City of Commerce City Existing Conditions and Landscape Assessment

Economic Development Strategy

September 2024

Prepared by:



Prepared for:





Community Attributes Inc. tells data-rich stories about communities that are important to decision makers.

President and CEO: Chris Mefford

> Project Manager: Elliot Weiss

Analysts: Kortney Cena Bryan Lobel Carly Bednarski

Community Attributes Inc. 119 Pine Street, Suite 400 Seattle, Washington 98101

www.communityattributes.com

INTRODUCTION

Background and Purpose

This Landscape Assessment and Existing Conditions report presents foundational data and contextual information to serve the Commerce City Economic Development Strategic Plan, in production in 2023 and 2024. The report helps to establish a common understanding of Commerce City's historic context, current conditions, and economic outlook to align stakeholders for strategic decision-making.

Methods

In addition to primary data collection and analysis, this report relies heavily on secondary research and information. The Landscape Assessment will be supplemented by business surveys, stakeholder interviews, public engagement and additional outreach for first-hand perspectives on Commerce City's economic priorities.

Existing Plans

The following documents were reviewed as part of the Landscape Assessment. Some data and policy direction are included in this report from a selection of the most relevant plans below. Exhibits include tables, charts, or maps that have been created for the purpose of this report as well as those that have been incorporated into this report from one of these secondary sources. Sources have been noted where applicable. Documents reviewed include:

- 2023 draft Comprehensive Plan update
- 2023 Commerce City Economic Profile
- Q4 2022 Economic Activity Report
- 2021 Existing Conditions Report
- City Council Goals and Action Items (2023)
- Blue Ribbon Economic Development Advisory Council Report and Recommendations (2022)
- Commerce City Urban Renewal Authority (URA) Annual Report (2022)
- Commerce City Economic Development Strategy (2010)
- Aerotropolis Regional Committee (ARC) Marketing Strategy Reports (2019-2023)
- Metro Denver Economic Development Corporation (EDC) The Elevation Effect Branding Campaign (2023)
- Metro Denver Economic Development Corporation (EDC) Industry Cluster Studies (2020)

Data Sources

The Landscape Assessment uses national and regional data sources. Data methods are noted where applicable. Data sources include:

- Colorado Department of Local Affairs (DOLA)
- Denver Regional Council of Governments (DRCOG)
- U.S. Census Bureau American Community Survey (ACS)
- U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD)
- U.S. Environmental Protection Agency (EPA)
- Zillow

Organization of Report

- **Key Findings.** Top themes from the Landscape Assessment are summarized.
- **History and Overview.** This section articulates a high-level overview of how Commerce City has grown and developed.
- Landscape Assessment. This section presents data and analysis around topics of significance for Commerce City's economy.
- **SOC Analysis.** This section presents a preliminary strengths, opportunities, and challenges analysis for Commerce City, which is subject to change based on continuing stakeholder input.
- **Appendix A.** The nine goals from Commerce City's draft Comprehensive Plan are included in an appendix for reference.
- **Appendix B.** Full commute maps and accompanying tables are housed in an appendix for reference.

KEY FINDINGS

- Commerce City is one of Colorado's **fastest growing cities**, experiencing significant growth in its northern neighborhoods over the last decade. This **growth is expected to continue** due to **rapid development** underway and anticipated annexations.
- Individuals identifying as **Hispanic or Latino compose nearly half of the population** in Commerce City, a larger share than Adams County or the state. Hispanic/Latino people disproportionately live in the Core City. In the Northern Range, where the city is growing, residents are less likely to identify as BIPOC¹ or speak a language other than English.
- There are significant differences between the 'Northern Range' and the 'Core City'. Census blocks in or near the Northern Range tend to exhibit higher levels of educational attainment and higher incomes (Exhibit 5, Exhibit 17). Conversely, census blocks in which languages other than English are spoken at home and in which both BIPOC population and poverty are overrepresented in Adams County tend to be located in or near Commerce City's Core City (Exhibit 10).
- Despite relatively high median household incomes in Commerce City, upward mobility and household self-sufficiency are still challenges for some Commerce City residents, as indicated by lower levels of educational attainment and high rates of housing cost burden.
- Jobs based in Commerce City increased rapidly from 2010 to 2018. This employment increase, along with low unemployment rates and a highly mobile workforce suggests Commerce City's economy is dynamic.
- Commerce City's economy has long been built upon industries such as
 manufacturing, transportation and logistics, and energy. As
 regional economic development approaches and considerations
 for environment and community health rise to the forefront in
 Commerce City and in the region, new opportunities and challenges
 are emerging both within and outside of Commerce City's industry
 clusters.
- Expanded or new industry opportunities, driven by regional economic development and industry clusters, sustainability initiatives, and locational advantages, may exist in Clean Tech,

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¹ Black, indigenous, or people of color

Renewable Energies, Energy Conservation, Aviation, Aerospace, Broadband, Food & Beverage, and other industries.

 Lands intended to accommodate traditional industry are generally located in the Core City, while the Northern Range includes new residential growth and may well serve future commercial and airportserving uses.

HISTORY AND OVERVIEW

Commerce City incorporated under Colorado state law as a town in 1952 and a city in 1962 when it annexed part of Derby. The region, long inhabited by Native American peoples, grew rapidly from the gold rush in the mid-1800s, as prospectors settled in the region and started towns and trading posts. Commerce City began to form in the late 1800s and early 1900s, mostly as an agricultural area. Agricultural industrial expansion and the new Rocky Mountain Arsenal in the mid-1900s brought more growth to the area, and Commerce Town was formed in 1952, followed by Commerce City in 1962, close-in and now adjacent to the City of Denver.

For most of Commerce City's history, the Denver region grew rapidly and steadily while Commerce City experienced modest growth. From 1970 to 2000, the Denver metropolitan region grew steadily by a 2.2% compound annual growth rate (CAGR), growing from 1.1 million in population to 2.2 million people. Commerce City during this time grew from 17,400 to just 21,000, for a CAGR of 0.6%.

Since 2000, however, Commerce City has grown substantially, along with the Greater Denver metropolitan area. Commerce City in 2023 has more than three times the population it had in 2000, growing primarily through inmigration from both within the region and from people and families new to the region. Within a rapidly growing region, Commerce City experienced a CAGR of 2.9% from 2010-2022, reaching almost 65,000 residents by 2022.

Jobs and industry in the area that makes up Commerce City today were concentrated in agriculture and related services and became more heavily industrial when the Continental Oil Refinery was built and opened in 1931. This established major areas of Commerce City as part the region's industrial land base and largely defined local industry until the city evolved with regional plans in the 1990s.

Since the 1990s several events and investments helped the city evolve to its current form and role in the region, including the following:

- Parks and trails throughout Commerce City. The Sand Creek Greenway traverses the southern part of the city. The city surrounds the Rocky Mountain Arsenal National Wildlife Refuge on three sides, providing access to miles of trails, as well as a perimeter trail that follows the outside border of the Refuge. Reunion Park, Fronterra Park, the Second Creek Open Space, and the Buffalo Run Golf Course are located in the Northern Range, while Pioneer Park, Fairfax Park, Monaco Park, and others exist in the Core City. The Fernald Trail is a short trail in the western part of the city, providing residents direct access to the South Platte River.
- Dick's Sporting Goods Park is a dedicated soccer stadium and home of the Colorado Rapids. It was opened in 2007 and has capacity for about 18,000 attendees for soccer matches and about 27,000 for concerts. The stadium is operated by Kroenke Sports and Entertainment. Hundreds of acres of adjacent land are intended for future development. This proposal has been referred to as Victory Crossing.
- Commerce City is served by the regional transportation district (RTD)'s N Line (commuter rail) with service between Union Station in Denver and Thornton and a stop in Commerce City at 72nd Ave.

In 2023, Commerce City is one of the region's fastest growing Greater Denver suburbs. There is demand for the city's rapidly expanding housing areas to the north of the Core City. Local residents work throughout the region and local businesses continue to grow in established and emerging industries. This rich history, combined with the trends and outlooks presented in subsequent sections, provides important context to inform the city's Economic Development Strategic Plan.

Recent Plans and Policies

2023 Draft Commerce City Comprehensive Plan

The most recent update to the Commerce City Comprehensive Plan began in 2021, and as of late 2023, a draft of the final document was available on the city's website. The draft Comprehensive Plan includes goals and objectives across several topical areas, including land use and character areas, connected corridors, commerce and employment, housing and neighborhoods, arts, culture, and tourism, transportation and mobility, parks open space and the environment, and public facilities and infrastructure. While this draft Comprehensive Plan update has not been thoroughly reviewed by planning commission and city council and there is currently no timeline for adoption, city staff and consultants undertook a robust outreach and engagement program. Key themes that emerged from these engagement activities

included the following (Key Outreach Takeaways, p. 23 of the draft Comprehensive Plan):

- Uniting Commerce City
- Balanced Growth and Investment
- Lack of Commercial Development
- Core City Reinvestment
- Housing Variety
- People Experiencing
 Homelessness

- Downtown Area/Community Gathering Space
- Fiscal Sustainability
- Diversifying Local Industries
- Workforce Development
- Coordination and Partnerships
- Access and Connectivity
- The City's Image
- Environmental Sustainability

The project also identified assets and strengths, some of which are relevant to Commerce City's economic development opportunities. Identified assets and strengths, according to the draft Comprehensive Plan, include the following:

Exhibit 1. Draft Comprehensive Plan Assets and Strengths, City of Commerce City, 2023

TOP ASSETS AND STRENGTHS

The following are the top assets and strengths of Commerce City identified during community outreach:

- · Location
- Proximity to Denver and other nearby communities
- Access to DEN
- High accessibility via highways, interstates, and railroads
- Public transportation system (including the RTD Station)
- Highly walkable sidewalk network
- · The City's diversity and history
- The City's reputation for great residents
- · Core City Commerce City
- Untapped growth opportunity
- · Small-town feel

- · Local pride
- · Very welcoming
- Great place to raise a family
- High-quality small restaurants/ businesses
- · Wide range of professionals
- · The Youth Commission
- The Police Department
- · Dick's Sporting Goods Park
- Rocky Mountain Arsenal National Wildlife Refuge
- · Affordable cost of living
- Recreation centers, parks, and open space
- · Views of the mountain range

Sourced from 2023 Draft Commerce City Comprehensive Plan, accessed November 17, 2023.

With specific relevance to Commerce City's Economic Development Strategic Plan, the identified Goals and Objectives in the Commerce and Employment chapter of the draft Comprehensive Plan (p. 63-64) are outlined in Appendix A.

Blue Ribbon Economic Development Advisory Committee (BREDAC)

This advisory committee, operating from 2021 - 2022, consisted of business owners and those with relevant experience who were passionate about the economic vitality of Commerce City and its community. The committee published a Report and Recommendations in 2022. One of the recommendations was to undertake an Economic Development Strategic Plan.

Other Development Plans

The following summarizes areas that have been identified and established for redevelopment by Commerce City's Urban Renewal Authority, in Commerce City's draft Comprehensive Plan, or by other development groups in partnership with the City.

Reunion

Reunion, a 3,000-acre master-planned community in northern Commerce City, features diverse housing, commercial services, and employment opportunities. Conceived by Shea Homes in the early 2000s, Oakwood Homes took over as the master developer in 2017 to fulfill Reunion's buildout and vision. As of 2023, Reunion contains about 2,000 residences and is growing. It's plans are to include over 10,000 residences when complete.²

72nd and Colorado

In 2020, construction of the E. 72nd Avenue Commuter Rail Station was completed at the intersection of E 72nd Ave and Colorado Blvd. The station is surrounded by a patchwork of low-density single-family homes, schools, and civic buildings next to industrial uses. The 2013 Commerce City Station Area Master Plan (STAMP) envisions the area surrounding this station following a transit-oriented development (TOD) pattern, providing diverse housing stock, economic development opportunities, employment recreational uses, and neighborhood serving uses. Along with a mix of uses, the master plan promotes multimodal connectivity, emphasizing walkability, bikeability, and automobile connection in the area. Further studies and reports conducted for this area include a Technical Advisory Panel Report was completed for the 72nd Ave Station Area by the Urban Land Institute (ULI) in August 2021 and the Final Report for the 72nd and Colorado Blvd Urban Renewal Area existing Conditions Survey was completed in July 2023.

