

***City Council
Economic Vitality Committee
Meeting Agenda
Friday, February 16, 2024
City Hall
749 Main Street
1:30 PM***

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to [+1 346 248 7799](tel:+13462487799) or [833 548 0282](tel:8335480282) (toll free)
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The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at ABrown@LouisvilleCO.gov.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Meeting Minutes: January 26, 2024
5. Public Comments on Items Not on the Agenda
6. Staff Updates
7. Discussion/Direction – 2024 Main Street Closure
8. Discussion/Direction – EVC Business Outreach Meetings
9. Recent Articles
10. Discussion Items for Next Meeting
11. Adjourn

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City Council Economic Vitality Committee Meeting Minutes

Rescheduled to Friday, January 26, 2024
Regular Meeting

1. **Call to Order:** Chair Leh called the meeting to order at 1:34 PM.
2. **Roll Call:** The following members of the City Council were present: Chair Dickinson, Councilmember Fahey and Councilmember Kern. Also present were City Manager Jeff Durbin, Deputy City Manager Samma Fox, Community Development Director Rob Zuccaro, Economic Vitality Manager Vanessa Zarate, and Economic Vitality Specialist Austin Brown. Two members of the public were present.
3. **Approval of Agenda:** Councilmember Fahey made a motion to approve the agenda as presented. The motion was seconded by Councilmember Kern. Motion passed.
4. **Approval of Meeting Minutes:** Councilmember Kern made a motion to approve the meeting minutes of December 15, 2023. The motion was seconded by Councilmember Fahey. Motion passed.
5. **Public Comments on Items Not on the Agenda:**
None.
6. **Staff Updates:**
Chair Dickinson offered Economic Vitality Manager Vanessa Zarate a chance to introduce herself to the Committee. Manager Zarate gave an overview of her professional background and commented that she is happy to be at Louisville.

Specialist Brown shared updates on a proposed Electric Vehicle charging amendment, the Downtown Vision Plan and Comprehensive Plan, and the Community Decarbonization Plan. Specialist Brown closed his comments with a brief update on the Louisville Revitalization Commission (LRC).

Chair Dickinson asked when the LRC's Property Improvement Program is expected to be finalized. Specialist Brown responded that it depends on feedback from the LRC, but he is hopeful that it should be live within the next couple of months. Brown also noted that both the Façade Improvement

Program and Property Improvement Program have \$250,000 allocated in the LR's 2024 budget.

7. Discussion/Direction – Temporary Main Street Closure for 2024:

Specialist Brown summarized of the Downtown Business Association's request to temporarily close Main Street in 2024. Brown also gave an overview of the City's previous Main Street closures in 2020 and 2021, background info on the efforts involved in the previous closures, and pitched an example of what a potential 2024 closure could look like.

Chair Dickinson wondered what the EVC's role might be in discussing the closure. Dickinson concluded that the EVC can identify an implementation date, which would allow staff to work backwards on the closure with that date in mind. He also hoped that staff would ask any questions that they have currently identified around the closure to the EVC.

City Manager Durbin added that staff may need a couple of weeks following the approval of a plan to actually implement the closure, as closing the street will involve equipment, fixtures and coordination with staff.

Manager Zarate noted that she participated in a conversation with Fire regarding their requirements for access during the closure. She noted that they requested at least 20' of street with no permanent fixtures. Zarate added that the Main Street right-of-way is approximately 42'.

Manager Durbin asked for clarification around the DASH bus. Staff confirmed that the bus operated on LaFarge during the previous closures in 2020 and 2021. Durbin also asked about emergency access on Front Street during special events. Brown clarified that both the Street Faire and Farmers Market agreed to a plan in 2021 that met emergency access requirements.

Director Zuccaro confirmed that staff's next steps will include meetings with stakeholders (including Fire and Police) to identify a couple of different options to determine how much equipment will be needed. Staff will also continue to discuss the closure with RTD in hopes of identifying an alternative route that works for more parties in the long-term.

Staff confirmed that starting the closure in late April should be feasible. With that in mind, Councilmember Kern recommended that the closure begin on Earth Day (April 22) so that there is a reason to celebrate the closure. Manager Durbin recommended that the closure return to the EVC in February, and then advance to City Council on March 19. This schedule should give staff enough time to implement the closure in late April. Chair Dickinson confirmed that we would like to see the closure last through the first week of November.

Chair Dickinson noted that there are no restaurants on the 900 block of Main Street and wondered whether it makes sense to include Walnut Street to South Street in the closure.

Public comment from Rick Kron: Mr. Kron responded that there are quite a few retail stores on this block and noted that the DBA performed outreach to the businesses on this block and that feedback was overwhelmingly in support of closing the block.

Chair Dickinson stated that he is not opposed to including the 900 block, but cautioned there would be an additional loss of downtown parking spots. City Manager Durbin confirmed that staff will plan to include the 900 block, with the knowledge that it can be removed from the closure plan prior to implementation.

Chair Dickinson wondered if the street can be closed to both vehicles and bicycles, with no hard boundaries within the closure. Manager Zarate commented that this could be an issue for liquor licensing. Director Zuccaro confirmed that ropes, barrels and structures were used in previous years to separate the premises with liquor licenses.

City Manager Durbin noted that it's important to ensure that the closure includes barriers that will stop vehicles from entering the closed area. However, he acknowledged that there also needs to be a way for Fire to access the street. Staff acknowledged that this may not be feasible this year, but that they will work on identifying a long-term solution. Director Zuccaro noted that a solution will likely require a budget for infrastructure investment. Staff will return with a budget for closure at the February meeting.

Chair Dickinson added that if patios are not rented out this year, the City will not be collecting revenue from the rentals. He noted that businesses are likely to see increased sales during the closure period, which would result in increased City revenue. The EVC collectively wondered whether it would make sense to charge a fee for businesses to participate in the street closure, but acknowledged that it may be more difficult to do so. Chair Dickinson also wondered whether sponsorships may be possible.

Chair Dickinson added that he would like to explore common consumption for the closure area. He noted that he doesn't know that all businesses would be in favor of common consumption, and that he would like to hear feedback. Staff noted that they will work with the City Clerk's Office to determine the feasibility of a common consumption area for 2024. Staff will return in February with a proposed plan for the temporary closure of Main Street.

8. Discussion/Direction – EVC Outreach Meetings:

Specialist Brown gave summary of last month's discussion around EVC outreach meetings, and presented several options for how to program these meetings moving forward around geography, business type, and date.

Councilmember Fahey stated that these meetings should be in addition to the Business Forum and noted that she would like to start with the McCaslin Corridor.

Chair Dickinson commented he would like to meet once a month but acknowledged that monthly meetings may be a big pull on staff. He also recognized that these meetings may require posted notice depending on how many City Councilmembers would be attending.

City Manager Durbin noted that consistency and expectations of meetings (time, place, etc.) help people plan to attend. He added that changing the date and location can often result in less attendance.

Chair Dickinson clarified that it sounds like there is support around monthly meetings. Manager Zarate asked for clarification as to what the meetings are intended to accomplish. Chair Dickinson responded that the goal is to connect with the business community, share information with them, and foster relationships with businesses and property owners. Councilmember Kern added that she would also like to hear feedback from the businesses on ways in which the City can improve.

