contact for new locations
- Who is the real estate brokerage firm representing the brand in Colorado

## Identify Brands in Each Restaurant Category:

- American
- Asian
- Breakfast
- Italian
- Mediterranean
- Pub & Grill
- Seafood
- Southern Cuisine
- Steakhouse
- TexMex

## Other

- Entertainment  
--movie theaters, bowling alleys etc.
- Hospitality (hotels)



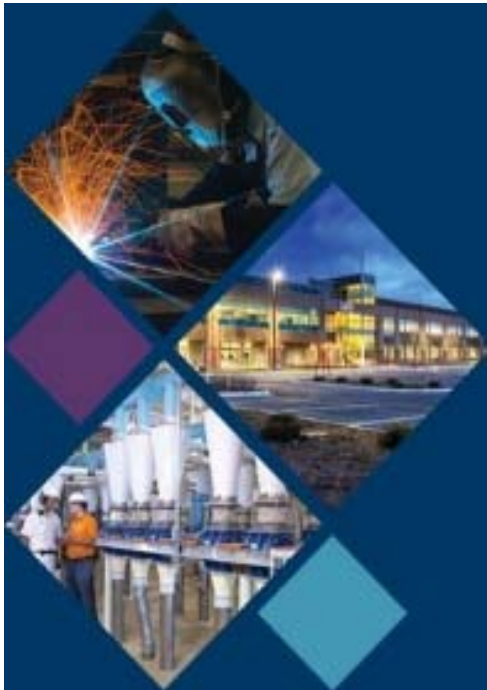
# New Retail/Restaurant Conferences



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# City of Commerce City

## *Ready for Retail*

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The City of Commerce City is one of the fastest growing communities in the state. The city recently had its retail trade area demographics updated and the new information indicates many gap opportunities. This means that residents and workers are *Ready for Retail* in Commerce City!

The city is looking for development partners to provide retail services to its rapidly growing areas in both the historic and northern range. There are many commercial parcels in the city available for development. City Council will consider an aggressive incentives package for the development of a national brand, full-service restaurant if announced by December 31, 2018.

Please direct all inquiries to Commerce City's Economic Development Division by calling **303.289.3747**.

**RedefiningCommerce.com**



- **New *Ready for Retail***  
**Marketing Concept**



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# Short Term vs. Long Term Strategies