Mile High Greyhound Park

The Mile High Greyhound Park Urban Renewal Plan was created in June 2018. Just 10 minutes from downtown Denver, the vision for the former Mile High Greyhound Park is for a vibrant mix of uses, including residential, retail and commercial, open space, and public, institutional, or educational uses. Recent development in the area includes finished apartments, townhomes, and a boys and girls club. Ongoing development at the Mile High Greyhound Park site aims to create a higher-density area that

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² https://www.commercecitynorth.com/neighborhoods/reunion/

is uniquely identifiable within the city, prioritizes pedestrian amenities, and provides public gathering places.

Downtown Derby

The Derby Business District Urban Renewal Plan was created in February 2009, following the 2006 Derby Small Area Plan. Through community engagement and planning processes, Derby is re-envisioned as a charming downtown that hosts events, festivals, shopping, and other activities. In more recent planning documents, Derby continues to be identified as a key focal point for investment. The city adopted a lighting and signage plan for Derby in 2018 and includes a vision for Derby in the draft Comprehensive Plan (2023). Renewal efforts for Derby continue to aim for an attractive destination with a pedestrian-friendly environment and vibrant activities, including strategies such as making placemaking improvements, streetscape and wayfinding improvements, and updating the Derby Small Area Plan.

Victory Crossing

Victory Crossing includes Dick's Sporting Goods Park, Commerce City Civic Center, and community and youth soccer fields. The original vision for Victory Crossing also included developing the area surrounding Dick's Sporting Goods Park with a mix of commercial, retail, office, and hospitality uses, however delivery of this vision has been unrealized as of 2023. Victory Crossing has been selected as the Rocky Mountain Real Estate Challenge (RMREC) project site for 2024. This real-world development competition offers the opportunity to re-engage with the community and re-imagine a vision for future development and urban renewal in Victory Crossing.

City Center

The City Center Urban Renewal Plan, created in 1998, is home to the Commerce City Plaza. The shopping center is well occupied, anchored by King Soopers.

Sand Creek Business Area

In 2022, the Sand Creek Business Area Urban Renewal Plan was established. This location encompasses the Sand Creek Landfill, which operated from the 1940s to the 1990s before being designated a Superfund Site by the United States Environmental Protection Agency. Currently under review for redevelopment, the site is envisioned as a light industrial and flex space hub, with plans for approximately 850,000 square feet of new construction on its 70-acre premises.

POPULATION AND DEMOGRAPHICS

Growth and Development Trends

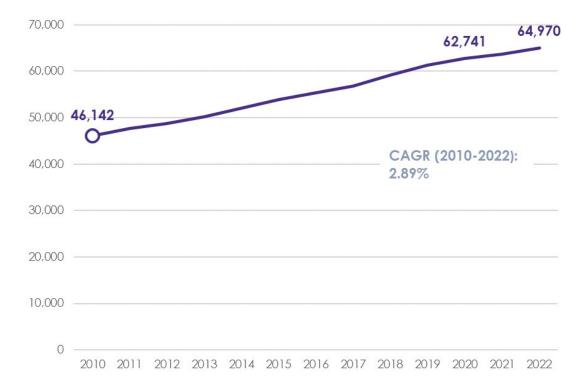
Commerce City is one of Colorado's fastest growing cities, experiencing significant growth in its northern neighborhoods over the last decade. This growth is expected to continue due to rapid development and sets the stage for strategic annexations.

Commerce City's population has grown rapidly and steadily since 2010 and is expected to continue growing moving forward. Continued population growth in Metro Denver fuels Commerce City's population growth. Much of this growth has been concentrated into neighborhoods in northern Commerce City.

Residential permitting, along with urban renewal projects such as Greyhound Park and the Regional Transport District (RTD) station at 72nd Avenue, and even anticipated plans for redevelopment near Dicks Sporting Goods Park show **growth and development momentum** in Commerce City. Other than new development, one of the ways Commerce City plans to proactively manage and **accommodate continued rapid population growth is through strategic annexations** (Exhibit 37).

With an average annual growth rate of 2.9% from 2010-2022 and a total population change of 266.8% from 1990-2019, Commerce City has grown at a faster rate than Adams County and the state (Exhibit 2).

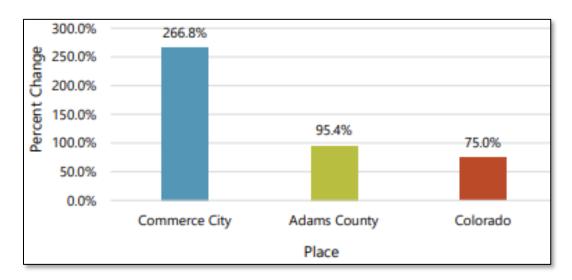
Exhibit 2. Historic Population Growth, City of Commerce City, 2010-2022



Source(s): Colorado Department of Local Affairs, 2023; CAI, 2023.

The total percent change in population in Commerce City from 1990 to 2019 was 266.8%, a much higher percent change than seen in Adams County or Colorado as a whole (**Exhibit 3**).

Exhibit 3. Percent Change in Population, Commerce City, Adams County, and State, 1990 to 2019

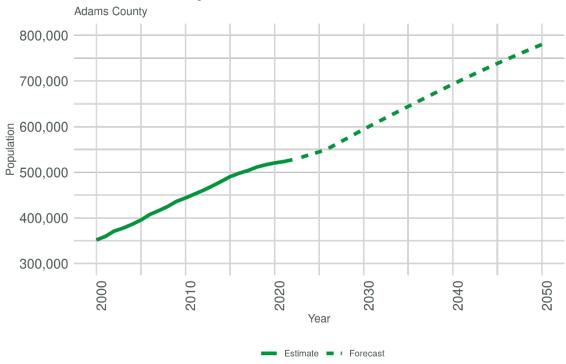


Sourced from Commerce City Existing Conditions Report, 2021, p. 38.

Contributing to Adam's County's historic growth rate, 1.5% compound annual growth rate (CAGR) from 2010-2022, **Commerce City is also expected to contribute to Adams County's forecasted growth**, which is projected to go from roughly 528,000 residents in 2022 to just over 780,000 residents in 2050, representing a total growth of 48% (**Exhibit 4**).

Exhibit 4. Forecasted Population Growth, Adams County, 2023

Population Forecast, 2000 to 2050



Source: State Demography Office, Print Date: 11/29/2023

Sourced from Colorado State Demography Office Commerce City Profile, accessed November 27, 2023.

While Commerce City's population growth from 2010-2019 can be seen throughout the city, some of the northern neighborhoods including census blocks labeled H, I, J, & K show the most intense change in population density over this time (**Exhibit 5**). To a lesser extent, blocks G, F, and C also show increased population density over this time period. This is clear indication of the rapid residential growth and development that has been occurring in the Northern Range with new residents moving into the area. Growth management in this area, as well as balancing growth and investment in the northern and southern parts of the city are areas of focus for Commerce City.

POPULATION DENSITY % CHANGE BY CENSUS TRACTS (2010-2019)

Municipal Boundary
Urban Growth
Boundary
Parks/Open Space
Census Tract
Boundary
xx Census Tract #

Greater than 53.1%

Exhibit 5. Change in Population Density by Census Tract, City of Commerce City, 2010 to 2019

Sourced from Commerce City Existing Conditions Report, City of Commerce City, 2021, pg 22.

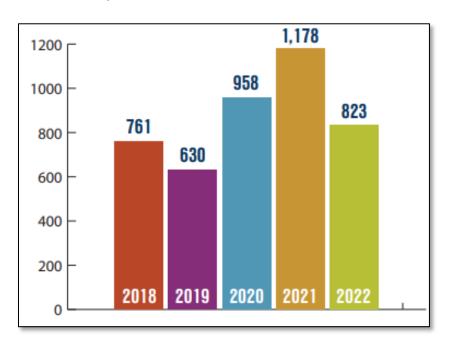
Commerce City's Economic Activity Report and Economic Profile show residential permits as well as residential units permitted in recent years. Both show **positive momentum for residential development and permitting** in Commerce City with 823 recorded residential permits given in 2022, and 71 single-family detached residential units in the fourth quarter of 2022 (**Exhibit 6**, **Exhibit 7**).

Exhibit 6. Commerce City Economic Activity Report, Residential Units Permitted, 2023

_	le-Family	nmerce City Residential Un Condominiums and Townhomes					
Units	Avg. Valuation Per Unit	Units	Avg. Valuation Per Unit	Permits	Units	Avg. Valuation Per Unit	Total Units
95	\$371,806	2	\$316,118	0	0	-	97
233	\$372,724	66	\$258,714	0	0	-	299
-59.2%	-0.2%	-97.0%	22.2%	_	-	-	-67.6%
	Units 95 233	Units Valuation Per Unit 95 \$371,806 233 \$372,724	Detached Total Avg. Units Valuation Per Unit 95 \$371,806 2 233 \$372,724 66	Detached Townhomes	Detached Townhomes Avg. Avg. Valuation Per Unit Per	Detached Townhomes Multi-Fa	Detached Townhomes Multi-Family

Sourced from Commerce City Economic Activity Report, Q3 2023.

Exhibit 7. Commerce City Economic Profile, New Residential Permits, 2018 to 2022



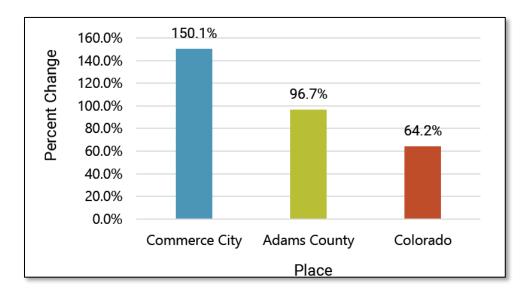
Sourced from Commerce City Economic Profile, 2023.

Race and Ethnicity

Nearly half of Commerce City's residents identifies as Hispanic/Latino, a much greater share than Adams County or the state. The majority of Latinos live in Core City, while residents in the Northern Range are mostly white.

Recent trends show that the Hispanic representation in Commerce City grew 150% in the last two decades (Exhibit 8). However, new in-migration into the Northern Range area of the city is largely made up of non-Hispanic residents.

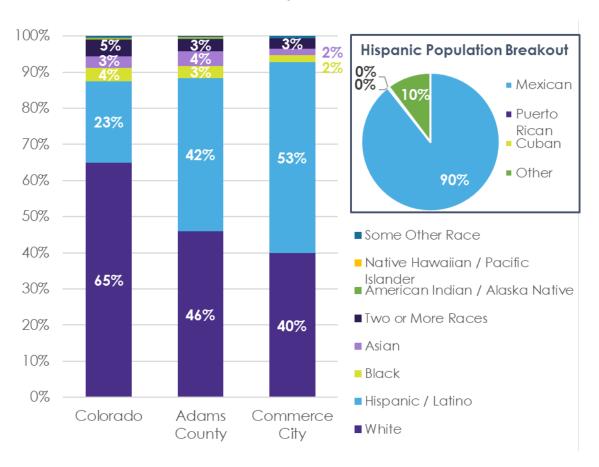
Exhibit 8. Change in Hispanic Population, 2000-2019, Commerce City and Selected Comparison Geographies



Sourced from Commerce City's draft 2023 Comprehensive Plan.

Exhibit 9. shows the racial makeup of Commerce City as of 2022 compared to Adams County and the state of Colorado. Commerce City still has the highest percentage of residents identifying as Hispanic, with 53%. Further, the majority (90%) of Commerce City's Hispanic population identifies as Mexican (**Exhibit 9.**).

Exhibit 9. Population by Race, City of Commerce City, Adams County, and Colorado, 2022



Source(s): U.S. Census Bureau American Community Survey 1-Year Estimate, 2000, 2022; CAI, 2023.

Based on data for residents identifying as black, indigenous, or people of color, (BIPOC) and data collected on language spoken at home, it appears that Commerce City's **Hispanic population is concentrated in the Core City** (**Exhibit 10**, **Exhibit 11**). In contrast, the northern part of Commerce City largely does not identify as BIPOC and speaks only English at home.