Councilmember Fahey commented that she may like to see these meetings held at the Louisville Public Library rather than at City Hall. Chair Dickinson asked Manager Zarate her thoughts on the frequency of meetings. Zarate confirmed that staff will return in February with a proposal that feels feasible for staff.

Specialist Brown asked whether the EVC had expectations for which City staff should attend these meetings. Chair Dickinson responded that staff can make that decision as to who should or wants to attend based on each individual meeting.

Public comment from Mike Kranzdorf: Mr. Kranzdorf noted that he liked the format of previous meetings that Chair Dickinson held with the business community that were open to all members of the business community.

Chair Dickinson responded that he enjoyed those as well and that he may look at continuing those meetings in the future. However, he noted that he could continue to have these types of meetings in addition to the EVC outreach meetings discussed today.

9. Recent Articles:

No comments.

10. Discussion Items for Next Meeting:

The EVC requested that both the Main Street Closure and the new EVC outreach meetings return for updates in February. Staff confirmed that these items will be included on the agenda. City Manager Durbin added that utility rates and the Community Decarbonization Plan will both be coming to Council in March. Councilmember Kern asked about the commercial energy code changes. City Manager Durbin responded that there may be more information and/or outreach around this item.

11. Adjourn: The meeting adjourned at 3:07 PM.

SUBJECT: STAFF UPDATES

DATE: FEBRUARY 16, 2024

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER
AUSTIN BROWN, ECONOMIC VITALITY SPECIALIST**

SUMMARY:

In the following, staff provides updates on recent activity related to core economic vitality functions.

Energy Code Update

An ordinance updating the City's standards for Electric Vehicle Charging Infrastructure required for new development went to Planning Commission on February 8, 2024. The update is intended to align with the standards set forth in the Colorado Model Electric and Solar Ready Code, published by the Colorado Energy Office. It's anticipated that the EV update will go to Council in March along with a proposed building code update.

Downtown Vision Plan

There will be an Open House for the Downtown Vision Plan on February 22. This event will be an opportunity for the general public to engage with the project. The consultant team is also planning to begin engaging with Louisville Boards and Commissions in February.

Comprehensive Plan Update

The Comprehensive Plan update is getting started with a public launch anticipated for early 2024. The project team will be introducing the project and asking for feedback from City Boards and Commissions from January – March 2024. Input from these meetings will supplement broader public engagement. A draft engagement timeline is below:

SUBJECT: STAFF UPDATES

DATE: FEBRUARY 16, 2024

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Comprehensive Plan Update Abbreviated Schedule (subject to change)							
	2024				2025		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Community Engagement Windows • Boards and Commissions • Public Engagement (surveys, open houses, etc.)	Topics: Kickoff; vision and values conversations			Topics: Community choices, priorities			
Draft Comprehensive Plan					Planned adoption late Summer 2025		

LRC Update

Following approval by Council, the request for direct financial assistance from Radiance MedSpa at 916 Main Street returned to the LRC for final approval. The LRC approved the request and entered into a rebate agreement with the property owner that authorizes a 90% rebate of the tax increment on the property for up to 10 years, or until the total rebate payments reach \$200,000.

Staff will be presenting a proposed Property Improvement Program to the LRC during its February meeting. The purpose of the program is encourage reuse of existing buildings, resulting in a reduction of blight and vacancies while activating and adding vibrancy to the urban renewal area. Interior improvements including tenant finish, ADA compliance, flooring, lighting, and walls are all proposed to be eligible for reimbursement through the program.

ATTACHMENT(S):

None.

SUBJECT: 2024 MAIN STREET CLOSURE

DATE: FEBRUARY 16, 2024

PRESENTED BY: VANESSA ZARATE, ECONOMIC VITALITY MANAGER

SUMMARY:

The Downtown Business Association (DBA) and the Louisville Revitalization Commission (LRC) submitted letters of support to the Louisville City Council to close a portion of Main Street for the 2024 summer season. During the January 16, 2024 City Council meeting, City Council directed city staff to explore options for a downtown street closure, to include timing, length and impact. City staff has spoken to internal and external stakeholders to discuss options for a 2024 temporary street closure.

FISCAL IMPACT:

Budget impacts include the need for additional barrier materials for the block-by-block closure, needed signage and wayfinding elements, potential programming elements and staff time. The anticipated needed budget for the 2024 season is \$10,000.

RECOMMENDATION:

City staff recommends a Main Street closure from April 22nd, 2024 through November 3rd, 2024. Staff proposes a 16-foot fire aisle, with a two-foot buffer on either side. This total twenty-foot buffer will act as emergency fire access and can be programmed with non-permanent objects. Closure control will be similar to the 2021 closure, with barricades closing Main Street on a block-by-block basis while keeping all east/west roads open to vehicular traffic.

Staff recommends a closure of Main Street from Elm Street (600 block) on the south to South Street (900 block) on the north, if the 900 block can be programmed. Programming could be led by community partners or businesses. Potential programming activities could include artificial turf with lawn games, craft corners, community arts projects, entertainment uses, bike parking and others. Activating this block will help pull people throughout the closure, ensure there is activity and make better use of the parking spaces.

If the 900 block is unable to be programmed for the 2024 season, then staff recommends a closure from Elm Street (600 block) on the south through Walnut Street (800 block) on the north.

Additional specific information can be found in the Main Street 2024 Closure Proposal attachment.

SUBJECT: 2024 MAIN STREET CLOSURE

DATE: FEBRUARY 16, 2024

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ATTACHMENT(S):

1. Main Street 2024 Closure Proposal Breakdown
2. 2024 02 06 Proposed Main Street Closure Map

Main Street 2024 Closure Proposal

Timing

- April 22 through November 3rd
 - City will set up starting April 15th.
 - City will start to take down on November 4th.

Portion of Main Street

- Elm Street (600s) through South Street (900s)
 - The closure will be block by block, with the east-west streets remaining open to vehicular traffic.
- Fire access
 - There will be a 16-foot aisle in the middle of the street for fire access. In addition, there will be a two-foot buffer on either side within the business' patio spaces. The total of the 20 feet can be programmed and have seating but cannot have anything permanent (needs to be readily movable).
- Pedestrian only access
 - The closure would be intended for pedestrian only access (with the exception of emergency vehicles as needed). The desire is to limit vehicular traffic to the east/west roads and limit the closure to a "dismount and walk" your bike/scooter/etc. The general feeling is activation and movement for pedestrians and no other forms of transportation.

Implementation

- Businesses
 - Businesses will receive regular and timely communication for all aspects of the closure.
 - Businesses could then decide how they want to participate in the closure to include expanded spaces, hours, events, etc.
- RTD
 - For the 2024 season, RTD will reroute their bus services down LaFarge.
 - The City continues to explore long term options for bus routes, but LaFarge is the only feasible option for RTD for the 2024 season.
- Alcohol
 - Common consumption is unrealistic for the 2024 season as it requires the organization of new entities, with a governing board, and some more lead time to get the needed processes set up.
 - Businesses could participate in communal dining block by block. City Staff can assist participating businesses with their modifications and insurance needs to implement communal dining. This would allow patrons to walk around within the block enclosure with an alcoholic beverage.
 - If businesses do not want to do either, they can temporarily modify their liquor license to accommodate their extended patio like in previous years.