# Aaron Farmer

Senior Vice President





## Retail Market Analysis

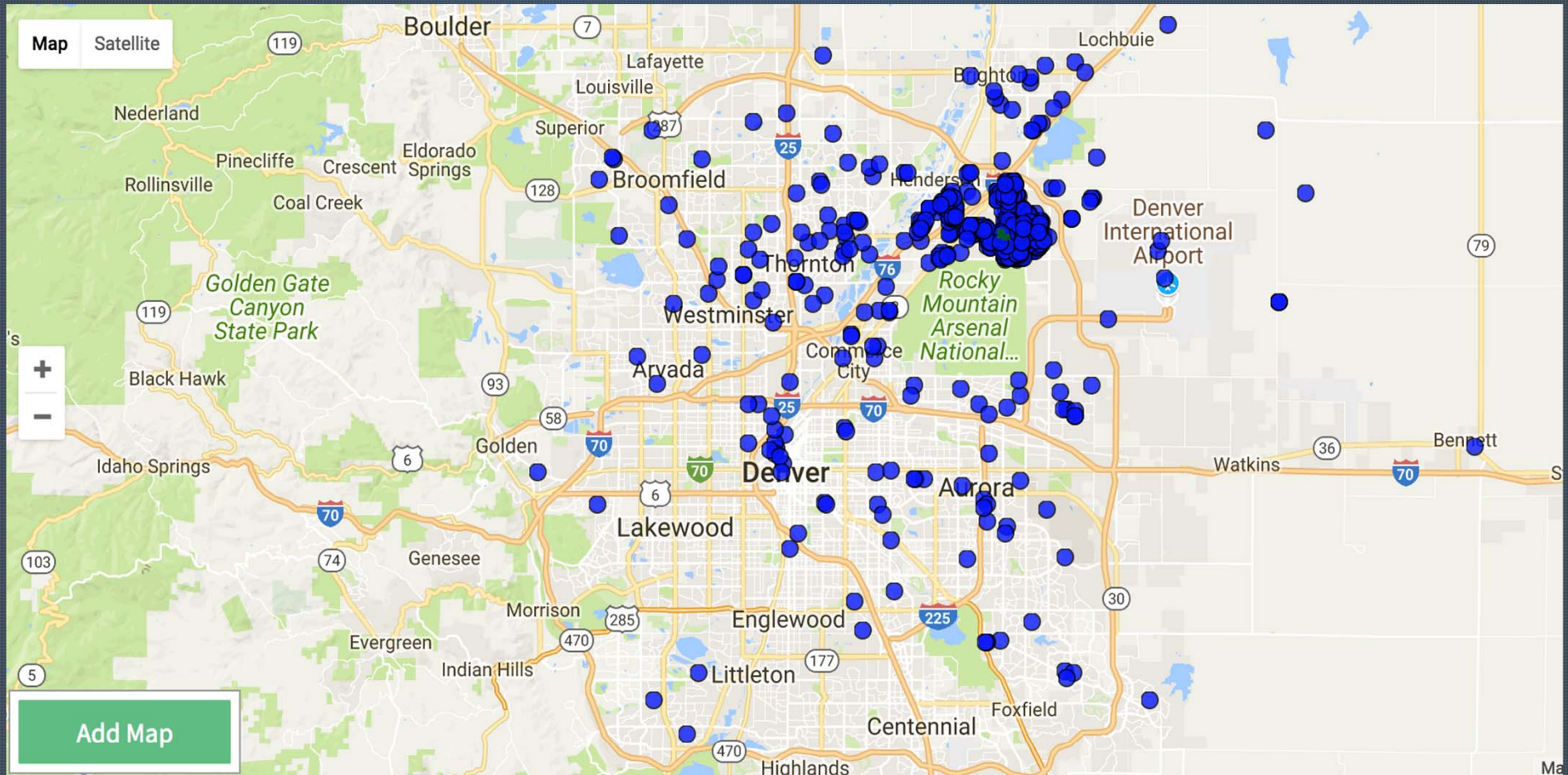
Commerce City, CO



# Cell Phone Analysis



# Northern Range

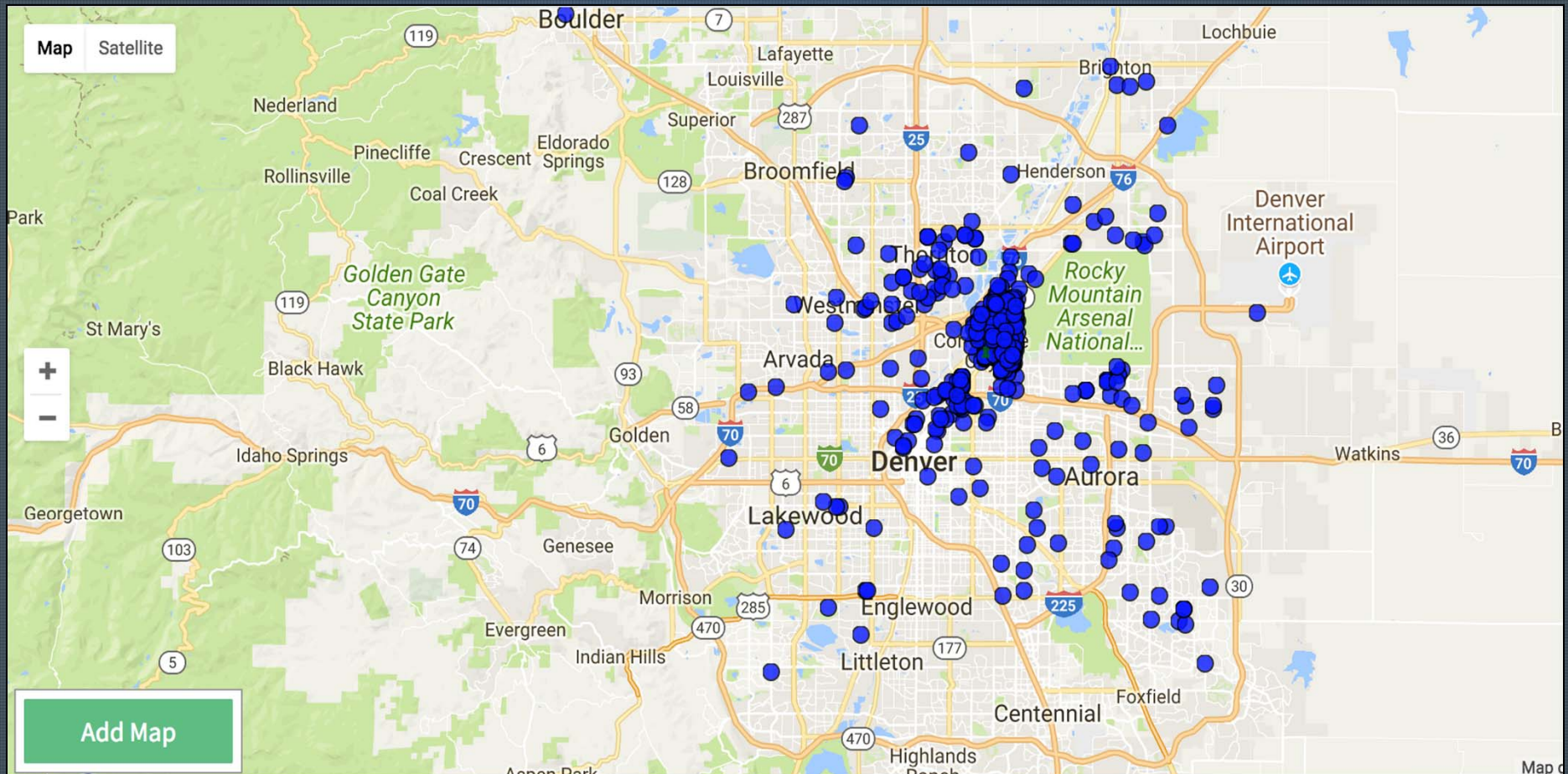


4+ visits to King Soopers and surrounding retail  
Date Range: June 1, 2017 - June 1, 2018

● = One Household



# Southern Historic District



4+ visits to Walmart and surrounding retail  
Date Range: June 1, 2017 - June 1, 2018