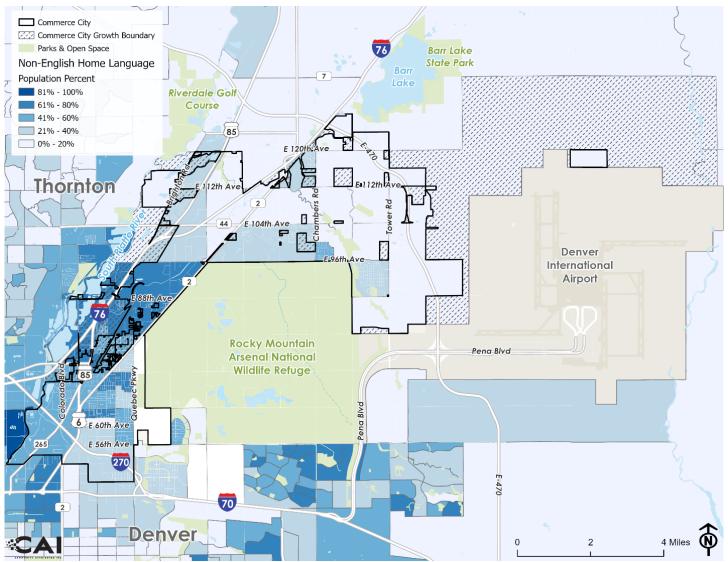
Commerce City Commerce City Growth Boundary Parks & Open Space Barr Lake **BIPOC Identification** State Park Barr Population Percent Lake 81% - 100% Riverdale Golf 61% - 80% Course 41% - 60% 21% - 40% 85 0% - 20% **Thornton** Denver International **Airport Rocky Mountain** Pena Blvd **Arsenal National** Wildlife Refuge E 56fh Ave

Exhibit 10. Percent of Residents Identifying as BIPOC by Block Group, City of Commerce City, 2021

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023.

Note: BIPOC here is defined as Black or African American alone, American Indian and Alaska Native alone, Asian alone, Native Hawaiian and Other Pacific Islander alone, some other race alone, two or more races, and Hispanic or Latino.

Exhibit 11. Percent of Residents Speaking a Language Other than English at Home by Block Group, City of Commerce City, 2021



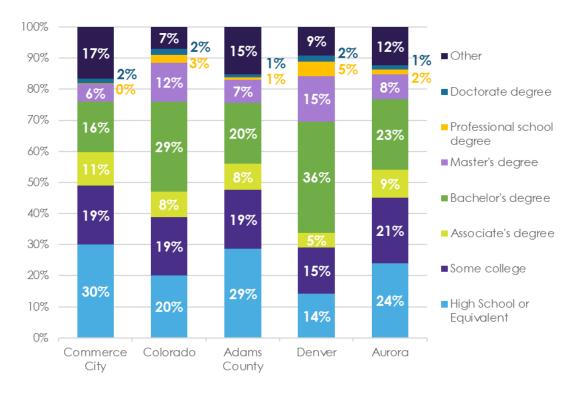
Source(s): U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023.

Education Attainment

Commerce City's residents exhibit lower levels of educational attainment, on average, when compared to Adams County residents or residents of neighboring cities in 2022 (Exhibit 12). In Commerce City, only 35% of the population has earned a degree in higher education, as compared to 37% of Adams County residents and 54% of the state of Colorado's residents. Block groups in the northern part of Commerce City tend to have a higher proportion of highly educated residents (Exhibit 13).

Commerce City represents the highest percentage of residents who have only attained schooling through the high school graduation level (30%), while also showing the lowest percentage of residents who have attained a bachelor's degree (16%), and the lowest percentage of residents who have earned a Masters, professional, or Doctorate degree (8%). This falls slightly behind values for Adams County as a whole. In contrast, 36% of Denver residents have earned a bachelor's degree, and 22% have earned a graduate or professional degree.

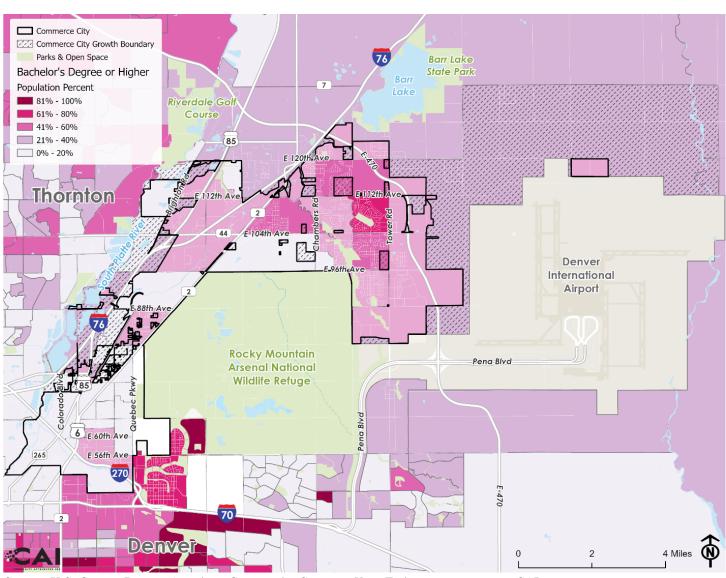
Exhibit 12. Educational Attainment, City of Commerce City and Selected Comparison Geographies, 2022



Source(s): U.S. Census Bureau American Community Survey 1-Year Estimate, 2022; CAI, 2023.

Exhibit 13 shows the percent of residents, aged 25 and older, who have achieved a bachelor's degree or higher by block group. Block groups in the Northern Range show higher concentrations of higher educated residents than those in the Core City. Only one block group has 61-80% of residents 25+ with a bachelors degree or higher, and this block group is located in Reunion, in the Northern Range. A few other block groups in the northern range fall in the 41-60% category. While most block groups in the core city show 0-20% of residents 25+ with a bachelors degree or higher, a few block groups fall into the 21-40% category.

Exhibit 13. Percent of Residents (25+) with a Bachelor's Degree or Higher, City of Commerce City, 2021



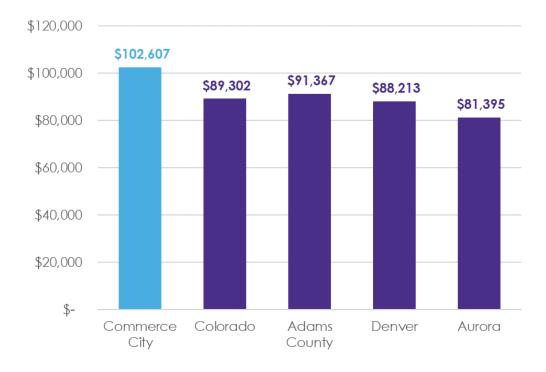
Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023.

Incomes and Cost Burdens

While Commerce City's median household income has trended upwards recently, Commerce City still displays higher levels of poverty than Adams County and Colorado on the whole (Exhibit 14, Exhibit 16). This suggests that income changes may be attributed in part to the influx of new, high earning residents settling in the Northern Range.

As of 2022, the annual median household income (MHI) in Commerce City is higher than that of Adams County, the state, or neighboring cities at over \$102K. This 1-year American Community Survey (ACS) data is up significantly from the value reported by the 5-year ACS in 2021, where Commerce City's MHI is reported as \$87,354 (Exhibit 14). While data in the 1-year ACS tends to have a larger margin of error, the most recent data suggests that median household incomes are higher than are estimated in the 5-year survey and are trending upwards.

Exhibit 14. Median Household Income, City of Commerce City and Selected Comparison Geographies, 2022



Source(s): U.S. Census Bureau American Community Survey 1-Year Estimate, 2022; CAI, 2023. The Commerce City Existing Conditions report identifies that in 2019, the largest group of earners in Commerce City is the \$100,000-\$149,999 range (**Exhibit 15**). However, the proportion of

households earning within the lowest income bracket of less than \$24,999 annually is significant, at 11.5%. This income discrepancy is perpetuated through 2022, where 9.7% of households still make less than \$24,999 MHI, and where the proportion of households making more than 150K MHI has risen to 32.8%. This indicates that Commerce City's recent growth in income is largely due to an increase in residents earning at the highest income bracket.

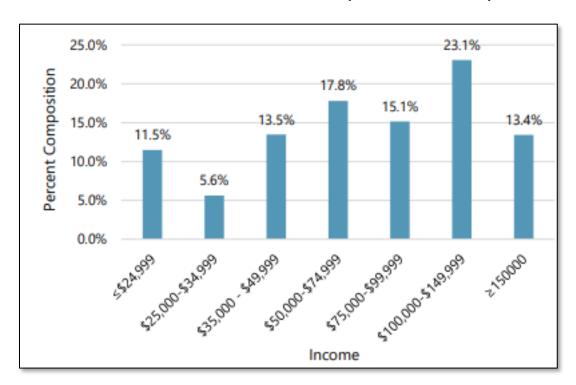


Exhibit 15. Median Household Income, City of Commerce City, 2019

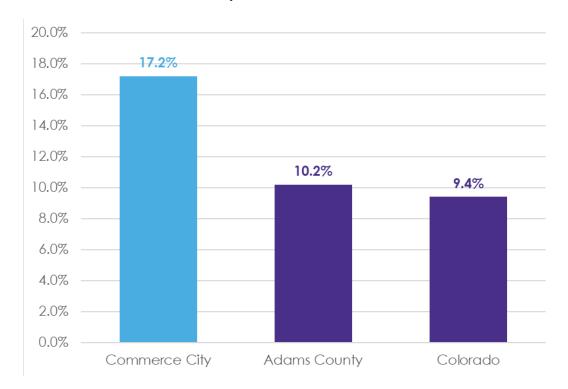
Sourced from Commerce City Existing Conditions Report, 2021.

While Commerce City's Existing Conditions Report shows that Commerce City has slightly higher levels of poverty than Adams County and the state of Colorado, **Exhibit 16** shows that this gap has increased. Values estimated for 2022 shows an estimated 17.2% of Commerce City's population falls below the poverty threshold, a significantly higher value than estimated for Adams County (10.2) and Colorado (9.4%).

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³ U.S. Census Bureau ACS 1-Year Estimate, 2022.

Exhibit 16. Population with Poverty Status, City of Commerce City, Adams County, and Colorado, 2022



Source(s): U.S. Census Bureau American Community Survey 1-Year Estimate, 2022; CAI, 2023.

Similarly, **Exhibit 17**, a map of median income by block group, shows that block groups with higher median household incomes are in the northern part of Commerce City . Conversely, block groups displaying the lowest median household income of less than \$50,000 are more common in the Core City.

Commerce City Commerce City Growth Boundary Parks & Open Space Barr Lake Median Household Income State Park More than \$200,000 \$150,000 - \$200,000 Riverdale Golf Course \$100,000 - \$150,000 \$70,000 - \$100,000 \$50,000 - \$70,000 85 Less than \$50,000 **Thornton** 44 E 104th Ave Denver International **Airport Rocky Mountain** Pena Blvd **Arsenal National** Wildlife Refuge 6 E 60th Ave 70 Denver

Exhibit 17. Median Household Income by Block Group, City of Commerce City, 2021

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023.

Exhibit 18 shows block groups in Commerce City in which low-income and BIPOC subgroups are over-represented compared to Adams County. These subgroups are identified by overlaying the representation of low-income and BIPOC population in order to find correlation, and then benchmarking the data against a countywide average. Areas displaying higher representation of these variables as compared to the county are colored by block group. By identifying an over- or under-representation of a racial and/or class subgroup relative to the county, patterns of segregation and exclusion can be illuminated.

Commerce City Commerce City Growth Boundary Parks & Open Space Barr Lake **BIPOC Communities & Povery** State Park Averaged Z-Score Distribution Very High Riverdale Golf High Course Moderate ___ Low 85 Very Low Thornton E 104th Ave Denver E-96th-Ave International **Airport Rocky Mountain** Pena Blvd **Arsenal National** Wildlife Refuge E 60th Ave E 56th Ave Denver

Exhibit 18. BIPOC Communities & Poverty, City of Commerce City, 2021

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023. Note: BIPOC here is defined as Black or African American alone, American Indian and Alaska Native alone, Asian alone, Native Hawaiian and Other Pacific Islander alone, some other race alone, two or more races, and Hispanic or Latino.

Housing Costs and Affordability

Housing costs in Commerce City have grown, following regional and national trends. These costs have largely **outpaced increases in income, leaving many households in the city, especially renters, cost burdened by housing**. Commerce City's housing prices tend to be slightly lower than that of Adams County as a whole and much lower than housing costs in other Metro Denver County Markets.

According to the Q3 2023 Commerce City Economic Activity Report, the average price of a detached single family home sold in Q1 of 2023 was \$519,705, a slight decrease to the value recorded for Q1 2022 (**Exhibit 19**). In the same time period, there has been a similar decrease in the average sale price of an attached single family home in Commerce City. This follows trends in most of the Metro Denver County Markets and in Adams County.