Budget Considerations

- Closure supplies
 - City staff is taking an inventory of barricade closure supplies that we already have and determining what additional supplies we will need to close the street.
 - Additional supplies could include more/additional barrier supplies to meet safety concerns and close the additional block of the closure.
 - Beautification supplies could be considered for the closure. This includes additional lighting, plants, landscaping and other aspects of temporary beautification measures.
- Marketing and Communications
 - There will be a budget need for communication materials- such as mailers to the businesses and neighbors- alerting nearby stakeholders about the closure.
 - There will be budget needs for larger marketing and communication materials throughout the City of Louisville, and throughout downtown, to direct traffic and highlight the closure.
 - There could be a consideration for beautifying wayfinding elements, in addition to the directional elements. These can be aligned with the historic nature of downtown signs, directing people (instead of cars) to the closure, parking, businesses and other City amenities.
- Staff time
 - An overall consideration for the staff time needed to communicate and implement the closure.
- Future budget considerations
 - Closure barricade upgrades- there is a desire to explore an investment in more aesthetic and emergency friendly barricades such as bollards or a gate system. This would be a higher-level finance and infrastructure impact.
 - Parking- desire to explore parking options if Main Street closes long term. This could include additional parking spaces, a downtown trolley/bus to take people throughout the area, or other options.

Ideas to be worked out

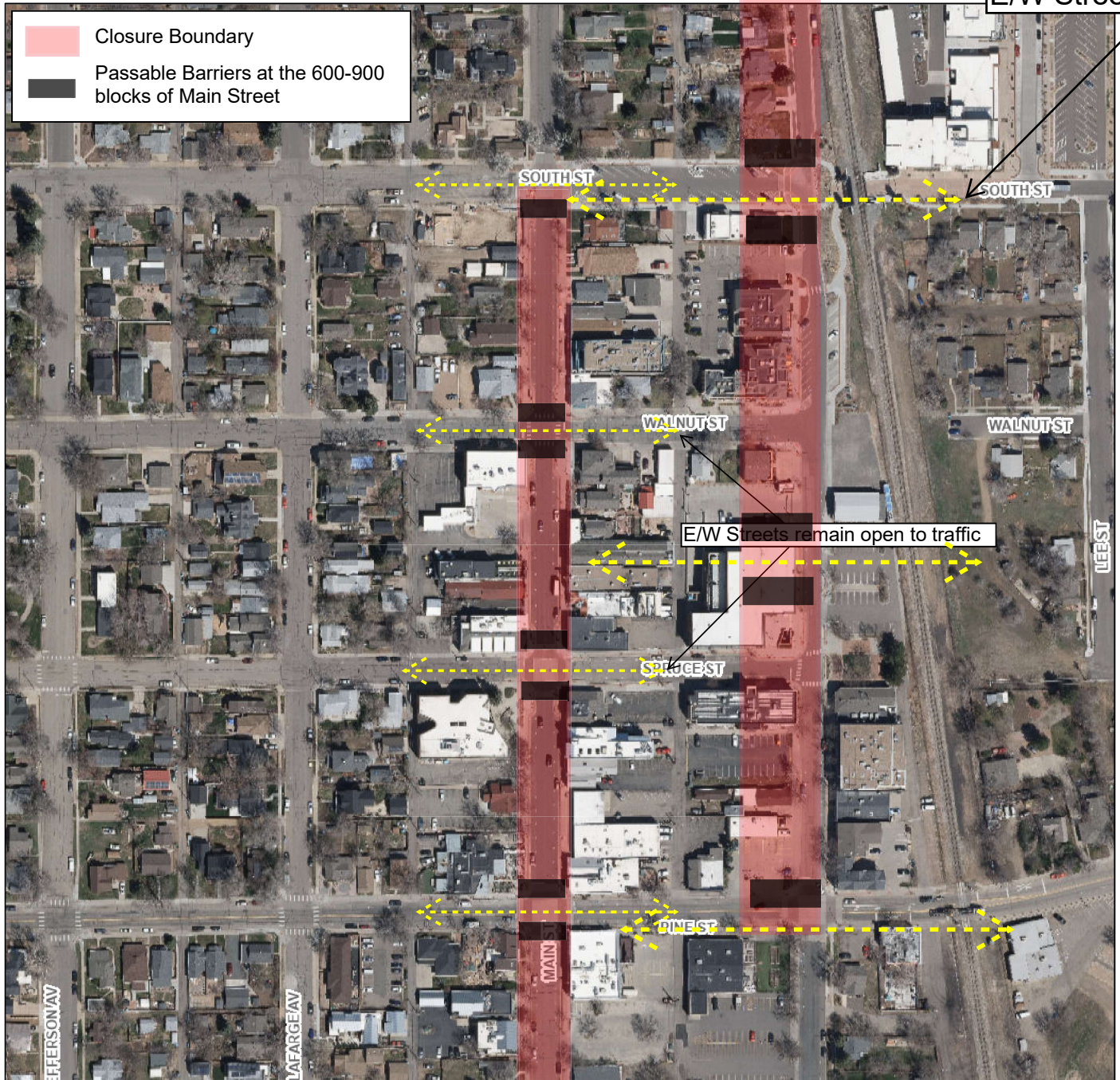
- Programming
 - Plenty of opportunity to program the closure, especially in spaces where there may not be outside activation through food users.
 - Exploring opportunities to work with local businesses, the Louisville Chamber and the Downtown Business Association for programming planning.
 - Some ideas include an arts and game center on the north end of the closure with kids' activities, outdoor lawn games, potential for music and other entertainment. There are also opportunities for games within the 16-foot fire lane, if they are movable activities.
 - There can be low cost, high impact programming options as well, such as temporary hopscotch, barricade painting, tree wrapping and others.
- Placemaking and Wayfinding
 - There is an opportunity to increase the placemaking and wayfinding elements of the street closure. This includes pedestrian and vehicular components to help direct traffic,

direct people to the closure and participating businesses, parking options, bike trails and other Louisville amenities.