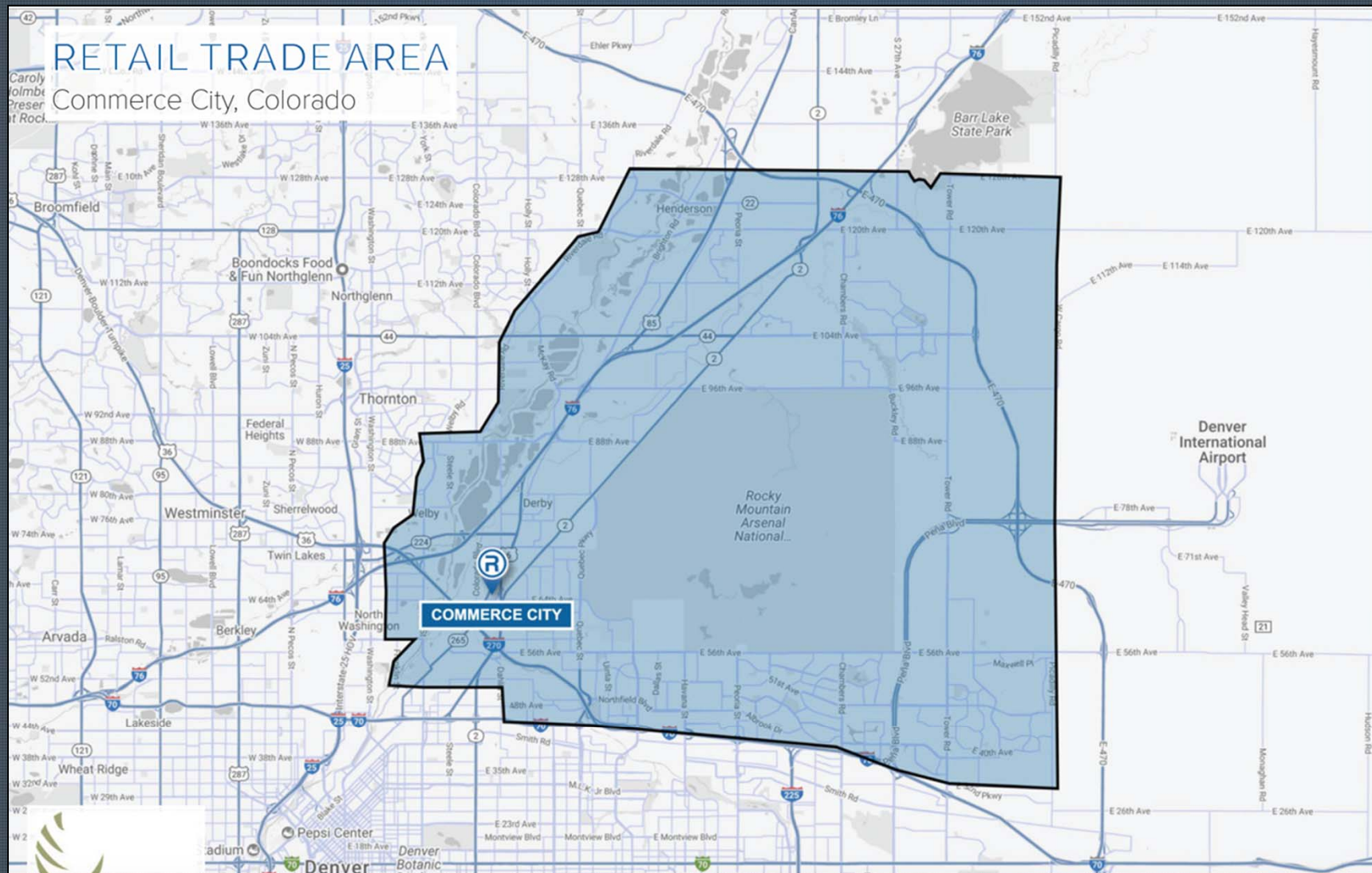
● = One Household



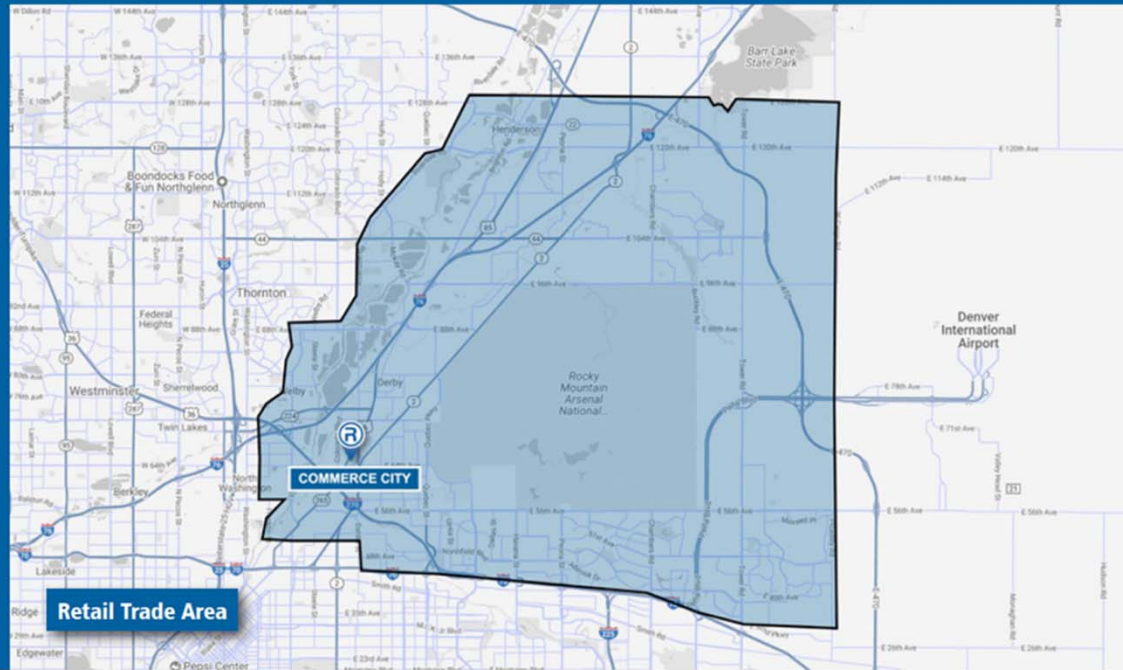
# Retail Trade Area



Commerce City, Colorado



## Retail Market Profile 2018



### Contact Information

**Michelle Claymore**  
**Economic Development Director**  
 City of Commerce City  
 7887 East 60th Avenue  
 Commerce City, Colorado 80022  
  
 Phone 303.289.3747  
 mclaymore@c3gov.com  
 www.redefiningcommerce.com

June 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

### Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Retail Trade Area	77,103	129,643	161,535	177,131

### Income

	2018 ESTIMATE
Average Household	\$84,118
Median Household	\$70,021
Per Capita	\$25,647

### Educational Attainment

	2018 ESTIMATE
Graduate or Professional	6.5%
Bachelor's Degree	12.3%
Associate Degree	6.9%
Some College, No Degree	22.6%
High School Graduate	28.4%
Some High School, No Degree	10.7%
Less than 9th Grade	12.5%

### Race Distribution

	2018 ESTIMATE
White	54.86%
Black or African American	14.45%
American Indian/Alaskan	1.21%
Asian	3.52%
Native Hawaiian/Islander	0.25%
Other Race	19.55%
Two or More Races	6.16%
Hispanic or Latino (of any race)	49.61%

### Age

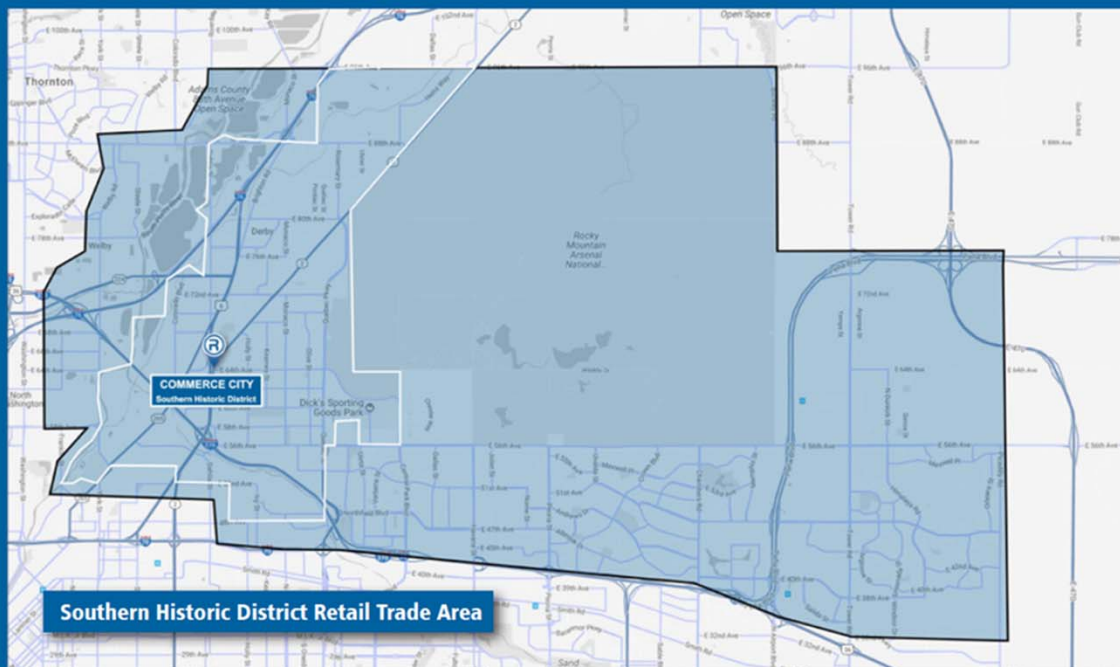
GROUPS	2018 ESTIMATE
9 Years and Under	18.02%
10-17 Years	12.75%
18-24 Years	9.19%
25-34 Years	16.36%
35-44 Years	15.26%
45-54 Years	12.12%
55-64 Years	8.78%
65 Years and Over	7.51%
DISTRIBUTION	2018 ESTIMATE
Median Age	31.23
Average Age	32.45