Exhibit 19. Commerce City Economic Activity Report, Existing Home Sales, Commerce City and Metro Denver County Markets, 2023

				ting Home		- Justin	_		
	Commerce City	Adams	Arapahoe	Boulder	ver County M Broomfield	Denver	Douglas	Jefferson	Metro Denver Total
Home Sales									
Single-Family Detached									
1Q 2023	247	1,174	1,273	438	159	1,220	1,086	1,126	6,476
1Q 2022 Single-Family Attached	246	1,333	1,541	600	163	1,527	1,325	1,355	7,844
1Q 2023	58	315	616	242	44	891	245	440	2,793
1Q 2022	41	380	856	326	73	1,476	246	554	3,911
Average Sold Price Single-Family Detached									
1Q 2023	\$519,705	\$539,004	\$686,342	\$1,128,815	\$734,753	\$802,802	\$817,588	\$725,316	\$741,472
1Q 2022 Single-Family Attached	\$545,748	\$573,042	\$692,505	\$1,124,236	\$772,888	\$813,085	\$845,514	\$777,341	\$770,872
1Q 2023	\$414,106	\$382,425	\$382,440	\$560,118	\$514,284	\$539,833	\$495,484	\$437,428	\$468,699
1Q 2022	\$422,406	\$387,825	\$377,592	\$597,841	\$501,718	\$533,371	\$500,188	\$447,201	\$475,624

Sourced from the Commerce City Economic Activity Report, Q3 2023.

Commerce City's asking rent per unit increased from \$923 per month in 2000 to \$1,615 by 2024. While this increase matches a similar rate to asking rents in selected comparison geographies, Commerce City displays the lowest comparative rent costs (Exhibit 20). Denver and Brighton's asking rents are the highest in 2024, reaching above \$1,800 per month, while Aurora and Adams County as a whole enter Q1 of 2024 with an asking rent per unit around \$1,670.

\$2,000 **Commerce City** \$1,807 Denver \$1,800 Aurora \$1,675 Brighton \$1,600 **Adams County** \$1.615 \$1,400 \$1,200 \$1,148 \$1,048 \$1,000 \$923 5925 \$800 \$600 2012

Exhibit 20. Asking Rent per Unit, City of Commerce City & Selected Comparison Geographies, 2000-2024

Source(s): Costar, 2024; CAI, 2024.

Homeowners and renters are considered "cost burdened" if housing expenses consume 30% or more of household income. In general, renters are more likely to be cost burdened than homeowners. 61-80% of residents may be experiencing cost burden.

Exhibit 21 shows that Commerce City's block groups which are experiencing the most cost burden, in which 21-60% of the population experiences cost burden, tend to be new developments directly north of the arsenal, neighborhoods east of the arsenal near Derby. In some block groups in the Core City 61-80% of residents may be experiencing cost burden.

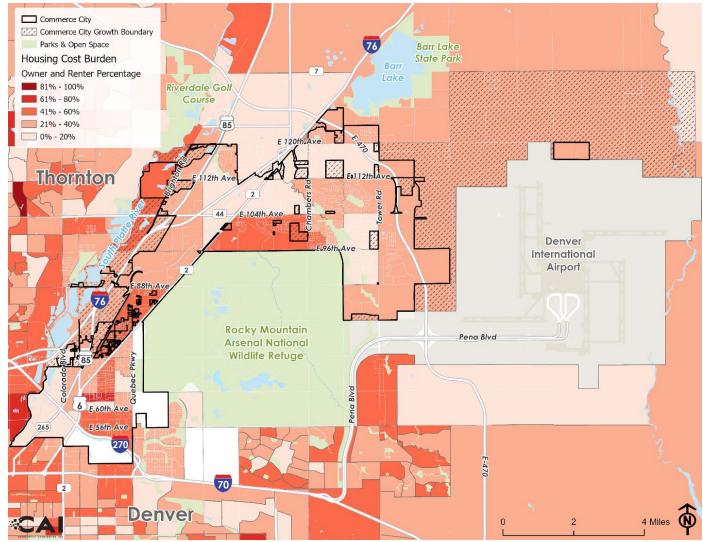


Exhibit 21. Housing Cost Burden by Block Group, City of Commerce City, 2021

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023. Note: Parcels that are largely undeveloped, such as those directly north of the arsenal or near the South Platte River may show inflated values.

EMPLOYMENT TRENDS

Jobs based in Commerce City increased rapidly from 2010 to 2018. This employment increase, along with low unemployment rates and a highly mobile workforce suggests Commerce City's economy is dynamic.

Employment and Labor Force Participation

The number of jobs in Commerce City has increased at almost the same rate as recent growth in population. Unemployment, on the whole, is low in Commerce City, though some areas are experiencing relatively higher rates of unemployment (Exhibit 23). While the number of jobs in Commerce City has grown, a significant proportion of Commerce City residents still commute to Denver for work. Many residents also work in Commerce City itself and in Aurora. When compared to averages in Adams County and comparison cities, Commerce City has the highest commute time.

The total number of jobs in Commerce City has grown steadily since 2010, with only a slight negative impact in 2020 due to the pandemic. While the number of jobs did not grow quite as quickly as population did from 2010-2022, both grew at rates of nearly 3% annually (**Exhibit 22**).

35,000

24,781

25,000

CAGR (2010-2022):
2,74%

15,000

5,000

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Exhibit 22. Historic Count of Jobs, City of Commerce City, 2010-2022

Source(s): DRCOG Regional Data Catalog, 2022; CAI, 2023.

Much of Commerce City displays low unemployment, with an unemployment rate hovering between 0-5%. Some of the areas displaying some of the highest unemployment rates in **Exhibit 23** show high values due to being undeveloped or largely industrial land. Outside of these outliers, certain pockets and neighborhoods stand out as hotspots for higher levels of unemployment (6-10%), both in the Core City and in the Northern Range.

Commerce City Commerce City Growth Boundary Parks & Open Space Barr Lake State Park Unemployment Rate Barr 31% - 50% 16% - 30% Riverdale Golf 11% - 15% Course 6% - 10% 0% - 5% Thornton Denver International **Airport Rocky Mountain** Pena Blvd **Arsenal National** Wildlife Refuge E 60th Ave E 56th Ave 270 Denver

Exhibit 23. Unemployment Rate by Block Group, City of Commerce City, 2021

Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2016-2021; CAI, 2023.

Commutes and Laborsheds

Most of the workers employed in Commerce City reside in either Denver (14.6%), Aurora (10.9%), Thornton (8.5%), Commerce City itself (8.2%), or other areas in Adams County and the Denver Metro. This echoes findings from the Commerce City Existing Conditions report from 2021.

Conversely, Commerce City's working residents are most often employed in Denver (27.2%), Commerce City itself (10.4%), and Aurora (10.1%).

Exhibit 24. Top Commute and Laborsheds, Commerce City, 2021

Resident Work Destinations	Count	Share
Denver	7,742	27.2%
Commerce City	2,978	10.4%
Aurora	2,866	10.1%
Brighton	1,056	3.7%
Westminister	986	3.5%
Thornton	953	3.3%
Centennial	705	2.5%
North Washington	720	2.5%
Broomfield	555	1.9%
Lakewood	301	1.1%
Arvada	163	0.6%
Northglenn	6	0.0%
Fort Collins	5	0.0%
All Other Locations	8,722	30.6%
Total	28,508	

Workers Home Origins	Count	Share
Denver	5,311	14.6%
Aurora	3,951	10.9%
Thorton	3,093	8.5%
Commerce City	2,972	8.2%
Westminister	1,396	3.8%
Arvada	1,289	3.5%
Brighton	1,141	3.1%
Lakewood	889	2.4%
Northglenn	785	2.2%
Colorado Springs	695	1.9%
Greeley	137	0.4%
All Other Locations	14,712	40.4%
Total	36,371	

Source(s): LEHD On the Map, 2021; CAI, 2024.

Commute maps and tables included in Appendix B show differences in commuting trends by area of the city. These suggest that residents from the Core City are more likely to work in Commerce City itself while residents from the Northern Range are more likely to work in Brighton than other Commerce City residents.

Exhibit 26 shows the inflow and outflow of labor in Commerce City by industry sector. Industries with the **highest inflow** of labor in Commerce City are **Transportation and Warehousing** (9,176), Wholesale Trade (1,950), & Construction (1.921).

Top industries for **labor outflow** of Commerce City are **Health Care** (2,031), Professional Services (1,204), and Accommodation and Food services (748).

Exhibit 25. Labor Inflow & Outflow by Industry, Commerce City, 2021

Industry Sector	Inflow
Transportation and Warehousing	9,176
Wholesale Trade	1,950
Construction	1,921
Manufacturing	842
Administration & Support, Waste Management and Remediation	571
Mining, Quarrying, and Oil and Gas Extraction	477
Real Estate and Rental and Leasing	283
Other Services (excluding Public Administration)	218
Utilities	149
Total	15,587

Industry Sector	Outflow
Health Care and Social Assistance	(2,031)
Professional, Scientific, and Technical Services	(1,204)
Accommodation and Food Services	(748)
Retail Trade	(743)
Information	(557)
Finance and Insurance	(509)
Management of Companies and Enterprises	(363)
Educational Services	(254)
Arts, Entertainment, and Recreation	(192)
Agriculture, Forestry, Fishing and Hunting	(54)
Total	(6,655)

Source(s): LEHD On the Map, 2021; CAI, 2024.

The average commute time for Commerce City residents is slightly longer than it is for Adams County residents, Denver residents, or Aurora residents (Exhibit 26). The new N line stations at 48th and 72nd Avenues may impact commutes times.

Exhibit 26. Resident Commute Times, City of Commerce City and Selected Comparison Cities, 2022

Mean Travel Time to Work (minutes)

Commerce City	29.1
Adams County	28.9
Denver	24.9
Aurora	27.9

Source(s): U.S. Census Bureau American Community Survey 1-Year Estimate, 2022; CAI, 2023.

MARKET TRENDS

Inventory, vacancy rates, and lease rates can be useful measures to gauge the growth or the tightness of various real estate markets. The Commerce City Economic Activity Report from Q3 2023 allows these measures for Commerce City to be compared with measures from Q2 2022 and with values recorded for Metro Denver.

Exhibit 27. Commercial Vacancy and Lease Rates by Property Type, Commerce City and Metro Denver Markets, Q3 2023

		Total Existing Square Footage		Vacancy Rate		Avg Lease Rate (per sq. ft.)	
		2Q 2023	2Q 2022	2Q 2023	2Q 2022	2Q 2023	2Q 2022
Office	Commerce City	524,048	524,048	3.4%	0.6%	\$28.43	\$19.41
Office	Metro Denver	203,496,579	202,663,533	12.8%	12.0%	\$31.08	\$30.83
Retail	Commerce City	1,772,748	1,771,248	2.1%	1.8%	\$19.13	\$18.20
Ketau	Metro Denver	176,317,962	175,542,682	4.1%	4.5%	\$20.51	\$19.68
Flex	Commerce City	250,146	250,146	-	-	-	
	Metro Denver	48,314,995	47,528,814	6.6%	7.6%	\$15.58	\$13.4
	Commerce City						
	Warehouse Distribution	11,982,661	11,599,635	9.7%	12.3%	\$11.67	\$10.0
Industrial	All Other Industrial	2,641,546	2,641,546	4.8%	4.9%	\$11.56	\$11.5
	Metro Denver						
	Warehouse Distribution	188,943,330	183,792,782	5.4%	4.7%	\$10.94	\$9.8
	All Other Industrial	57,060,362	56,927,746	4.1%	2.7%	\$11.24	\$9.5

Sourced from the Commerce City Economic Activity Report, Q3 2023.

Commerce City's office segment shows low vacancy rates, varying from 0.6% in Q2 2022 to 3.4% in Q2 2023. This, combined with a stagnant inventory in this time, and a substantial increase in average lease rate, from \$19.41 in Q2 2022 up to \$28.43, suggest that there may be demand for more office space in Commerce City.