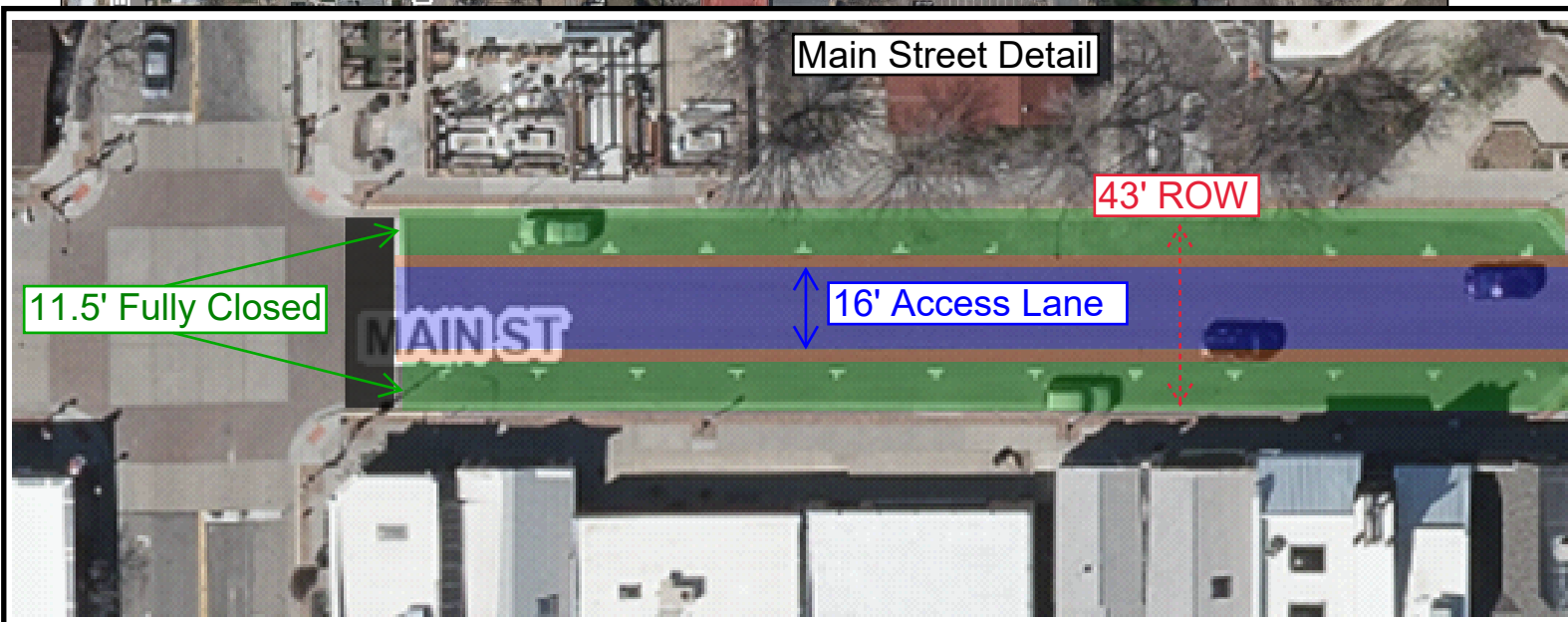
- Enhanced placemaking and wayfinding elements can help mitigate traffic/parking concerns while drawing additional people into Downtown.
- There is a cost component to create and implement signage.
- Sponsorships
 - Exploring the possibility of sponsorships for the closure and the activity programs. A business could sponsor the game corner, arts activities, or even the closure itself.

2024 Main Street Closure

E/W Streets remain open to traffic



Main Street Detail



SUBJECT: EVC BUSINESS OUTREACH MEETINGS

DATE: FEBRUARY 16, 2024

PRESENTED BY: VANESSA ZARATE, ECONOMIC VITALITY MANAGER

SUMMARY:

During the December 2023 and January 2024 Economic Vitality Committee (EVC) meetings, the Committee discussed the desire to conduct business outreach meetings. The intent of these meetings was to have a more open dialogue with the business community, to learn more about what is going well and what can be improved upon.

The EVC discussed various approach options at the January 2024 meeting, with an initial thought of conducting meetings my geography and then re-evaluating after a year to determine if adjustments are needed. There is a desire to include additional city staff, not just EVC and Economic Vitality staff. Additional staff could include leadership team, sustainability, planners, resiliency personnel and EDI staff.

The timing and location of the outreach meetings were also discussed. There is a desire to have multiple businesses and property owners in attendance, to have a meaningful conversation. In order to have the desired attendance, the timing of the meetings needs to work for the invited businesses and have a location that invitees can easily find.

FISCAL IMPACT:

Fiscal impact will be determined on the number and structure of the outreach meetings. Costs could include things such as marketing materials, presentation materials, space rentals (if/where applicable), and food/drink.

There is an existing budget for the business forums that could be utilized for these outreach meetings if desired. If not, additional budget will need to be allocated for implementation.

RECOMMENDATION:

Staff recommends considering an industry approach or business size approach to the outreach meetings. This will allow the EVC and staff to focus on businesses that overlap in size or industry, and will more likely have common concerns. Common successes and barriers allow conversation to be more targeted and potentially more in depth, versus more surface level conversations.

An industry approach to the outreach meetings will allow for opportunities for partners, supply-chain businesses, complimentary businesses and potential competitors to be in the same room to share what is working well and what gaps may exist. This can help EVC and staff create programs to support the industry success, and provides an opportunity to align with targeted industry impact.

A business size approach to the outreach meetings will allow for opportunities to focus on the specific needs of the business size- entrepreneurs, start-ups, second-stage and established companies. Success through business stages and growth can be specific to the stage you are in- hearing from businesses within each business stage and size can allow the creation of programs for each business size success.

For these meeting types, staff recommends hosting all meetings at the one location. This can accommodate attendees from across the city and helps with marketing efforts. An industry approach would result in meeting times being varied throughout the day to accommodate industry needs. A business size approach could utilize consistent meeting times throughout the year.

Staff has created four different outreach options with various meeting approaches- outlining various forms of implementation. More information for each approach can be found in the EVC Business Meetings Proposal attachment.

ATTACHMENT(S):

1. EVC Business Meetings Proposal Options

Purpose

The Economic Vitality Committee (EVC) is interested in increasing business engagement and garnering more feedback from the business community. There is a desire for the EVC to have a greater understanding of businesses in Louisville and learning what is going well and what could use improvement. The intent of these meetings will be to learn from the businesses as well as provide more information on what city priorities are and what might be in the pipeline that will impact them. There will be an intentional focus of sharing information with them, as this is sometimes the only instance for the year that they engage with the business, as well as intently listening to what the business community needs to be successful and vibrant.

- These outreach meetings should be in addition to the business forums, not replace them.
- A proposal would be to have them geographically based and start with the McCaslin area. After the first year, can reevaluate the impact and success, and adapt if needed.
- Intent is to have engaging conversations with the business sector, to hear from them what is going well and what is needed to be successful. The hope is that the events are well attended but small enough to have engaging and meaningful conversations.
- Invitees should be both the business owners and the property owners.
- The meetings should be free-flowing, without the entire meeting being structured. This is an opportunity to share council priorities and what might be in the City pipeline, while leaving a lot of time to hear from the businesses directly.
- Overall, want to hear from the business community but would love some specific examples of what may not be working well and what the City can do to make processes and the business environment easier for businesses to navigate and more business friendly.