# Commerce City Submarkets

## Retail Market Profile 2018



**Southern Historic District Retail Trade Area**



### Contact Information

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### Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Southern Historic District Retail Trade Area	71,647	99,928	122,124	133,118

### Income

	2018 ESTIMATE
Average Household	\$74,676
Median Household	\$60,947
Per Capita	\$22,655

### Educational Attainment

	2018 ESTIMATE
Graduate or Professional	5.5%
Bachelor's Degree	10.2%
Associate Degree	6.0%
Some College, No Degree	21.1%
High School Graduate	29.4%
Some High School, No Degree	12.6%
Less than 9th Grade	15.3%

### Race Distribution

	2018 ESTIMATE
White	48.52%
Black or African American	17.67%
American Indian/Alaskan	1.33%
Asian	3.30%
Native Hawaiian/Islander	0.29%
Other Race	22.65%
Two or More Races	6.26%
Hispanic or Latino (of any race)	55.66%

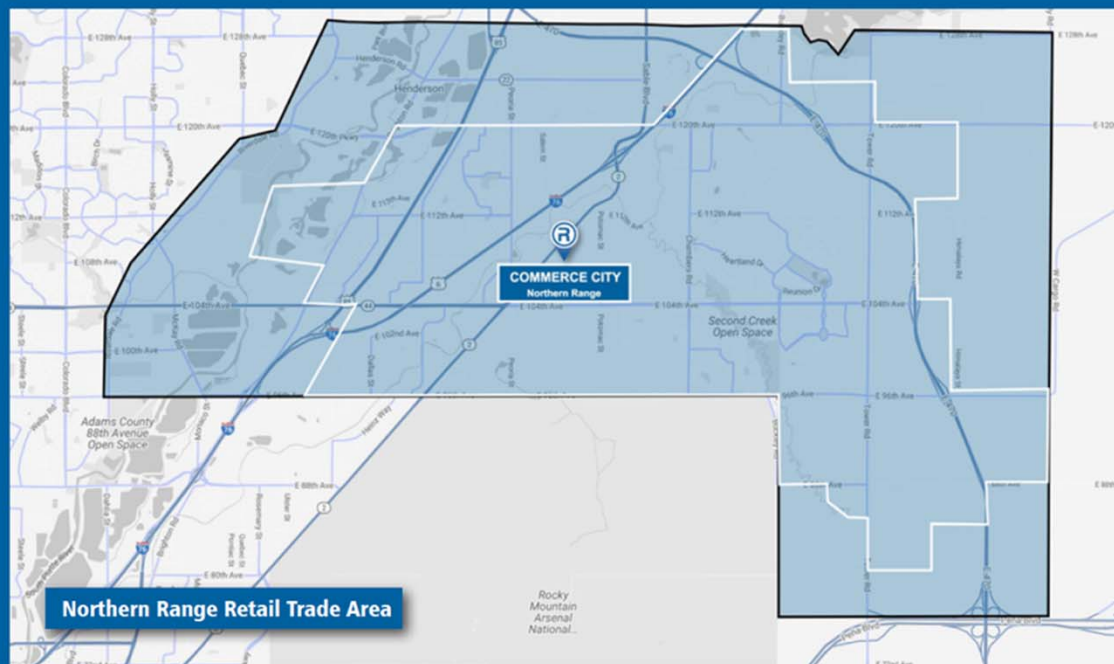
### Age

GROUPS	2018 ESTIMATE
9 Years and Under	18.00%
10-17 Years	12.59%
18-24 Years	9.40%
25-34 Years	17.03%
35-44 Years	14.68%
45-54 Years	11.85%
55-64 Years	8.77%
65 Years and Over	7.66%
DISTRIBUTION	2018 ESTIMATE
Median Age	30.94
Average Age	32.43





## Retail Market Profile 2018



**Northern Range Retail Trade Area**



### Contact Information

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### Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Northern Range Retail Trade Area	5,807	30,050	39,698	44,275

### Income

	2018 ESTIMATE
Average Household	\$112,011
Median Household	\$97,412
Per Capita	\$34,834

### Educational Attainment

	2018 ESTIMATE
Graduate or Professional	9.7%
Bachelor's Degree	19.1%
Associate Degree	9.4%
Some College, No Degree	27.2%
High School Graduate	25.6%
Some High School, No Degree	5.0%
Less than 9th Grade	4.1%

### Race Distribution

	2018 ESTIMATE
White	74.61%
Black or African American	4.61%
American Indian/Alaskan	0.85%
Asian	4.18%
Native Hawaiian/Islander	0.14%
Other Race	9.80%
Two or More Races	5.81%
Hispanic or Latino (of any race)	30.31%

### Age

GROUPS	2018 ESTIMATE
9 Years and Under	18.03%
10-17 Years	13.20%
18-24 Years	8.54%
25-34 Years	14.21%
35-44 Years	16.97%
45-54 Years	12.95%
55-64 Years	8.87%
65 Years and Over	7.23%
DISTRIBUTION	2018 ESTIMATE
Median Age	32.42
Average Age	32.64