In Commerce City, industrial space makes up the largest real estate segment by square footage, with over 14,000,000 square feet by Q2 2023. The great majority of this inventory is dedicated to warehouse distribution uses. This category of industrial space has grown by over 300,000 square feet since Q2 2022. Despite having a high vacancy rate, 9.7% in Q2 2023, vacancy for warehouse distribution properties is moving downwards from 12.3% in Q2 2022. At this same time, average lease rates for warehouse distribution

properties increased by \$1.63. All other industrial properties show a vacancy rates close to 5.0%, suggesting a healthy balance of supply and demand for these spaces.

Flex space, reported as making up the smallest real estate segment by inventory in Commerce City, may be the segment with the strongest demand. Though Commerce City's economic activity report does not record the vacancy rate or average lease rate for flex space in Commerce City, the 2023 Commerce City Economic Profile reports a vacancy rate of 1.1% for flex real estate and an average lease rate of \$15.00 per square foot (**Exhibit 32**).

Retail, in Commerce City, is a tight market with a low vacancy rate, 2.1% in Q2 2023, and a steadily growing inventory and lease rate per square foot since Q2 2022 (Exhibit 27). However, retail in Commerce City also is impacted by macroeconomic trends, including items such as shrinking retail footprints, AI, and E-commerce. These are described in more detail below.

Macroeconomic Retail Trends

Systemic challenges affecting brick and mortar retail across the US have only been exacerbated by the pandemic. As retail footprints continue to follow an established pattern of shrinking, retail square footage may not ideally be as high as it has been in the past. Furthermore, brick-and-mortar retail should not be measured by aggregate square feet of retail space, but rather by sales efficiency as measured by sales per square foot of retail space, and by the ability to drive footfalls.

Artificial Intelligence (AI) and Virtual Reality (VR) are increasingly prevalent in retail, offering consumers enhanced confidence in purchase decisions. While their full impact remains uncertain, these technologies are expected to automate certain tasks, potentially affecting employment levels in some industries. Common AI applications in retail include personalization, inventory management, chatbots for customer service, and price optimization. VR technology simulates environments for customers, enabling virtual try-on experiences and store tours. These applications facilitate informed purchasing decisions and offer alternatives to physical shopping experiences, particularly beneficial for remote consumers. Additionally, VR generates valuable data on customer preferences, enhancing product mix and marketing approaches.

The rise of online shopping has significantly disrupted brick-and-mortar retail. This has particularly affected commodity items⁴ and, to a lesser extent, specialty categories. Trending e-commerce was only accelerated by the pandemic. Nationwide in 2020, e-commerce sales surged by approximately 40% compared to 2019, which had already seen a 14% increase from 2018. This remarkable growth rate represents six years of pre-COVID-19 growth achieved in just six months. Notably, specialty retail segments, particularly in food and beverage, also experienced robust growth during the pandemic.

Retail Trends in the Denver Metro Area

Despite concerns about economic softening, **Denver's retail market has** seen steady demand, with more retailers announcing store openings than closures in 2023. While Denver's retail market remains resilient, the rise of e-commerce continues to influence consumer behavior. Retailers are adapting to evolving consumer preferences by integrating online and offline channels, implementing omnichannel strategies, and enhancing the in-store shopping experience to remain competitive in the digital age.

Denver's retail availability reached a record low of 4.7% in the fourth quarter of 2023, indicating a tight market. Limited new construction and strong tenant demand have contributed to this low availability, posing challenges for retailers seeking space in the city. Developers are demolishing retail properties in dense areas across Denver to make way for new multifamily projects, further reducing retail vacancies in an already tight market.

Retail leasing activity in Denver is expanding further north and east of the city, driven by new household growth and available land. Singletenant retailers are opting for pad sites over older existing space, indicating potential opportunities for neighboring areas to attract retail development. As Denver's retail market continues to experience growth and redevelopment, neighboring cities may benefit from a spillover effect, with increased consumer traffic and demand for retail services extending beyond city limits.⁵

⁴ Commodity retailers offer everyday goods and services, while specialty retailers focus on splurge items, such as discretionary or luxury goods. While purchases of commodity goods typically lack emotional attachment, those made at specialty retailers often involve discretionary income, fostering emotional connections with the products.

⁵ Jeannie Tobin, "Denver's Retail Market on Solid Footing Heading Into 2024", Costar Insights, December 2023, Web Address:

INDUSTRY TRENDS

Commerce City's economy has long been built upon industries such as manufacturing, transportation and logistics, and energy. As regional economic development approaches and considerations for environment and community health rise to the forefront in Commerce City and in the region, new opportunities and challenges are emerging within Commerce City's industry clusters.

The elevation effect refers to a regional approach to economic development in the Metro Denver Region.⁶ Binging together more than 70 cities of all sizes, this branding campaign shows Metro Denver's dynamic economy, talented workforce, and diversity in types of opportunities available.

On a more local level, Commerce City created a new division called Energy, Equity, and the Environment (E3), whose main purpose is to implement projects identified in the recent Sustainability Action Plan. In terms of industry, opportunities may exist in finding ways to encourage the greening of Commerce City's strongest Industry sectors or to invest in attracting new, complimentary or regionally supported industries that are compatible with these priorities.

Commerce City's largest major sector, in terms of employment, is **transportation**, warehousing, and utilities, accounting for 28% of all employment in Commerce City (Exhibit 28).

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https://www.costar.com/article/736744488/denvers-retail-market-on-solid-footing-heading-into-2024

 $^{^6}$ https://www.metrodenver.org/#:~:text=The%20Elevation%20Effect%20is%20not,in%20the%20Metro%20Denver%20region.

Transportation, Warehousing, Utilities 28% Wholesale & Retail Trade 16% Construction Manufacturing 9% Professional & Business Services 8% Government 7% Leaisure & Hospitality Other Services 3% Financial Services 3% Education & Health Services 3% Mining & Logging 3% Information 0% 2,000 4,000 6,000 8,000 10,000

Exhibit 28. Employment by Sector, City of Commerce City, Q2, 2022

Note: Adapted from Commerce City Economic Profile, City of Commerce City, 2023, p. 3

When it comes to company distribution, a large proportion of companies in Commerce City fall under wholesale and retail trades, professional and business services, construction, and transportation, warehousing, and utilities (Exhibit 29).

Wholesale & Retail Trade 18% Professional & Business Services 18% Construction 16% Transportation, Warehousing, Utilities 10% Financial Services Other Services 8% Manufacturing Education & Health Services Leisure & Hospitality 5% Mining & Logging Government Information 350 100 150 200 250 300

Exhibit 29. Company Distribution by Sector, City of Commerce City, Q2 2022

Note: Adapted from Commerce City Economic Profile, City of Commerce City, 2023, p. 4

Commerce City's top employers fall within the transportation, distribution, and logistics industries with UPS employing about 3,200 people (2019) in Commerce City, followed by FedEx with more than 1,500 (Exhibit 30).

The energy industry includes multiple large employers in Commerce City, including Suncor Energy and Liberty Oilfield. In Commerce City, oil and gas related activities have contributed to job creation and have offered high-wage jobs. Regionally, Energy and Natural Resources is an important sector in the Metro Denver that may offer clustered advantages or opportunities for expansion into clean technologies or renewable energy activities.

Commerce City has long targeted the manufacturing industry for economic development support and **continues to express interest in supporting both manufacturing and advanced manufacturing** in economic development efforts moving forward. These industries are very supportive for other sectors, such as energy, technology, aviation and aerospace.

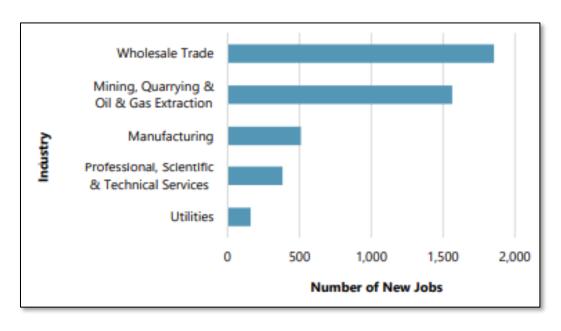
Exhibit 30. Top Ten Largest Employers, City of Commerce City, 2019

Employers	# Employees
United Parcel Service	3,163
FedEx Ground	783
Shamrock Foods	780
FedEx Freight	772
Q3 Contracting	723
Liberty Oilfield Services	691
Suncor Energy USA	441
Old Dominion Freight Lines	369
Douglass Roofing Co.	359
Walmart Stores	310

Sourced from the Commerce City Existing Conditions Report, 2019.

Exhibit 31 shows the five industries that stood out for job growth in Commerce City from 2014 to 2018. The most new jobs in this time were in wholesale trade or in mining, quarrying and oil and gas extraction, both creating more than 1,500 new jobs. The manufacturing industry followed in third place, creating more than 500 new jobs from 2014-2018.

Exhibit 31. Commerce City Job Growth by Industry, 2014 to 2018



Sourced from the Commerce City Existing Conditions Report, 2019.

The following sections present local and regional trends surrounding a major industry fundamental to the economy of Commerce City, including assets and the competitive advantages associated with each.

Industries of Note

Transportation, Logistics & Distribution

Commerce City was built on industry and, due to locational attributes, has long been a center for transportation, logistics and distribution (TDL) industries. This complex of activities encompasses the planning, implementation, and control of the flow of goods and services. Sitting between Denver's central business district and the Denver International Airport (DEN), Commerce City is not only centrally located, but it also benefits from major transportation arterials that traverse the city. Logistics and distribution are directly identified as target industries for Commerce City in its 2010 Economic Action Plan, and several strategies specifically support the growth of these activities.8 Unsurprisingly, over 100 logistics and distribution companies have called Commerce City home for many years, and many of Commerce City's top employers are transportation, distribution, and logistics (TDL) industries, including UPS and FedEx, GE Appliances, and Stellantis. 9 About 2,700 workers handle both local and cross-country package sorting at UPS in Commerce City which is one of the company's central hubs. In 2021, it was the city's largest employer, with more than 700,000 square feet of distribution space 10. In addition, UPS expanded its compressed natural gas fueling station capabilities. It's now one of the largest natural gas fleet fueling facilities in Colorado, according to state officials.

Apparent demand for warehouse and logistics space in Commerce City in recent years (as shown in **Exhibit 27**) is likely due to the rise of e-commerce. While distribution and other industrial space continues to suggest opportunity for growth, speculative warehousing and logistics developments in the northeast of Commerce City have resulted in some of the City's higher vacancy rates, while flex and specialized industrial spaces have experienced lower vacancy rates. ¹¹ This suggests that **strategic development** in this space is essential for successful investment.

⁷ https://www.redefiningcommerce.com/about-commerce-city

⁸ Commerce City Economic Action Plan, 2010.

⁹ https://www.redefiningcommerce.com/site-selection-development/targeted-industries

 $^{^{10}\} https://postandparcel.info/72358/news/ups-plans-13-5-million-expansion-incommerce-city/$

¹¹ Commerce City Existing Conditions Report, 2021.

Exhibit 32. Commercial/Industrial Vacancy and Lease Rates by Property Type, 2023

	Total Sq. Footage	Vacancy Rate	Average Lease Rate (per sq. ft.)
Office	524,048	3%	\$28.26
Retail	1,745,209	2.8%	\$19.13
Flex	270,936	1.1%	\$15.00
Industrial - Distribution	11,914,433	12.6%	\$11.13
Industrial – All Other	2,461,892	3.4%	\$11.31

Sourced from Commerce City Economic Profile, 2023.

As sustainability and clean energy concerns are brought to the forefront in Colorado and in the Metro Denver region, there are many opportunities for Commerce City to **lead the way in green transportation, distribution, and logistics**. Plans to build upon the Denver International Airport, the fifth busiest airport in the U.S., to create an Aerotropolis expect to attract a wide range of industries, especially those that rely on time-sensitive manufacturing, e-commerce fulfillment, telecommunications, and logistics. These also represent opportunities for Commerce City to **utilize and build upon its existing industry clusters and supportive clusters**. ¹²

Energy and Natural Resources

Colorado's rich history in oil and gas exploration has evolved to make way for one of the most diverse energy economies in the U.S. ¹³ The energy and natural resources sector is not only well established in Metro Denver but it is also growing. Between 2017 and 2022, the number of companies in energy or natural resources increased by 40%. ¹⁴ While continuing to support diverse energy types, there are many examples of Colorado **prioritizing the development of the clean energy economy**. In 2019, Governor Polis introduced the administration's Roadmap to 100% Renewable Energy by 2040 and Bold Climate Action ¹⁵. The commitment to cleaner practices was boosted in 2021 when Colorado amended its laws, mandating a reduction in greenhouse gas emissions from the industrial sector, which includes energy consumption from fossil fuel sources, construction, and agriculture. This

¹² Aerotropolis Regional Committee, Accessed November 30, 2023. Site: https://aerotropolisregionalcommittee.com/

¹³ 2023 Industry Cluster Study, Energy & Natural Resources. Metro Denver Economic Development Council, (MetroDenver.org).