Proposal 1

- Area/Businesses
 - Geogrpahy Based
 - McCaslin Corridor/Centennial Valley
 - Downtown
 - South Boulder Road
 - Colorado Tech Center
 - Event will be held in the respective geography
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Prioritize outreach electronically- email and social media
 - If needed, can do targeted mail outreach
- Timing
 - Twice Quarterly
 - One event in the morning and one in the evening, per area
 - Event for an hour and a half
- Agenda
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 2

- Area/Businesses
 - Industry based, based on business reported industries (could also do NAICS codes)
 - Arts and Entertainment, Nonprofit, Child Care or Educational Services,
 - Automotive Trade, Repair or Maintenance, Transportation and Warehousing
 - Construction, Manufacturing
 - Finance, Insurance or Real Estate, Professional and Technical Services,
 - Fitness and Recreation, Healthcare
 - Hair Care and Other Personal Services, Service
 - Information, Media and Publishing, Advanced Technology
 - Restaurant, Food Service or Bar, Retail, Lodging and Hospitality,
 - Event will be held at the same location each month
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Prioritize outreach electronically- email and social media
 - If needed, can do targeted mail outreach
- Timing
 - Monthly
 - Due to number of industries, conduct monthly meetings
 - Can alternate between morning or evening events, based on industry
 - Event for an hour and a half
- Agenda
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 3

- Area/Businesses
 - By business size
 - Major employers (over 300 employees)
 - 100-300 employees
 - 25-100 employees
 - Under 25 employees
- Outreach
 - Invite businesses, property owners and representatives (brokers)
 - Focus on targeted outreach electronically (emails, EV newsletter, social media)
 - If needed, mailing outreach or drop off invite
- Timing
 - Quarterly, once for each segment
 - If needed, can consider having multiple events for the smaller business segments
 - Event will be held at the same location each quarter
 - Two-hour event

- Agenda
 - Introduction to City
 - Council Priorities
 - City Initiatives
 - Open Forum

Proposal 4

- Area/Businesses
 - Open Forum
- Outreach
 - Invite business, property owners and representatives (brokers)
 - EV Newsletter and social media
- Timing
 - Quarterly
 - Event will be held at the same location each quarter
 - Event operate as more of an open house, for two hours
- Agenda
 - Predominantly open forum
 - City Initiatives
 - Council Priorities

*The program structure can be any combo of the proposed options

LOCAL NEWS

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Louisville offers rebate for downtown building



By **ANDREA GRAJEDA** | agrajeda@prairiemountainmedia.com |
Prairie Mountain Media

PUBLISHED: January 16, 2024 at 9:18 p.m. | UPDATED: January 16, 2024 at 9:21 p.m.

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The Louisville City Council Tuesday approved a financial rebate to renovate a building on Main Street into Radiance Medspa, a cosmetic treatment business.

Schlageter Properties applied for financial help in its project to renovate the building at 916 Main St., according to Austin Brown, the city's economic vitality specialist. The applicant requested a 90% rebate of the increased property taxes resulting from the new value of the building over a 10-year period. The renovation would increase the future property value to \$1,400,000 from its 2022 value of \$1,021,600, according to a city council meeting agenda memo.

Building owner Stephanie Schlageter intends to convert the building into a retail space for Radiance Medspa. Such businesses generally offer nonsurgical cosmetic and aesthetic treatments such as Botox, laser hair removal and facial treatments under the care of a licensed physician. Schlageter said the rebate would help her business as well as help stimulate business in the downtown area.

“It does actually make a difference for me as an investor in the city,” Schlageter said.

Schlageter said she wants to restore the 75-year-old building and that she expects the building will “stand the test of time.”

Brown said the project consists of renovating, preserving and upgrading the building. The renovation proposal calls for the existing building storefront to remain. Workers are expected to enlarge the windows and entryway and bring the building up to current standards.

The Louisville Revitalization Commission previously reviewed the proposal request in May 2023. The LRC partners with developers to provide financial help through property tax rebates. The LRC usually helps with public infrastructure improvement projects. To qualify for LRC financial help, a project must demonstrate “exceptional and unique public benefits and would not be reasonably expected to be feasible without city financial or other economic support,” according to government documents. In this case, the LRC said the business and building improvements would help the downtown area avoid blight.

In other news, city council members also discussed closing off part of downtown Main Street again this summer to help support local businesses. The 600 to 900 blocks of Main Street would be closed to non-emergency traffic from March to November. In 2020 and 2021, sections of Main Street were closed to allow outdoor dining during the pandemic.

According to a letter from the Downtown Business Association of Louisville board of directors, 90% of businesses in the area support the upcoming closure. The letter said “the closure encourages residents, visitors, kids, and even the businesses, to gather and have fun.”

Councilmember Caleb Dickinson said he supports the closure of the area to support downtown businesses, but said he also wants to work with RTD buses to offer alternative public transportation routes

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Early versions of Solid Power's solid-state lithium metal battery cells.
SOLID POWER



By Greg Avery – Senior Reporter, Denver Business Journal
Jan 17, 2024 Updated Jan 17, 2024 5:07pm MST

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A Louisville battery company expects a new international subsidiary to receive more than \$52 million in a deal helping a South Korean partner develop solid-state battery technology in that country. Solid Power Inc. unveiled licensing deals struck last week with SK On, a battery company that has supplied Ford, enabling research and development and then production of solid-state batteries using Solid Power material and processes over the next three years.

The deal follows CEO John Van Scoter last year saying Solid Power, which has high-profile backing and battery-development agreements with automakers BMW and Ford, would develop a presence in South Korea and accelerate the business' evolution by having a presence in the major battery markets of Asia.

“SK On has, and will continue to be, an important partner for Solid Power,” said Derek Johnson, COO of Solid Power. “As demonstrated in 2023, a deepened collaboration with

our key partners can accelerate technology advancement. Today's steps will further expand development of our solid-state technology into Korea and allow Solid Power to demonstrate its capabilities as a valued electrolyte supplier."

Solid Power, started in 2012 to develop technology licensed from the University of Colorado-Boulder and the U.S. Department of Energy's Oak Ridge National Laboratory, is among several companies racing to develop solid-state batteries.

Such batteries are expected to be lighter, less prone to catching fire and have more power density than today's lithium-ion batteries, which use liquid electrolytes. Solid-state batteries are sought after for electric vehicles and other uses.

Solid Power developed a method of making battery cells using a proprietary electrolyte powder, which has opened a Thornton factory to make and has been proving its battery design can be manufactured affordably at scale.

[Ford and BMW invested \\$130 million in Solid Power in 2021](#), joining funds associated with Hyundai and Samsung as some of its major investors.

SK Innovation, a fund associated with SK On, made a \$30 million investment in Solid Power in 2021 during its reverse merger deal that took it public.

The companies' licensing deal is tied to getting Solid Power batteries into production.

SK On agreed to pay \$20 million through 2027 to license Solid Power designs and processes for making solid-state batteries used only in research and development, the company said. Another part of the agreement covers the installation of a manufacturing line led by Solid Power and modeled after the electric-vehicle battery production line established in its Colorado facilities. The line's development, expected to start this year and be completed in 2025, is tied to an estimated \$22 million in SK On payments to Solid Power, the company said.

SK On also agreed to buy battery electrolyte material supplies from Solid Power, at least eight metric tons worth after validation batches, to use in making battery cells. The purchases are expected to generate at least \$10 million in revenue for Solid Power, the company said.

The supply deal is the company's first, a noteworthy milestone for a company whose business model has been to develop a process for making solid-state batteries and then become a supplier of proprietary materials to automakers, battery makers and those seeking to manufacture the batteries.