# Retail Gap Reports

DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
<b>Total retail trade including food and drinking places</b>	<b>\$1,408,591,810</b>	<b>\$810,152,192</b>	<b>\$598,439,618</b>	<b>0.58</b>
Motor vehicle and parts dealers	\$349,039,905	\$354,083,511	-\$5,043,606	1.01
Automobile dealers	\$307,199,570	\$290,680,152	\$16,519,418	0.95
Other motor vehicle dealers	\$18,267,538	\$33,324,496	-\$15,056,958	1.82
Automotive parts, accessories, and tire stores	\$23,572,797	\$30,078,863	-\$6,506,066	1.28
Furniture and home furnishings stores	\$29,053,994	\$7,824,257	\$21,229,737	0.27
Furniture stores	\$15,665,988	\$1,755,734	\$13,910,254	0.11
Home furnishings stores	\$13,388,005	\$6,068,523	\$7,319,482	0.45
Electronics and appliance stores	\$24,537,796	\$5,982,130	\$18,555,666	0.24
Household appliance stores	\$3,835,611	\$2,587,170	\$1,248,441	0.67
Electronics stores	\$20,702,185	\$3,394,960	\$17,307,225	0.16
Building material and garden equipment and supplies dealers	\$83,845,723	\$17,736,327	\$66,109,396	0.21
Building material and supplies dealers	\$74,498,601	\$13,914,723	\$60,583,878	0.19
Home centers	\$40,775,655	\$0	\$40,775,655	0.00
Paint and wallpaper stores	\$1,436,580	\$18	\$1,436,562	0.00
Hardware stores	\$4,906,263	\$1,578,119	\$3,328,144	0.32
Other building material dealers	\$27,380,103	\$12,336,586	\$15,043,517	0.45
Lawn and garden equipment and supplies stores	\$9,347,122	\$3,821,604	\$5,525,518	0.41
Outdoor power equipment stores	\$1,021,935	\$25,148	\$996,787	0.02
Nursery, garden center, and farm supply stores	\$8,325,186	\$3,796,456	\$4,528,730	0.46
Food and beverage stores	\$168,256,516	\$67,557,728	\$100,698,788	0.40
Grocery stores	\$155,398,007	\$58,637,404	\$96,760,603	0.38
Supermarkets and other grocery (except convenience) stores	\$150,228,047	\$58,322,793	\$91,905,254	0.39
Convenience stores	\$5,169,960	\$314,611	\$4,855,349	0.06
Specialty food stores	\$3,733,184	\$1,478,014	\$2,255,170	0.40
Beer, wine, and liquor stores	\$9,125,325	\$7,442,310	\$1,683,015	0.82



DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
Health and personal care stores	\$70,298,747	\$15,317,028	\$54,981,719	0.22
Pharmacies and drug stores	\$58,504,909	\$14,666,854	\$43,838,055	0.25
Cosmetics, beauty supplies, and perfume stores	\$4,437,141	\$0	\$4,437,141	0.00
Optical goods stores	\$2,695,082	\$161,048	\$2,534,034	0.06
Other health and personal care stores	\$4,661,615	\$489,126	\$4,172,489	0.10
Gasoline stations	\$141,251,086	\$186,320,395	-\$45,069,309	1.32
Gasoline stations with convenience stores	\$114,663,999	\$105,548,604	\$9,115,395	0.92
Other gasoline stations	\$26,587,087	\$80,771,791	-\$54,184,704	3.04
Clothing and clothing accessories stores	\$59,431,203	\$4,110,848	\$55,320,355	0.07
Clothing stores	\$41,423,233	\$2,304,773	\$39,118,460	0.06
Men's clothing stores	\$1,874,246	\$275,029	\$1,599,217	0.15
Women's clothing stores	\$9,435,153	\$136,119	\$9,299,034	0.01
Children's and infants' clothing stores	\$2,481,223	\$0	\$2,481,223	0.00
Family clothing stores	\$21,598,215	\$1,693,447	\$19,904,768	0.08
Clothing accessories stores	\$2,531,092	\$100,383	\$2,430,709	0.04
Other clothing stores	\$3,503,304	\$99,795	\$3,403,509	0.03
Shoe stores	\$10,320,244	\$825,295	\$9,494,949	0.08
Jewelry, luggage, and leather goods stores	\$7,687,726	\$980,780	\$6,706,946	0.13
Jewelry stores	\$7,187,259	\$980,780	\$6,206,479	0.14
Luggage and leather goods stores	\$500,467	\$0	\$500,467	0.00
Sporting goods, hobby, musical instrument, and book stores	\$26,496,007	\$3,770,653	\$22,725,354	0.14
Sporting goods, hobby, and musical instrument stores	\$23,547,248	\$3,770,653	\$19,776,595	0.16
Sporting goods stores	\$17,303,105	\$3,389,245	\$13,913,860	0.20
Hobby, toy, and game stores	\$4,684,718	\$0	\$4,684,718	0.00
Sewing, needlework, and piece goods stores	\$606,785	\$0	\$606,785	0.00
Musical instrument and supplies stores	\$952,639	\$381,408	\$571,231	0.40
Book stores and news dealers	\$2,948,759	\$0	\$2,948,759	0.00

DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
General merchandise stores	\$175,846,517	\$103,364,560	\$72,481,957	0.59
Department stores	\$32,723,852	\$0	\$32,723,852	0.00
Other general merchandise stores	\$143,122,665	\$103,364,560	\$39,758,105	0.72
Miscellaneous store retailers	\$22,655,185	\$6,633,001	\$16,022,184	0.29
Florists	\$1,156,116	\$323,289	\$832,827	0.28
Office supplies, stationery, and gift stores	\$6,158,464	\$1,886,988	\$4,271,476	0.31
Office supplies and stationery stores	\$3,046,254	\$0	\$3,046,254	0.00
Gift, novelty, and souvenir stores	\$3,112,209	\$1,886,988	\$1,225,221	0.61
Used merchandise stores	\$5,053,122	\$1,493,879	\$3,559,243	0.30
Other miscellaneous store retailers	\$10,287,484	\$2,928,845	\$7,358,639	0.28
Pet and pet supplies stores	\$4,835,367	\$406,663	\$4,428,704	0.08
All other miscellaneous store retailers	\$5,452,116	\$2,522,182	\$2,929,934	0.46
Non-store retailers	\$82,365,536	\$4,916,563	\$77,448,973	0.06
Food services and drinking places	\$175,513,596	\$32,535,191	\$142,978,405	0.19
Special food services	\$11,669,680	\$1,459,254	\$10,210,426	0.13
Drinking places (alcoholic beverages)	\$6,355,551	\$1,435,863	\$4,919,688	0.23
Restaurants and other eating places	\$157,488,365	\$29,640,074	\$127,848,291	0.19
Full-service restaurants	\$68,931,794	\$8,613,702	\$60,318,092	0.12
Limited-service restaurants	\$78,137,294	\$21,026,372	\$57,110,922	0.27
Cafeterias, grill buffets, and buffets	\$3,393,870	\$0	\$3,393,870	0.00
Snack and nonalcoholic beverage bars	\$7,025,406	\$0	\$7,025,406	0.00