¹⁴ Ibid.

¹⁵ Roadmap

initiative progressed into Phase 2 in 2023. Additionally, the state's dedication to clean energy and technology is evident in the 2023 Colorado EV plan. This plan (building upon efforts from 2018 and 2020) envisions a substantial shift in Colorado's transportation system towards zero-emission vehicles, further solidifying the state's commitment to a sustainable and ecofriendly future.

Clean technology, or cleantech, refers to innovative solutions and technologies, such as renewable energy systems, electric vehicles, and sustainable building practices, designed to mitigate environmental impact and promote sustainability across various industries. As of 2023, Colorado ranks fourth nationally in cleantech employment and it is the top state for wind-manufacturing. With a diverse energy ecosystem that includes nearly 4,500 energy companies in oil, coal, gas, wind, solar, energy efficiency, and sustainable technology, Colorado's innovation in the renewable energy field is stimulated by the National Renewable Energy Laboratory (NREL) via efforts for research, development, commercialization, and deployment of renewable energy and energy efficiency technologies. 17

In Commerce City, the energy sector is led by Suncor Energy and Liberty Oilfield. Suncor's Commerce City facility employs over 400 people and annually contributes \$2.5 billion to Colorado's economy. 18 Community engagement for Commerce City's draft Comprehensive Plan reveals mixed support for the energy sector, acknowledging a balance between the positive employment and fiscal impacts, and the perceived negative effects on human and environmental health 19. In order to maximize protections for the community, the City has updated its comprehensive oil and gas regulations in the Land Development Code, integrated goals for the energy sector and clean energy into it the draft Comprehensive Plan, and, in 2023, initiated the Energy, Equity, and the Environment (E3) Division that will implement projects identified in the Sustainability Action Plan.

Commerce City's goals related to the energy sector provide clear guidance for how Commerce City can invest in and further build upon its existing energy industry while prioritizing environmental and community health. Already in 2010, Commerce City's Economic Action Plan outlines the potential for investing in renewable energy generation and energy conservation. The Commerce and Employment section of the draft Comprehensive Plan outlines even more specific and in-depth goals, which include "becom[ing] a hub for

¹⁶ https://www.metrodenver.org/blog/colorado-renewable-energy-powerhouse

¹⁷ https://www.nrel.gov/

¹⁸ Commerce City draft Comprehensive Plan (2023).

¹⁹ Ibid.

²⁰ Ibid.

tech innovation in the energy economy," and "striv[ing] to be a leader in clean, emerging technologies." Goals for Clean Energy Coordination are also listed, including "provid[ing] incentives for utility providers to increase renewable energy production in the City," and "explor[ing] state and federal grants and financial incentives that could be leveraged to bring in renewable energy." In July 2022, the Colorado Public Utilities Commission approved Xcel's Clean Energy Plan, which is one of the largest, most aggressive clean energy plans in the nation. ²¹

Commerce City's utilities are embracing a shift towards increased reliance on clean energy and renewables, bolstered by the city's proactive efforts to provide incentives in support of this transition. While the private energy landscape in Commerce City currently centers largely around oilfields and refineries, Commerce City has the opportunity to identify transferrable skills for clean energy and tech, incentivize transition to greater renewable energy use within existing industries, and to support diverse growth of new industry in the energy sector, capitalizing on its strategic position amongst the state's dynamic energy ecosystem. Commerce City's draft Comprehensive Plan suggests the growing landscape of electric vehicles offers an opportunity for Commerce City as well, recommending the City continue support in this area. 22 A potential funding source that Commerce City could use to support its Energy, Natural Resources and Cleantech industries is the Advanced Industry Investment Tax Credit, administered through the Colorado Office of Economic Development.

Advanced Manufacturing, Aviation, and Aerospace

Aerospace and aviation have deep roots in Colorado. Home to many major aerospace research and manufacturing activities supporting civil, commercial, and military needs, **Colorado has cultivated the second-largest space economy in the U.S.**, featuring over 400 companies at the forefront of groundbreaking missions in space and planetary science^{23,24}. Similarly, the nine-county Metro Denver and Northern Colorado Region (which includes Adams County) is also a hub for the aviation industry that generates nearly \$37 billion in economic output annually between the

²¹ Clean Energy Plan (2022), Xcel Energy, Site: https://www.xcelenergy.com/company/rates_and_regulations/resource_plans/clean_energy_plan

²² Ibid.

²³ 2023 Industry Cluster Study, Aerospace. Metro Denver Economic Development Council. (MetroDenver.org).

Where Aerospace Meets Advancement, Colorado Office of Economic Development & International Trade, Accessed November 25, 2023.
Site:https://choosecolorado.com/key-industries/aerospace/

Denver International Airport (DEN) and eight regional airports.²⁵ Aviation is an industry which benefits from clustering advantages, with a high concentration in Metro Denver, and it has seen significant cluster and employment growth from 2017-2022, with increases of 9.7% and 17.5% respectively. The Colorado Air and Space Port (CASP) is a hub for commercial space research, development, and transportation, and Metro Denver is also a recognized leader for unmanned aircraft systems (UAS) development.²⁶ Aviation and aerospace clusters, along with cross-supportive sectors, such as high-tech companies, renewable energy and information technology, offer high wage jobs and together create a dynamic atmosphere for economic growth.

While Denver plays a pivotal role in these industries, Commerce City, though positioned advantageously alongside the **Denver International Airport** and near the **Colorado Air and Space Port**, surprisingly lacks a substantial aerospace or aviation industry cluster. The 2010 Economic Action Plan for Commerce City describes the possibility to attract businesses in the Aviation Industry Expo realm, however, advanced manufacturing appears as a primary target industry. **Commerce City has targeted manufacturing and advanced manufacturing, and has since seen considerable growth** in these industries.²⁷ Recently, Commerce City shows interest in fostering further diversity within its manufacturing ecosystem.²⁸ As manufacturing aligns with core aviation and aerospace activities, there may be **growth opportunities for the City to explore in advanced manufacturing related to aviation, and aerospace** for targeted investment and support.

There are opportunities for Commerce City to leverage state and federal incentives to attract, grow, and expand both advanced manufacturing and aerospace industry in Commerce City. In 2023, economic development in the state of Colorado's has put forth considerable effort to incentivize aerospace and manufacturing companies to expand within the state. Further, Colorado legislature passed a law setting aside \$75 million over the next 5 years to attract companies in the advanced manufacturing and semiconductor industries. Leveraging resources such as the Advanced Industry Investment Tax Credit, enterprise zones and the semiconductor and advanced manufacturing zone program, and a series of grants which make up

²⁵ 2023 Industry Cluster Study, Aviation. Metro Denver Economic Development Council. (MetroDenver.org).

²⁶ Ibid.

²⁷ Ibid.

²⁸ Ibid.

Colorado's Advanced Industries Program, could enhance Commerce City's capacity to invest in advanced manufacturing and aerospace industries.²⁹

Wholesale and Retail Trade

While retail has long been a focus for support and growth in Commerce City³⁰, **retail sales have been trending downwards** in the past 4 years or so, and at a much quicker rate than in Adams County or Denver.

Total retail sales in Commerce City saw a significant decrease between the first quarters of 2022 and 2023 (-50.4%). This represents a loss of \$903 million in retail sales over the year. This is a more dramatic drop than is seen in Adams County or in Metro Denver. The Commerce City Economic Activity Report for Q3 2023 reports that retail sales have now fallen in Commerce City for four consecutive quarters, and retail sales have now fallen under \$1 billion for the first time since 2020.

Exhibit 33. Total Retail Sales, Commerce City, Adams County, and Metro Denver Markets, Q3 2023

Total Retail Sales (\$000's)						
	1Q 2023	4Q 2022	1Q 2022	Yr/Yr % Change	Qrt/Qrt % Change	
Commerce City	\$889,422	\$1,147,108	\$1,792,394	-50.4%	-22.5%	
Adams County	\$7,402,628	\$10,271,543	\$7,609,423	-2.7%	-27.9%	
Metro Denver	\$40,942,236	\$49,309,744	\$39,546,371	3.5%	-17.0%	
Source: Colorado Department of Revenue.						

Sourced from the Commerce City Economic Activity Report, Q3 2023.

While retail sales have declined, a significant proportion of companies in Commerce City continue to work in wholesale and retail trade (18%) (Exhibit 29). Wholesale trade is closely linked to transportation, distribution, and logistics industries, with overlapping activities that often utilize similar industrial warehousing typologies. With Commerce City's large TDL presence, wholesale trade is likely a strongly synergistic activity with similar impacts and employment dynamics. Further, the Commerce City Existing Conditions Report identifies wholesale trade as the fastest growing industry from 2014-2018 in Commerce City (Exhibit 31). Commerce City has

COMMERCE CITY EDSP LANDSCAPE ASSESSMENT

²⁹ Sealover, Ed (2023), "<u>Incentives boosting Colorado manufacturing, aerospace sectors", The Sum and Substance, (tsscolorado.com)</u>.
³⁰ Ibid.

also committed to attracting businesses in the retail, hospitality, and leisure industries to serve the needs of its fast-growing population.³¹

Additional Industry Opportunities

Regionally, there are many industry clusters with locational or clustered advantages that may impact Commerce City's economy or offer opportunities for economic growth. Of the additional industry clusters that have been identified as significant in the Metro Denver region by the Metro Denver EDC Industry Cluster Studies, Broadband and Food & Beverage stand out as potential opportunities for Commerce City as they are complimentary to existing industries such as Manufacturing and Energy. However, many new industries may provide opportunities for Commerce City in future economic development endeavors.

Bioscience³²

- Metro Denver's bioscience cluster is on the rise, growing rapidly since the pandemic and offering high wage jobs.
- Access to talent has been a major contributor, with the region rating highly for density of biotech talent, bioengineers and biomedical engineers.
- The medical devices and diagnostics subcluster, representing the majority of total bioscience employment in Metro Denver, may be complimentary to advanced manufacturing.
- Some of the region's top companies in bioscience include Medtronic, Aglient Technologies Inc., and Beckman Coulter Life Sciences.

Broadband and Digital Communication³³

- As the birthplace of the cable television industry, Metro Denver is a broadband and digital communications hub and ranks in the top 10 metro areas in employment concentration since 2006.
- Employment declined about 3% from 2021-2022, compared with a national decline of 0.7%, but the number of companies in the cluster has increased 44% over the past 5 years, compared with 12% nationally.
- The region is home to major companies such as Comcast, DISH Network, Lumen Technologies, and Charter Spectrum.

COMMERCE CITY EDSP LANDSCAPE ASSESSMENT

³¹ Economic Development, "Targeted Industries', City of Commerce City, accessed online January 2024. Web Address: https://www.redefiningcommerce.com/site-selection-development/targeted-industries

³² 2023 Industry Cluster Study, Bioscience. Metro Denver Economic Development Council (MetroDenver.org).

³³ 2023 Industry Cluster Study, Broadband and Digital Communication. Metro Denver Economic Development Council (MetroDenver.org).

Metro Denver also ranks high for work-from-home environment due to
its high internet speeds and quality of life, and has become a hub for
remote tech workers. Access to affordable high speed broadband
internet and the expansion of broadband to rural Colorado remains a
top priority.

Financial Services³⁴

- Metro Denver is a long-established center of financial services activities and has a competitive edge in attracting national and international financial services companies.
- The financial services cluster has expanded for eight consecutive years and the Metro Denver region has the highest concentration of financial services companies among the 50 largest metro areas.
- The Metro Denver region is home to a U.S. Mint location, the Federal Reserve Bank of Kansas City's Denver branch, and ten fortune 500 companies headquarters.

Food & Beverage³⁵

- Colorado's food and beverage production cluster is a significant contributor to the state's economy.
- Food and beverage companies stay competitive in Metro Denver by benefitting from a talented workforce, strategic location, storage and distribution facilities, and robust transportation infrastructure.
- Some major players in food and beverage in and near the Metro Denver region include Molson Coors Beverage Company, Leprino Foods, Ardent Mills, JBS USA, Cargill, and Nutrien.
- Colorado's emphasis on healthy living drives this cluster and its entrepreneurial environment supports start-ups such as Justin's LLC, Noosa Yoghurt, and Bobo's.