"The primary benefit of these agreements is to broaden the development of our technology with a key partner. As we execute, we also expect to strengthen our cash position," Johnson said.

Solid Power delivered the first demonstration batteries for EVs to BMW late last year, and [the German automaker is testing them in vehicles at a facility outside Munich](#).

T H E L I S T

2023 Denver-Area Manufacturing Firms

Total Denver-area employees

From the Denver Business Journal:
<https://www.bizjournals.com/denver/news/2024/01/17/lockheed-martin-sierra-space-sda-satellite-awards.html>

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Manufacturing

Two Denver-area companies win \$1.6 billion for missile-warning satellites



Derek Tournear, director of the Space Force's Space Development Agency, speaking at the Space Symposium convention in Colorado Springs in 2023.
GREG AVERY



By Greg Avery – Senior Reporter, Denver Business Journal
Jan 17, 2024

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Two Denver-area space companies have been tapped by an arm of the U.S. Space Force to build satellites for a new missile-tracking network, awarding them contracts worth up to \$1.6 billion.

The Washington, D.C.-based Space Development Agency awarded nearly \$2.6 billion in work orders to three companies Tuesday, splitting up the task of building 54 satellites using infrared sensors for a new global missile warning and tracking system.

Louisville-based Sierra Space, a privately held aerospace offshoot of defense contractor Sierra Nevada Corp., won a contract worth up to \$740 million. The company is developing the Dream Chaser space plane and partnered with Jeff Bezos' Blue Origin in developing space stations, but it's not known as a prime contractor in military satellite development.

Jefferson County-based Lockheed Martin Space won an \$890 million SDA contract, building on a legacy of missile tracking satellite work.

The largest contract awarded Tuesday, worth a maximum of \$919 million, went to Melbourne, Florida-based L3 Harris Technologies Inc.

“We’re pleased to welcome Sierra Space, a new entrant as a prime vendor on Team SDA, as we continue working with L3Harris and Lockheed Martin,” said Derek Tournear, SDA director, in the agency’s award announcement. He cited Sierra Space’s contract as a sign that companies are responding to SDA’s efforts to attract new players to low-cost satellite development.

“The marketplace is responding to the demand signals for our spiral development model,” he said.

National security work is a new line of business for Sierra Space, which last year transferred 150 employees with national security clearances from its SNC sister company to its space business.

The company is also setting up a new satellite production line in space it has expanded into in west Broomfield.

“We are a new prime vendor for the Space Development Agency and there is no mission more important to us – more critical to U.S. national security – than providing new capabilities to the warfighter,” said Sierra Space in a statement provided by a spokesperson. “Commercial space companies have a profound responsibility to answer this call and meet the demand of military customers in a mission to protect our nation. Sierra Space has put the right team and resources in place to ramp up classified satellite manufacturing.”

Each company contracted Tuesday is tasked with building 16 wide-field-of-view satellites for missile warning and tracking plus two satellites with infrared sensors that can generate what SDA calls “fire control quality tracks” for missile launches.

That capability ties to SDA work on tracking and intercepting new kinds of advanced missiles, including faster-than-sound models known as “hypersonic” missiles, that glide for long phases of their flight.

SDA is a rapid space procurement arm of the U.S. military, formed by the Pentagon to encourage quick development of networked satellite fleets using dozens or hundreds of orbiters in low-Earth orbit.

SDA has contracted billions of dollars in satellite development work to Lockheed Martin Space, York Space Systems, Raytheon, Ball Aerospace and other Denver-area companies for other parts of what it calls its Proliferated Warfighter Space Architecture, which encompasses both missile defense and high-speed military communications.

Tuesday’s orders are part of SDA’s second round of satellite work, what it calls Tranche 2. SDA aims to put the latest round of missile-tracking satellites in orbit with multiple launches starting in 2027.

The contracts can be started under a continuing resolution by Congress but could be disrupted if new budgeting isn’t passed by the end of March, SDA noted.

T H E L I S T

2023 Denver- area Aerospace Companies

Total Denver-area employees as of Jan. 1, 2023

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Boulder County, Broomfield to host Winter Bike to Work Day on Feb. 9



By **ANN VANDERVEEN** | ann.m.vanderveen@gmail.com

PUBLISHED: January 24, 2024 at 11:05 a.m. | UPDATED: January 24, 2024 at 11:06 a.m.

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Boulder County is celebrating Winter Bike to Work Day on Feb. 9, as local businesses and governments will host breakfast and drink stations along with some happy hours for participating riders.

Boulder city officials will have breakfast and hot drink stations on Pearl Street and one at the University of Colorado Boulder Recreation Center. Breakfast stations will also be located in Longmont, Superior, Louisville, Gunbarrel and Broomfield. The complete map and schedule of stations can be found at biketoworkday.co/map.





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Louisville's Flatirons Health and Rehab closing, laying off 120+



By Lucas High

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LOUISVILLE — Flatirons Health and Rehabilitation, a skilled nursing facility on West Century Drive in Louisville, is closing, and all of its employees will be laid off.

The facility, which has 48 beds across four units, will cease operations no later than March 4, the company said in a Worker Adjustment and Retraining Notification Act notice received this week by the Colorado Department of Labor and Employment.

Among the 124 workers being laid off — none of whom are represented by a union — are people in roles such as nurse, occupational therapist, cook, speech language pathologist, dietician and business office manager, the WARN notice said.

“With heavy hearts we are announcing the closure of Flatirons Health and Rehab as of March 4th, 2024. We have discontinued admitting patients as of Jan. 4th, 2024. We would like to thank the community, families, and patients who have allowed Flatirons Health & Rehab to proudly serve the needs of this area,” the notice said. “We are grateful for your continued support throughout the years. We have been improving lives and exceeding expectations since 2016 and during that time, we have had the pleasure and privilege to care and provide for thousands and thousands of patients and their families. It has been our greatest honor to provide the highest care and customer experiences possible to the patients and families in the greater Louisville community.”

It’s unclear whether the closure will affect the current patients at Flatirons Health and Rehab, which is operated by Wichita, Kansas-based Axiom Healthcare Services. Representatives with the company did not immediately respond to requests for comment from BizWest, but this story will be updated if and when they respond.