# Restaurant Site Selection

## CAUTION PREVAILS

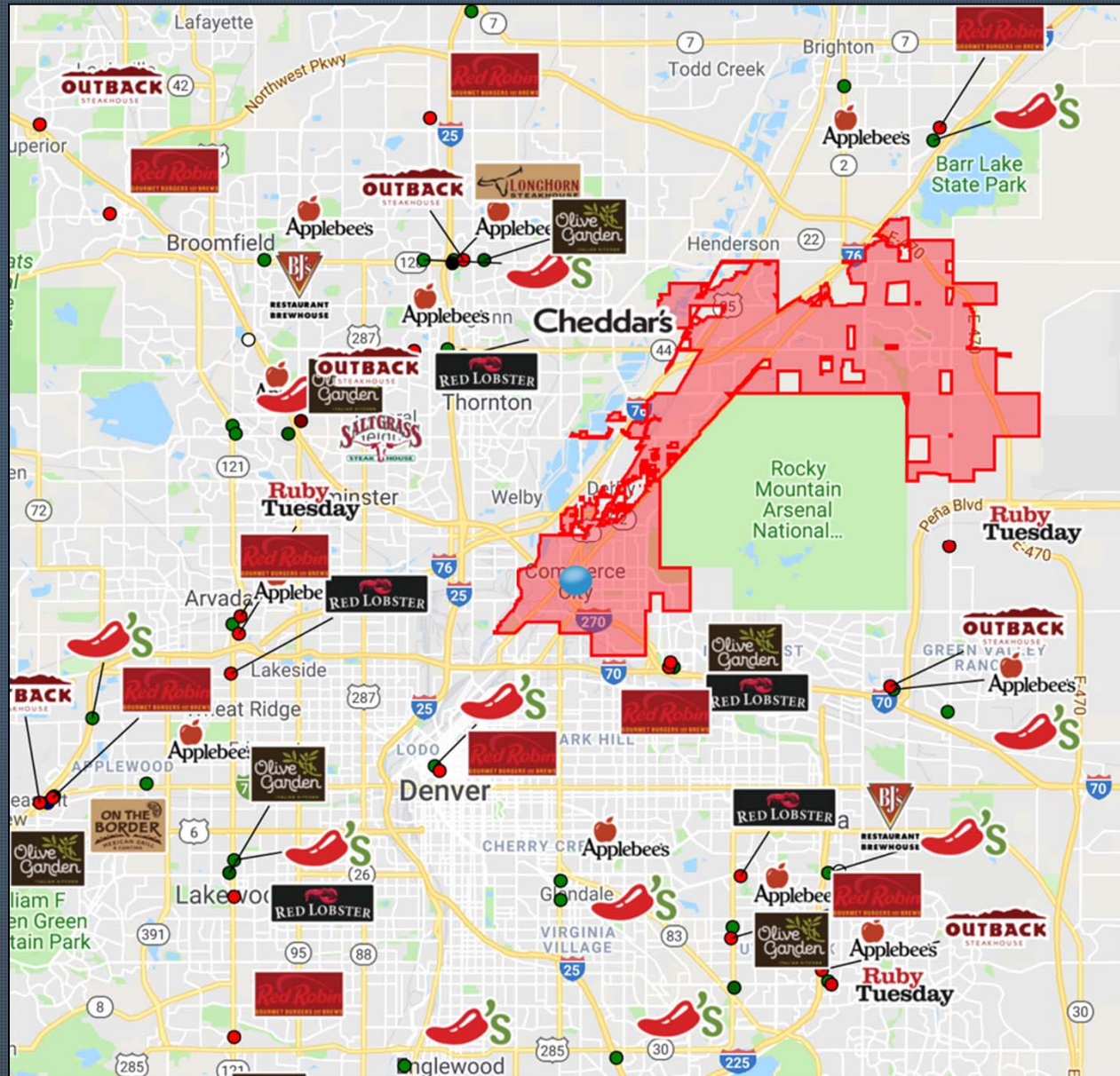
Despite an improving economy, recession-weary retailers remain cautious. The retailers and site selectors who survived the recession are taking an analytical, data-driven approach when choosing locations for new stores and restaurants.

Retailers are looking for the sure thing.





Store spacing is very important to restaurants.





# Red Robin – Site Selection Criteria

**Minimum Population:** 75,000

**Average Household Income:** \$65,000

**Customer Base:** Prefers family-friendly trade area. Customer base is primarily 54% female and children.

**Daytime Population:** Prefers a strong employment base within 5-10 minute drive of location.

**Store Spacing:** Locations at Northfield Stapleton, Prairie Center - Brighton





# Burger King– Site Selection Criteria

**Mile Range of Demographic Data:** 1.00 Miles

**Minimum Population:** 30,000

**Traffic Count:** 25,000

**Customer Base:** Free Stand: High visibility, high traffic count, easy access, corner of lighted intersections. Inline: High Pedestrian traffic, near subway/ bus stops. Drive Thru Only: Small spaces in prime locations.





# Outback Steakhouse – Site Selection Criteria

**Minimum Population:** 75,000

**Traffic Count:** 30,000

**Minimum HH Income:** \$80,000-\$90,000

**Customer Base:** Trade areas with a minimum of 75,000 people within a 15 minute drive time.

**Comments:** Prime regional locations that minimize impact to existing locations.





## STRATEGY: IMPLEMENTING THE PLAN

RETAIL RECRUITMENT  
IS A PROCESS, NOT  
AN EVENT.





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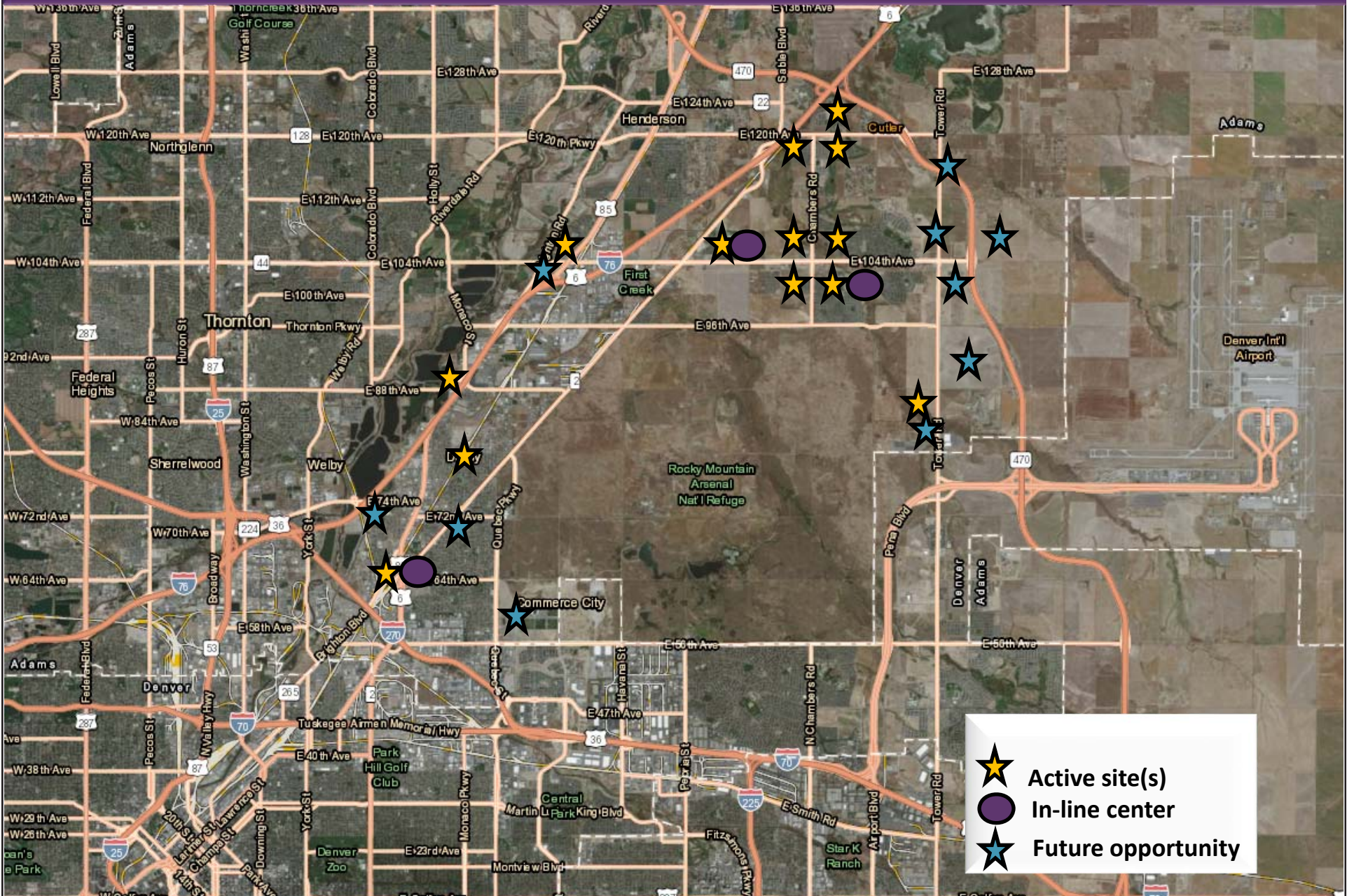