Healthcare & Wellness³⁶

- The Metro Denver region is a global healthcare and wellness leader with top tier healthcare and research institutions such as the University of Colorado Anschutz Medical Campus and Fitzsimons Innovation Campus and the Children's Hospital.
- The healthcare and wellness cluster is the region's largest in terms of employment, representing almost 1 out of every 9 jobs.

³⁴ 2023 Industry Cluster Study, Financial Services. Metro Denver Economic Development Council (MetroDenver.org).

³⁵ 2023 Industry Cluster Study, Food and Beverage. Metro Denver Economic Development Council (MetroDenver.org).

³⁶ 2023 Industry Cluster Study, Healthcare and Wellness. Metro Denver Economic Development Council (MetroDenver.org).

- Demand for services and workers in the healthcare and wellness cluster has grown steadily and is expected to continue growing due to the region's growing and aging population.
- The state's shortage of nurses and low wage healthcare workers is also expected to grow. Hospital systems, educational institutions, and policy makers are working to increase the workforce pipeline.

IT / Software³⁷

- Metro Denver's IT and software cluster was the fastest growing cluster in the region from 2012-2022.
- Colorado's start-up ecosystem has matured, along with venture capital investment, talent, and locations, or secondary locations, of fortune 500 technology companies. This has supported a surge in advanced industries expertise, spin-off start-ups, and outside investment.
- Metro Denver's tech market has been rated highly for tech talent, due to a highly educated population and an influx of millennials and remote workers.

LAND USE PLANNING & DEVELOPMENT OPPORTUNITIES

Lands intended to accommodate traditional industry are generally located in the Core City, while the Northern Range has been characterized by new residential growth and may be appropriate for future commercial and airport-serving uses. Land use planning has pivoted to implement a place-based approach to growth and development, recognizing community and environmental health as key priorities.

Commerce City's approach to proactively planning for growth is focused on improving community character. The intent is to take a **place-based** approach to foster growth in key activity centers, such as the Derby Downtown District, and ultimately create desirable places within the city that feature a lively mix of uses and amenities. ³⁸ The 2023 draft Comprehensive Plan moves away from its traditional zone framework and instead assigns land uses by character areas, in which **each character area** allows a mix of primary or secondary uses. This approach better represents existing uses in Commerce City, while also allowing versatile and strategic development. The updated future land use component addresses

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³⁷ 2023 Industry Cluster Study, IT and Software. Metro Denver Economic Development Council (MetroDenver.org).

³⁸ Commerce City draft Comprehensive Plan (2023).

several topics that were identified by the community as important considerations during the Comprehensive Plan update process, including environmental exposures, the new commuter rail station at E 72nd Ave and Colorado Blvd, and opportunities for retail uses in the Northern Range.

Four of the thirteen character areas allow heavy industrial: the 270 Industrial District, the Fusion District, the Northern Business District, and the Innovation District. While some of these areas lie within annexation priority areas, others are already within Commerce City limits and are currently being occupied by industrial uses. Many of these character areas can be found adjacent to the Central Neighborhoods district. Each of the character areas that allow industrial uses, and the Central Neighborhoods character area itself, establish the priority to buffer industrial uses from adjacent land uses and offer buffer uses, such as office and commercial, for this very purpose.

The character area primarily surrounding the new E. 72nd Avenue Commuter Rail Station is the Community Connection District, a character area that allows a variety of residential densities and supportive amenities. The denser residential uses allowed in this character area will support higher utilization of the light rail moving forward.

The Northern Neighborhoods character area allows residential uses along with commercial uses such as retail, entertainment, and services. As residential development continues in the Northern Range, land that allows these commercial uses will be important to support the growing residential population's needs.

Maps depicting the distribution of these zones, land uses, and character areas follow in **Exhibits 32-34**, and are sourced from the Commerce City draft Comprehensive Plan.

Context Legend

© Commerce City/72nd Ave RTD Station

Area within Municipal Boundary

Railroad

Rocky Mountain

Area-al National

Wildlife Refuge

Legend

PUD Planned Unit Development

R1: Single-Family Detached Residential

R2: Single-Family Puttached Residential

R2: Single-Family Attached Residential

R2: Single-Family Attached Residential

R2: Single-Family Attached Residential

R2: Single-Family Attached Residential

C-3: Regional Commercial

I-1S: Industrial Park Storage

I-3: Heavy Intensity Industrial

PUBLIC: Public

I-2: Medium Intensity Industrial RU: Residential Unit

I-1: Light Intensity Industrial

R-3: Multi-Family Residential

R-4: Townhouse Residential

MHP: Mobile Home Park

SPLT: Split Zoning

THOR: City of Thornton

Exhibit 34. Draft Comprehensive Plan Designations, Current Zoning, City of Commerce City, 2023

Sourced from Commerce City draft Comprehensive Plan, City of Commerce City, 2023, p. 51.

Context Legend Commerce City/72nd Ave RTD Station Area within Municipal Boundary Area within Urban Growth Boundary Railroad Single-Family Detached Single-Family Attached Open Space Multifamily Agriculture City of Denver Mobile/Manufactured Home Industrial Utilities & Transportation Office Vacant Public/Semi-Public

Exhibit 35. Existing Land Use, City of Commerce City, 2023

Sourced from Commerce City draft Comprehensive Plan, City of Commerce City, 2023, p. 49.

Context Legend Commerce City/72nd Ave RTD Station 0 10 Area within Municipal Boundary Area within Urban Growth Boundary Updated Growth Areas Parks/Open Space Railmad 270 Industrial District Northern Business District 2 Community Connection District 3 Northern Neighborhoods Stadium District E-470 Expressway Corridor District Central Neighborhoods 10 DIA Gateway District Fusion District (Irondale) Innovation District Commerce City 2045 defines character areas - neighborhoods, districts, and corridors - based 5 Fusion District (South Rose Hill) 1 North Airport District on the desired character, form, and function. There are 13 character areas throughout Commerce 6 South Platte District Future Growth Areas City These character areas address common land uses including housing and residential areas commercial areas, and industrial areas. The map depicts the general location of each character area rather than the land use designation of each parcel, focusing on the mix of uses that function

Exhibit 36. Character Areas Based on Land Use, City of Commerce City, 2023

Sourced from Commerce City draft Comprehensive Plan, City of Commerce City, 2023, p. 79.

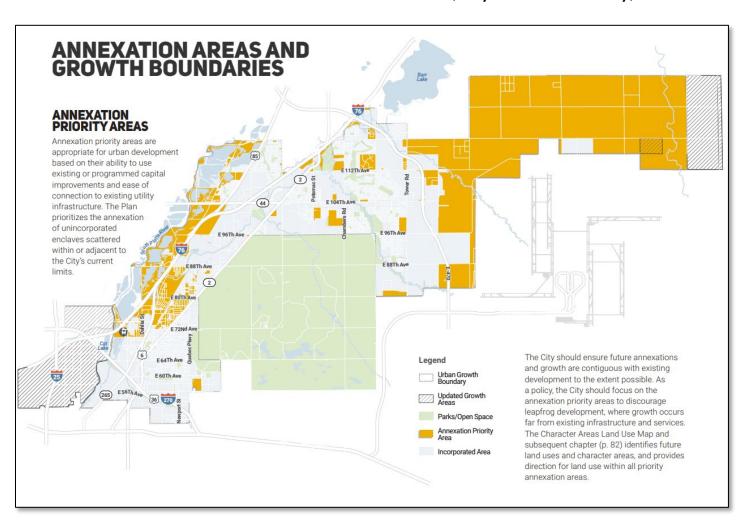
Development Opportunities

Commerce City possesses a significant asset in its land resources, which presents valuable opportunities for leveraging economic development initiatives. With numerous development projects in the pipeline, such as Murray Farms, Third Creek, Triangle Logistics Park, Legato, and Aberdeen Metropolitan District, the city stands poised to direct future development and capitalize on its potential for growth and expansion. Some strategic areas for potential development, such as Tower Road Corridor and the city's edge closest to E-470, offer a promising avenue for enhancing Commerce City's economic landscape and fostering sustainable growth in the future. While much of the land in this area is currently undeveloped, the future land use map in the draft comprehensive plan describes this area as the E-470 expressway corridor district and the DIA Gateway district. The E-470 expressway corridor district is envisioned as new development in a vertical mix of commercial and residential with retail, office, and entertainment centralized around a public park or plaza. The DIA gateway district is

envisioned as a space which makes the most of its proximity to the airport, setting aside space for light industrial uses and for supportive commercial, retail and services.

Land planned for annexation to Commerce City also provides development opportunities for the city. **Exhibit 37** shows the areas that are designated as high priority for annexation to Commerce City. Planned annexations are largely for land that is undeveloped. These are further assigned future land uses and character areas in the 2023 draft Comprehensive Plan, including the innovation district, DIA gateway district and the North Airport district. Some high priority annexation areas fill in gaps of unincorporated land that is already surrounded by Commerce City. Otherwise, the planned annexations expand Commerce City's land to the northeast, bordering the Denver International Airport, and around the South Platte river.

Exhibit 37. Annexation Areas and Growth Boundaries, City of Commerce City, 2023



Sourced from Commerce City draft Comprehensive Plan, City of Commerce City, 2023, p. 53.

Natural Assets

Commerce City has invested in its natural assets and offers access to diverse opportunities for outdoor recreation. It is home to 25 miles of trails, a championship golf course, 840 acres of open space and parks, one of the country's largest soccer complexes and the nation's largest urban wildlife refuge. Recently, the city has resolved to further invest in the environment and in community health, developing a Sustainability Master Plan, which includes air monitoring and water quality technical reports intended to improve community health and economic development. Specific parks, open spaces, and other natural assets are identified in the map in **Exhibit 38**, which is sourced from the Commerce City draft Comprehensive Plan.

Context Legend Commerce City/72nd Ave RTD Station Area within Municipal Boundary Area within Urban Growth Boundary Rocky Mountain Arsenal Wildlife Refuge Pocket Park Neighborhood Park Cemetery Future Park Community Park Dog Park 1/2 Mile Parks Service Area 1 Mile Parks Service Area Buffalo Run Golf Course HOA/Metro District Park/Facility O Trailhead Open Space

Exhibit 38. Parks, Open Space, and the Environment, City of Commerce City, 2023

Sourced from Commerce City draft Comprehensive Plan, City of Commerce City, 2023, p. 194.

STRENGTHS, OPPORTUNITIES AND CHALLENGES

Based on the data included in this Landscape Assessment, Commerce City faces the following strengths, opportunities and challenges. This preliminary analysis will expand over the duration of the Economic Development Strategic Plan process based on feedback from stakeholders and community members.

Strengths

- Location, Infrastructure and Accessibility. Commerce City is located close to downtown Denver and near many other communities. Interstates 70, 76 and 270 all pass through the city, and Denver International Airport is adjacent to the city along its northeast boundary. This location and infrastructure assets make Commerce City attractive for many companies and residents.
- Cultural concentration of Latinx. Commerce City has a large Latinx population that offers the city unique cultural and business assets.
- **Dick's Sporting Goods Park.** The stadium where the Colorado Rapids professional soccer team plays home games brings visitors to Commerce City for games and other events.
- Rocky Mountain Arsenal National Wildlife Refuge. The Arsenal is a recreation asset of regional significance, offering residents opportunities to hike, bike, fish, and view wildlife, and attracting visitors to enjoy these same activities.
- **Recreation.** In addition to the Arsenal, Commerce City has other strong recreation assets, including the Arsenal Perimeter Trail, Sand Creek Greenway, Buffalo Run Golf Course, and convenient access to the South Platte River Trail.
- Large Employers. Commerce City has a number of large employers that anchor the city's economy. Many of these are in industry sectors where Commerce City has a strong cluster of firms, such as transportation, distribution, and logistics.

Opportunities

- Continued Growth. Commerce City has land available for further residential construction and it is anticipated that the city will continue to grow.
- Catalytic Projects. Urban renewal projects and other developable sites offer opportunities for catalytic development projects, which could bring new residents, visitors, and revenue to the city.