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Lucas High



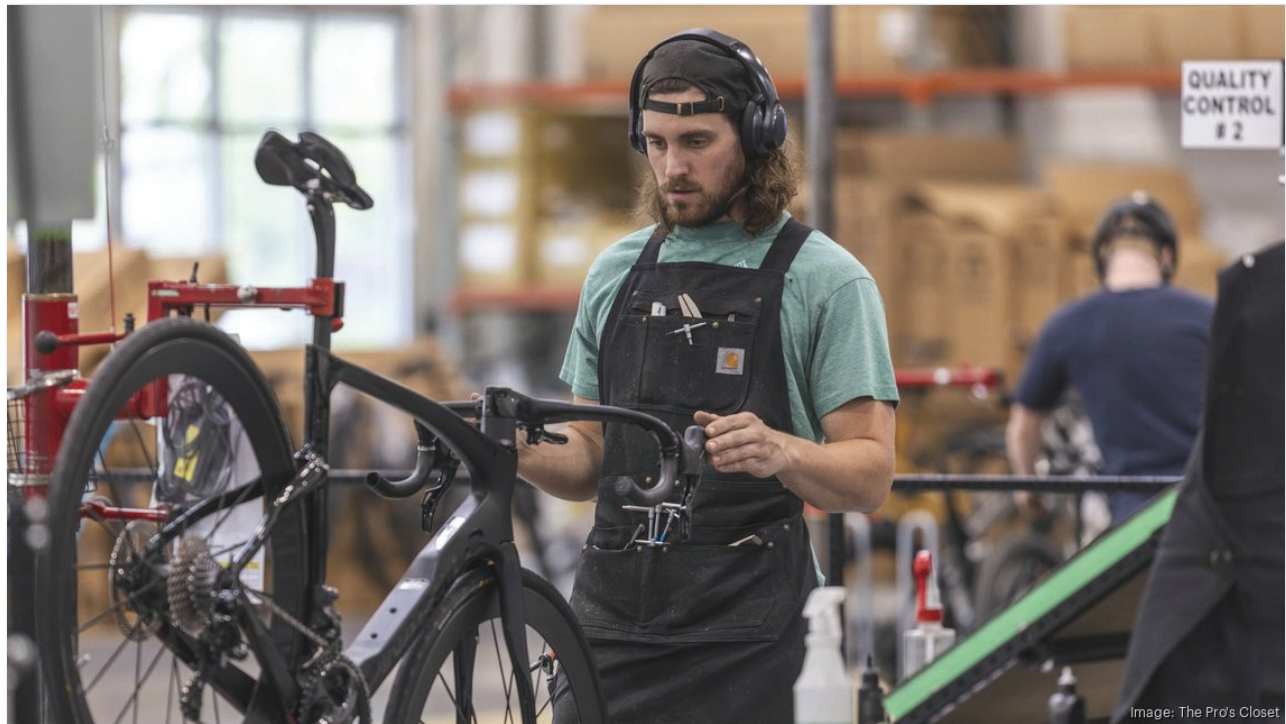
A Maryland native, Lucas has worked at news agencies from Wyoming to South Carolina before putting roots down in Colorado.



Categories: [Health Care & Insurance](#) [Louisville](#) [Sunday Weekly](#) [Today's News](#) [Axiom Healthcare Services](#) [Flatirons Health and Rehabilitation](#)

Louisville bicycle marketplace raises \$5.5M under new CEO

The company has raised \$90.2 million since its founding in 2006.



The company was founded in 2006.
The Pro's Closet

By [Cassidy Ritter](#) - Reporter and Colorado Inno Editor

January 26, 2024, 07:51am MST

The sale of new and used bicycles boomed in 2020. As this demand returns to normal, a Louisville-based bicycle marketplace raised capital to tap into the overflow of inventory and continue funding its operations.

Bicycle marketplace The Pro's Closet recently raised \$5.5 million, which newly appointed CEO [Jonathan Czaja](#) said is a "modest Series C."

The Pro's Closet, or TPC, purchases used bikes from consumers and new ones from manufacturers or bike shops. The used bikes it purchases are cleaned, tested, inspected and repaired as needed by in-house mechanics before being sold on TPC's online marketplace or in its retail store in Louisville.

"There was tremendous demand for bikes during Covid because everyone was eager to get outside," said Czaja, who was appointed as TPC's CEO in September. "Some of those tailwinds have diminished and now bike sales are coming back down to normal levels. ... There's just a tremendous amount of inventory in bike shops right now because a lot of manufacturers manufactured to meet [the] Covid demand but because of supply chain issues, those bikes didn't actually arrive until after the demand was already gone."



Jonathan Czaja took over as CEO of The Pro's Closet in September 2023.
The Pro's Closet

Last year, TPC sold 10,000 bikes and shipped 65,000 orders, which included accessories and parts. It has customers in all 50 U.S. states and recently completed its first overseas bike sale to someone in Europe. The company typically has 500 bikes in its inventory and sells out of that inventory in 30 days, on average.

Czaja said the company's revenue has returned to pre-Covid levels but that he expects to grow by at least 40% over the next two years.

"Our inventory position is the healthiest it's ever been," he said. "We can be much more selective about the type of inventory we carry than your typical bike shop."

TPC raised \$20 million in equity, according to a Form D with the U.S. Securities and Exchange Commission on Jan. 19. According to the filing, \$14.5 million from this round comes as a convertible note that was recently turned into equity. Czaja said this note was raised in November 2022. It, plus accrued interest, was converted to equity as part of the company's Series C raise.

The remaining \$5.5 million in this round comes from TPC's existing investors, Edison Partners, The Chernin Group and Foundry Group. (Foundry Group announced last week that its current [\\$500 million fund will be its last.](#))

The Series C round brings TPC's total capital raised to date to \$90.2 million, including a [\\$40 million Series B](#) raised in May 2021.

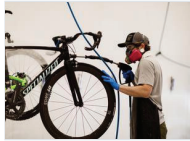
In addition to funding operations, TPC plans to grow its 76-person team.

"We intend to hire ... but modestly because we're unclear on when the broader bike market will recover," Czaja said.

The company operates out of a 137,000-square-foot facility in Louisville and opened a retail store in front of the warehouse in August 2022.

TPC was founded in 2006 by former professional mountain bike racer Nick Martin. The company operated exclusively on eBay until 2017. Martin served as the company's CEO until 2020; he remains listed as a director, per SEC documents.

Keep Digging



Amid a cycling resurgence, Colorado startup brings on \$40M Series B



Denver-area satellite startup got \$35M from Bill Gates' firm, others

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From the Denver Business Journal:
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Health Care

Louisville nursing home shutters, cuts 124

It's been a tough few years for senior care companies.



Senior living communities continue to experience tough financial conditions.
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By Analisa Romano – Reporter, Denver Business Journal
Jan 26, 2024 **Updated** Jan 26, 2024 5:22pm MST

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A Louisville nursing home will shutter its doors this spring, laying off all of its 124 staff members.

The facility informed the state of the job cuts in a Worker Adjustment and Retraining Notification Act (WARN) notice to the Colorado Department of Labor & Employment dated Jan. 4.

Flatirons Health and Rehab said in a message posted to its website that the facility stopped admitting patients on Jan. 4 and will close its doors on March 4.

"We would like to thank the community, families, and patients who have allowed Flatirons Health & Rehab to proudly serve the needs of this area," the company said in the statement. "It has been our greatest honor to provide the highest care and customer experiences possible to the patients and families in the greater Louisville community."

The facility first opened in 2016 and provided long-term, respite and rehabilitation care for injuries, surgeries or chronic medical conditions.

Among the roles that the facility cut were 39 certified nursing assistants, 13 registered nurses, cooks, speech language pathologists, physical therapists and housekeepers.

The closure of Flatirons Health and Rehab builds on some of the toughest financial years that the senior care industry has experienced. In a survey of Colorado nursing home providers in late 2022, 67% reported that they were **losing money month to month**. Most cited staffing as the largest cost and greatest barrier to keeping their doors open.