# Real Estate for Restaurants



# Real Estate for Restaurants



# 2019 Work Plan Objective

Evaluate placing a moratorium on development fees by December 31, 2019 as a way to incentivize new retail and office development.





# Second Creek Marketplace

NEC E. 104<sup>th</sup> Ave./Chambers Rd.

**Chris Hake**

Vice President, Director of Southwest Region

August 6, 2018

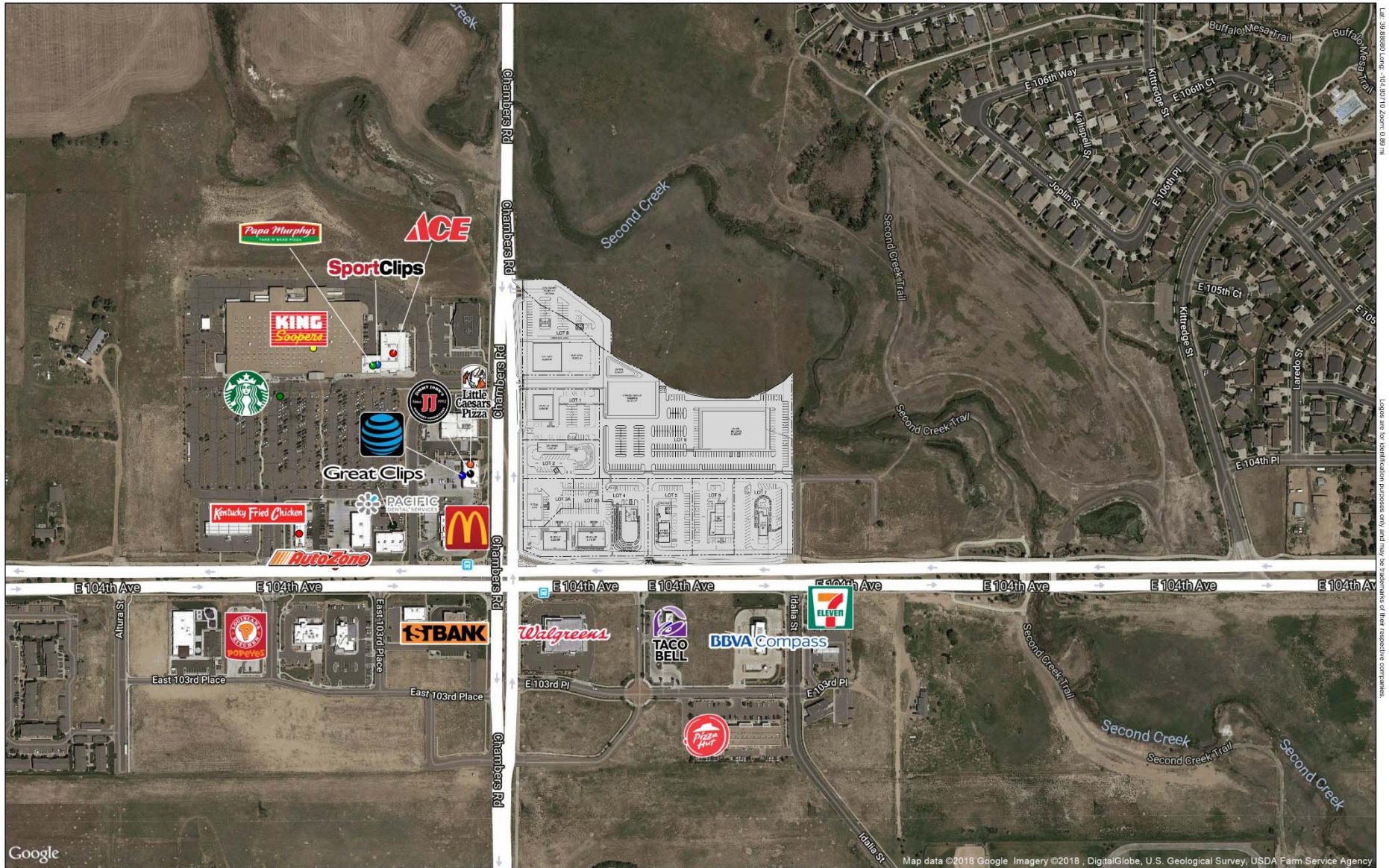


# Second Creek Marketplace

NEC E. 104<sup>th</sup> Ave./ Chambers Rd.