- **Airport Related Uses.** Currently, Commerce City is not home to many airport-related or aerospace companies, despite its location adjacent to the airport.
- Clean and Green Industries. Residents who participated in the draft Comprehensive Plan update indicated an interest in "clean" industries, and the sectors that are already strong in Commerce City may offer opportunities to pioneer new technologies.
- **Retail and Services.** Continued residential growth should support additional shopping, dining and entertainment uses.

Challenges

- **Economic Vision.** The plans and policies that were reviewed as part of this Landscape Assessment do not contain a strong vision for Commerce City's future economy. Staff need clarity in order to align day-to-day efforts.
- Macro Retail Trends. Declining brick and mortar retail may make it challenging to grow the retail presence in Commerce City.
- Lack of Economic Diversification. Commerce City's employment is heavily concentrated in a few large industry sectors. Diverse economies tend to be more resilient.
- External Actors. Commerce City has limited control over major highways and airport operations, which could make it difficult to better leverage these assets.
- Educational Attainment of Local Workforce. There is a relatively large share of the population that has low levels of educational attainment, and the percent of residents that has attained a bachelor's degree or higher is lower than for Adams County and the State of Colorado.
- Differences among Commerce City residents, with clear geographic divisions from north to south. These differences include educational attainment, poverty rate, and median household income.
- Residential Affordability. Housing prices have increased across the Denver metro region in recent years; many Commerce City residents may be challenged by these increases.

APPENDIX A. 2023 DRAFT COMPREHENSIVE PLAN GOALS

With specific relevance to Commerce City's Economic Development Strategic Plan, the identified Goals and Objectives in the Commerce and Employment chapter of the draft Comprehensive Plan (p. 63-64) include the following:

Goal 1

Fully utilize the community's human resources and talent through a high level of employment.

1. Update the Economic Development Strategic Plan.

- 2. Support and encourage an educated and skilled workforce.
- 3. Strengthen the talent resource pool.
- 4. Entice and retain a young and talented workforce.

Goal 2

Promote a healthy, progressive, and competitive local economy.

- 1. Update the City's retail attraction strategies and incentives.
- 2. Plan for and encourage a large-scale medical center or hospital campus.
- 3. Pursue a community college campus in Commerce City.
- 4. Continue to recruit primary employers that meet the City's vision for the community.
- 5. Enhance support for local entrepreneurs.
- 6. Continue to develop programs that attract and retain artisans.

Goal 3

Facilitate intergovernmental and public/private partnerships that foster successful economic development.

- 1. Promote site design, programs, and development that add to the overall quality of life for Commerce City residents and businesses.
- 2. Work with major employers and educational entities to create vocational training programs.
- 3. Develop City beautification and community-building programs with the City's employers.
- 4. Develop partnerships to land bank property for future projects.

Goal 4

Reinvest in the City's existing commercial and industrial areas.

1. Promote and strengthen industry and jobs in strategic areas.

- 2. Incentivize certain site improvements for older industrial businesses, such as storage/parking lot paving or adaptive reuse.
- 3. Enhance existing commercial developments
- 4. Utilize and expand the use of Urban Renewal Areas.

Goal 5

Cultivate unique and diverse destination-type activities within Commerce City's centers and activity areas.

- 1. Support the development of various activity centers, including youth and senior seniors, at strategic key locations throughout the City.
- 2. Focus on creating an entertainment district within the Stadium District Character Area.
- 3. Facilitate the future development of E. 104th Ave and Tower Road as a regional activity center that provides a combination of retail, commercial, entertainment, service, and residential options.
- 4. Develop Derby into a unique commercial destination.
- 5. Explore opportunities for pedestrian-oriented commercial centers with a mix of uses.
- 6. Ensure entertainment uses within the Stadium District are sensitive to the existing residential uses across Quebec.
- 7. Strive for the development of high-quality lodging establishments within activity centers.

Goal 6

Attract and support quality retailers to become a more balanced City.

- 1. Expand commercial uses in the City.
- 2. Encourage the development of new centers with an emphasis on commercial/retail.

Goal 7

Reduce economic leakage by having more retail and service options for residents within Commerce City.

- 1. Preserve adequate land for commercial concentration areas.
- 2. Pursue strong and compatible primary employers in the City's industrial districts.
- 3. Recruit businesses that provide stable, high-paying jobs with opportunities for growth and advancement.
- 4. Strengthen the existing industrial design standards.

Goal 8

Engage and attract new and emerging clean industries, businesses, and emerging technologies.

- 1. Leverage the City's proximity to Denver International Airport as an engine for economic development and tourism.
- 2. Become a hub for tech innovation in the energy economy.
- 3. Strive to be a leader in clean, emerging technologies.
- 4. Foster a climate of innovation that permeates the employment sector.
- 5. Improve the South Platte riverfront to open the possibility of creating employment, gathering, and recreational opportunities.

Goal 9

Reduce cultural barriers in business development.

- 1. Provide opportunities and resources for business success.
- 2. Address the unique needs of the City's diverse business community.
- 3. Mitigate language barriers.

APPENDIX B. COMMUTE MAPS AND ACCOMPANYING TABLES

The following exhibits include commute maps and tables that describe resident work destinations and worker home origins for the Northern Range, Core City, and remaining areas of Commerce City.

Exhibit 39. Commute and Laborsheds of Commerce City "Northern Range", 2021

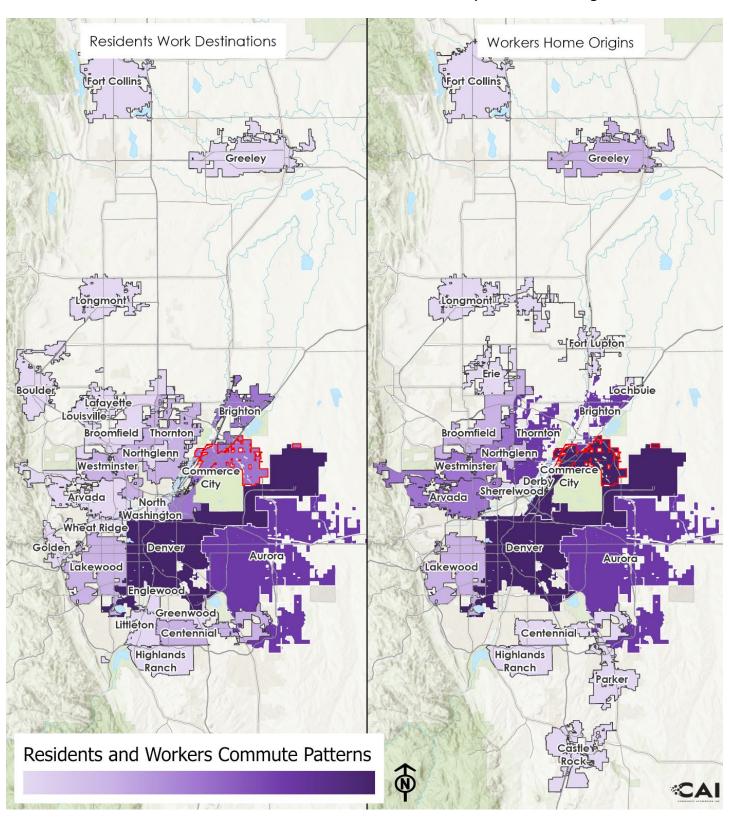


Exhibit 40. Top 10 Commute and Laborsheds of Commerce City "Northern Range", 2021

Resident Work Destinations	Count	Share	Workers Home Origins	Count	Share
Den∨er	5,588	27.7%	Den∨er	908	11.4%
Aurora	2,006	9.9%	Commerce City	820	10.3%
Commerce City	1,814	9.0%	Thorton	666	8.3%
Brighton	1,056	5.2%	Aurora	632	7.9%
Lakewood	750	3.7%	Brighton	408	5.1%
Westminister	734	3.6%	Colorado Springs	281	3.5%
Thornton	706	3.5%	Arvada	268	3.4%
Centennial	509	2.5%	Westminister	256	3.2%
Broomfield	426	2.1%	Northglenn	192	2.4%
North Washington	398	2.0%	Lakewood	175	2.2%
All Other Locations	6,175	30.6%	All Other Locations	3,385	42.4%

Source: LEHD On the Map, 2021; CAI, 2023.

Residents Work Destinations Workers Home Origins Lochbuie Brighton Broomfield Broomfield Thornton Northglenn Westminster Northglenn Westminster Sherrelwood Derby City Welby North Washington Wheat Ridge Wheat Ridge Denver Denver Littleton Centennial Littleton Centennial Highlands Highlands Ranch Ranch Resident and Workers Commute Patterns

Exhibit 41. Commute and Laborsheds of Commerce City "Core City", 2021

Exhibit 42. Top 10 Commute and Laborsheds of Commerce City "Core City", 2021

Resident Work Destinations	Count	Share
Den∨er	2,086	25.7%
Commerce City	1,127	13.9%
Aurora	844	10.4%
North Washington	314	3.9%
Lakewood	294	3.6%
Thornton	247	3.0%
Westminister	247	3.0%
Centennial	192	2.4%
Ar∨ada	158	1.9%
Broomfield	129	1.6%
All Other Locations	2,470	30.5%

Workers Home Origins	Count	Share
Den∨er	3,571	16.1%
Aurora	2,679	12.1%
Thornton	1,785	8.1%
Commerce City	1,726	7.8%
Westminister	856	3.9%
Ar∨ada	799	3.6%
Lakewood	578	2.6%
Brighton	560	2.5%
Northglenn	434	2.0%
Colorado Springs	414	1.9%
All Other Locations	8,737	39.5%

Exhibit 43. Commute and Laborsheds of Commerce City (Remainder), 2021

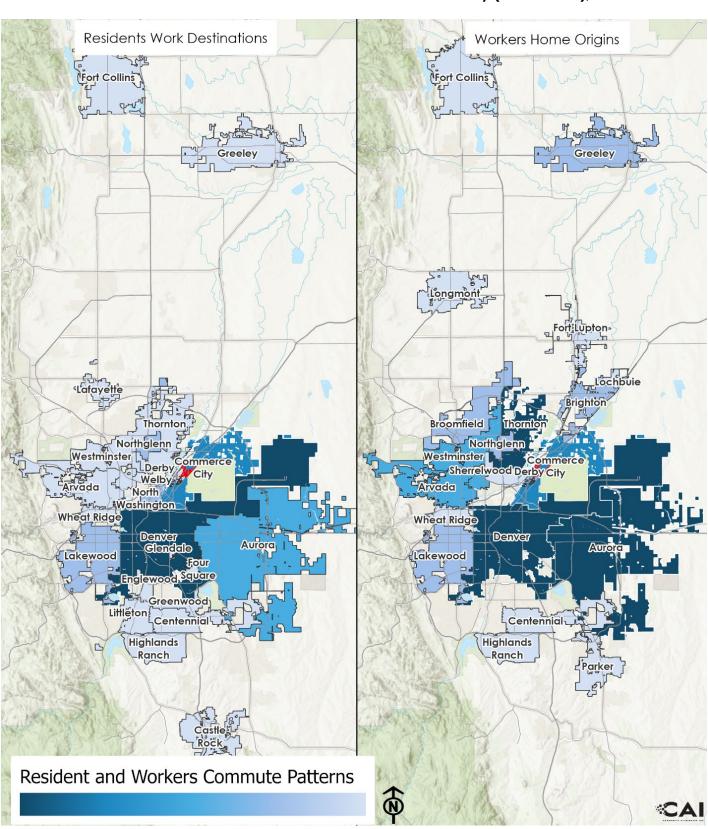


Exhibit 44. Top 10 Commute and Laborsheds of Commerce City (Remainder), 2021

Resident Work Destinations	Count	Share	Workers Home Origins	Count
Den∨er	68	28.6%	Denver	832
Commerce City	37	15.5%	Thornton	642
Aurora	16	6.7%	Aurora	640
North Washington	8	3.4%	Commerce City	426
Lakewood	7	2.9%	Westminister	284
Northglenn	6	2.5%	Arvada	222
Ar∨ada	5	2.1%	Brighton	173
Fort Collins	5	2.1%	Northglenn	159
Westminister	5	2.1%	Greeley	137
Centennial	4	1.7%	Lakewood	136
All Other Locations	77	32.4%	All Other Locations	2,590

Source: LEHD On the Map, 2021; CAI, 2023.

Share

13.3%

10.3%

10.3%

6.8%

4.6%

3.6%

2.8%

2.5%

2.2%

2.2%

41.5%

832

642

640

426

284

222

173

159

137

136

2,590