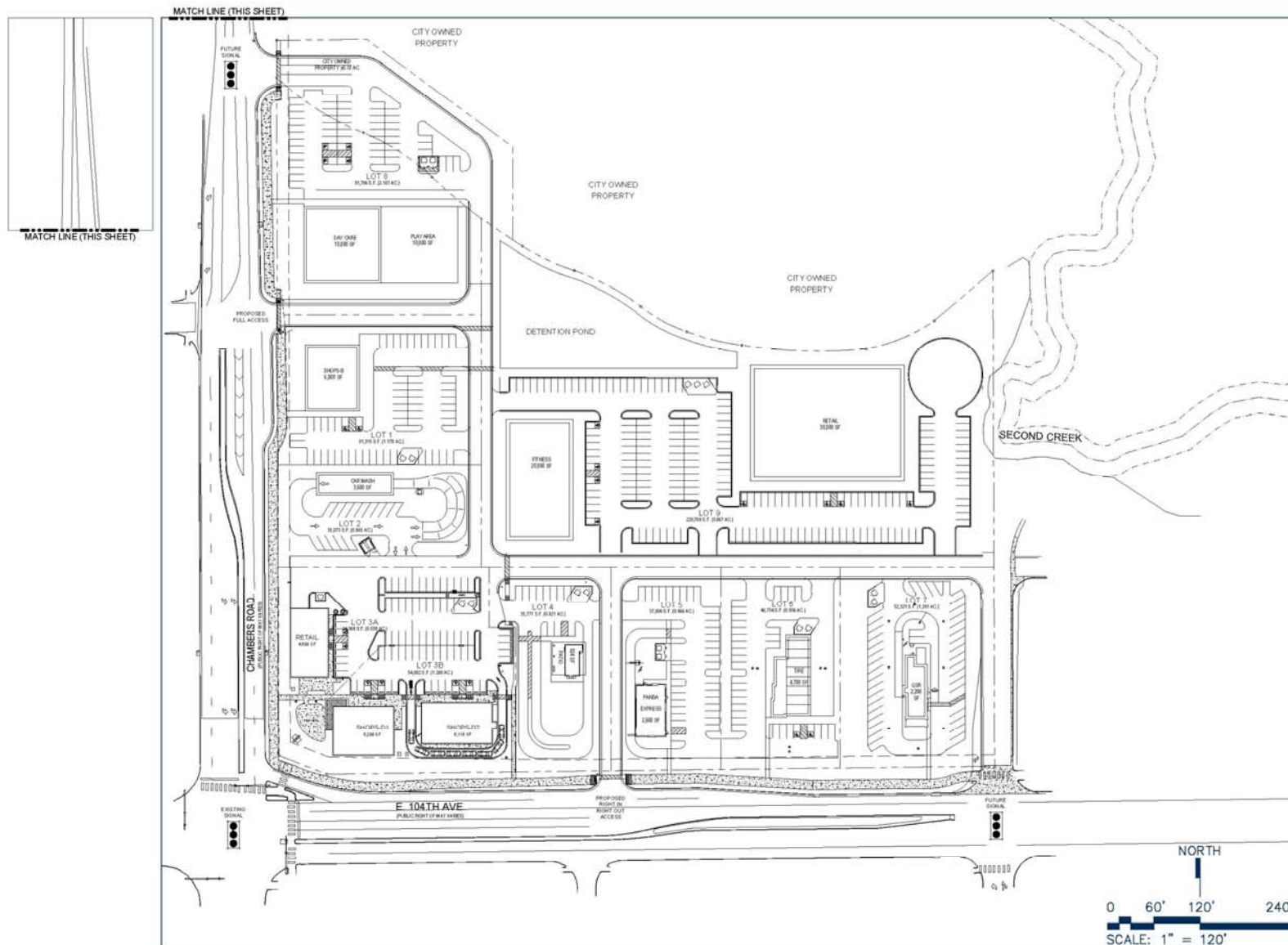


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# **THOMPSON THRIFT** RETAIL GROUP

## **PROJECT SUMMARY**

<b>LOT 1:</b>	1.18 AC +/-
BUILDING:	6,000 SF
PARKING:	60 STALLS
PARKING RATIO:	10/1,000
<b>LOT 2:</b>	0.81 AC +/-
CAR WASH:	3,000 SF
COVERED AREA:	1,000 SF
PARKING:	14 STALLS
<b>LOT 3A:</b>	1.82 AC +/-
RETAIL:	4,500 SF
COVERED AREA:	1,000 SF
PARKING:	20 STALLS
PARKING RATIO:	4.4/1,000
<b>LOT 3B:</b>	1.82 AC +/-
SHOPS - D1:	5,200 SF
SHOPS - D2:	5,115 SF
COVERED AREA:	1,000 SF
PARKING:	57 STALLS
PARKING RATIO:	5.5/1,000
<b>LOT 4:</b>	0.82 AC +/-
COFFEE SHOP:	824 SF
COVERED AREA:	1,000 SF
PARKING:	11 STALLS
PARKING RATIO:	13.3/1,000
<b>LOT 5:</b>	0.87 AC +/-
PANDA EXPRESS:	2,600 SF
PARKING:	34 STALLS
<b>LOT 6:</b>	0.94 AC +/-
BUILDING:	4,700 SF
COVERED AREA:	1,000 SF
PARKING:	33 STALLS
<b>LOT 7:</b>	1.20 AC +/-
BUILDING:	2,200 SF
PARKING:	39 STALLS
<b>LOT 8:</b>	2.11 AC +/-
BUILDING:	10,000 SF
COVERED AREA:	10,000 SF
PARKING:	54 STALLS
PARKING RATIO:	5.4/1,000
<b>LOT 9:</b>	5.07 AC +/-
BUILDING:	50,000 SF
RETAIL:	30,000 SF
FITNESS:	20,000 SF
PARKING:	188 STALLS
<b>TOTALS:</b>	
AREA:	14.10 AC +/-
CITY OWNED AREA:	0.70 AC +/-
BUILDING:	86,424 SF
COVERAGE:	15,000 SF
PARKING:	518 STALLS
PARKING RATIO:	6.0/1,000

project  
**COMMERCE CITY, COLORADO**  
**CHAMBERS ROAD AND E 104TH AVENUE**

date	drawing no.
07.23.2018	1

BUILDING - D (NORTHEAST)



NOTE:  
SIGNAGE IS CONCEPTUAL IN NATURE AND IS SUBJECT  
TO ADJUSTMENT PENDING FURTHER VERIFICATION  
AND CLIENT, TENANT AND GOVERNMENTAL AGENCY  
APPROVALS.

**Second Creek Marketplace - LOT 4**  
Commerce City, Colorado



5150 E. Yale Cir., Ste. 301 Denver, CO 80222 T.720.542.9416 F.720.542.9419 g architecture.com

BUILDING - C ( SOUTHEAST )



NOTE:  
SIGNAGE IS CONCEPTUAL IN NATURE AND IS SUBJECT  
TO ADJUSTMENT PENDING FURTHER VERIFICATION  
AND CLIENT, TENANT AND GOVERNMENTAL AGENCY  
APPROVALS.

**Second Creek Marketplace - LOT 4**  
Commerce City, Colorado



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# New Openings



Opened July 5



August 18 Planned Opening



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# Q & A



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