T H E L I S T

2023 Denver-area hospitals by patient admissions

2022 patient admissions

Rank	Prior Rank	Business name
1	1	UCHealth University of Colorado Hospital
2	2	St. Anthony Hospital
3	3	Children's Hospital Colorado
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Missions

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Sierra Space unveils Dream Chaser space plane ahead of 1st flight to ISS (video)

News By [Meredith Garofalo](#) published February 02, 2024

We just got up-close looks at Dream Chaser at NASA's Neil Armstrong Test Facility in Ohio.



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01:16

SANDUSKY, Ohio — Ohio, the home of the Wright Brothers, is known as the "Birthplace of Aviation." But the state also has some serious spaceflight bona fides, as we were reminded during an event on Thursday (Feb. 1).

On that day, NASA and the Colorado-based company Sierra Space gave reporters an up-close look at [Dream Chaser](#), a private space plane that's

scheduled to fly its first-ever mission to the [International Space Station](#) (ISS) later this year.

The event took place at NASA's [Neil Armstrong Test Facility](#), here in Sandusky. The robotic Dream Chaser and its cargo module — vehicles named "Tenacity" and "Shooting Star," respectively — were stacked vertically, as they will be during launch. The duo stood 55 feet tall (16.8 meters) — roughly the length of a school bus!

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Related: [Dream Chaser enters final testing ahead of 2024 debut space flight](#)



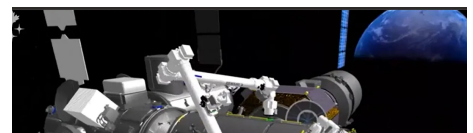
Sierra Space's Dream Chaser space plane "Tenacity" and its cargo module "Shooting Star" are seen at NASA's Neil Armstrong Test Facility in Ohio on Feb. 1, 2024. (Image credit: Future/Josh Dinner)

"In order to convert bold dreams into bold action, it requires an enormous amount of tenacity, perseverance, confidence, determination and passion. And so we name our products after these emotional characteristics that get you through the hard times," Tom Vice, the CEO of Sierra Space, said during Thursday's event.

"Building Tenacity has been hard," he added. "There's been a lot of things that we've found collectively that didn't always work right the first time. And we learned a lot that Tenacity has gotten us through the last six years, so there was no other name."

Tenacity's highly anticipated debut will ferry cargo to the ISS for NASA. That uncrewed demonstration mission will help advance science in space and continue to spur a burgeoning economy in [low Earth orbit](#).

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Sierra Space's Dream Chaser space plane "Tenacity" and its cargo module "Shooting Star" are seen at NASA's Neil Armstrong Test Facility in Ohio on Feb. 1, 2024. (Image credit: Josh Dinner/Space.com)

But before the inaugural journey can begin, Tenacity and Shooting Star must complete a variety of tests. That's what's happening here in Sandusky: The spacecraft are being put through their paces at the NASA center's Mechanical Vibration Facility. These trials expose the vehicles to the various harsh environments they'll experience on a mission, such as the jarring they'll get during launch, which will occur atop a United Launch Alliance [Vulcan Centaur rocket](#).

"All the testing we've done over the last six years as well developmental testing, all the autonomy and aerodynamics — the remaining testing is the environmental testing of what the vehicle will actually see on the launch pad during the Vulcan ride up," Vice said on Thursday. "The testing is associated with replicating the environment of space, the vacuum of space; that's going to be done in the thermal vac chamber."

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United Launch Alliance's new Vulcan Centaur booster gets a sleek desi...



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Sierra Space [received a Commercial Resupply Services-2 \(CRS2\)](#) multi-year [contract from NASA](#) in 2016, to provide at least six ISS cargo delivery missions. According to a [recent release from NASA](#), this is part of an ongoing effort to increase the options of commercial resupply in low Earth orbit.

NASA continues to team up with U.S. private industry when it comes to transporting cargo and astronauts to the station. For example, the agency

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signed commercial crew deals with Boeing and [SpaceX](#) back in 2014. Elon Musk's company has already launched seven operational crewed missions to the ISS and is [gearing up for number eight](#). (Boeing, on the other hand, aims to launch the first crewed test flight of its Starliner capsule [this spring](#).)

The growing involvement of private players in ISS resupply could boost science returns in a big way down the road, NASA officials and exploration advocates say.

"They're continuing the lifeline for the research in zero g that the ISS is doing now and that we hope to do for the future, and we're talking about new materials," former NASA astronaut Tom Marshburn, who's now Sierra Space's chief medical officer, said on Thursday.

"A lot of people don't realize that the cytoskeletal structure of both human cells and bacteria actually changes in [weightlessness](#) and changes how they react," he added. "NASA has been able to develop new vaccines, crystal growth, all kinds of things you can do in weightlessness. I think we are just at the first few footsteps in a brand-new world with what we are going to be able to do once we start flying."

While Shooting Star will hold true to its name and burn up in [Earth's atmosphere](#) after its one and only mission is done, Tenacity will land and be prepped for another liftoff. Indeed, the space plane is designed to [fly up to 15 missions](#).

Tenacity will carry more than 7,800 pounds (3,540 kilograms) of cargo on its first flight, though it could tote up to 11,500 pounds (5,215 kg) on future missions. The space plane is designed to bring home more than 3,500 pounds (1,590 kg) of cargo and experiment samples, while more than 8,700 pounds (3,950 kg) of garbage can be disposed of in the cargo module on reentry.

Related: [Meet 'Tenacity': 1st Dream Chaser space plane gets a name](#)



A side view of Sierra Space's Dream Chaser space plane. (Image credit: Josh Dinner/Space.com)

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— [ULA's Vulcan rocket launches private US moon lander, 1st since Apollo, and human remains in debut flight](#)

Dream Chaser's builders aimed to create something both very reusable and very reliable.

"If we're a company that wants to benefit life on Earth, we want to understand what the impact is on it," Vice said. " And so we designed this vehicle to use even a very special fuel; it's hydrogen peroxide and refined kerosene, so that we don't use really hazardous materials. And so it's very unique — we think the ability to fly multiple times on a single vehicle allows us to have a smaller footprint every time we fly."

Launch of Tenacity and Shooting Star is currently targeted for the first half of this year, from Space Launch Complex 41 at [Cape Canaveral Space Force Station](#) in Florida. After liftoff, teams from Sierra Space's Dream Chaser Mission Control Center in Louisville, Colorado, NASA's Kennedy Space Center in Florida, and NASA's [Johnson Space Center](#) in Houston will work together to monitor the flight, control the spacecraft, and make in-orbit demonstrations to help certify the system for future missions.

"The research that's done on space station is tremendous, but broader than that, the learning of this huge community is increasing our ability to travel to and from space and learn from it," Phil Dempsey, transportation integration manager for NASA's International Space Station Program, said during Thursday's event.

"There are people sitting at home, you ask them a question — why should I go do that, why should our tax dollars go to that? It's not so much for any one individual reason, but the learning that we have as an industry and as mankind because of space travel and the difficulty of space travel," Dempsey said. "It contributes to what we can do as an overall group of people here on the [Earth](#) as we look to do things off the Earth, or enhance work on the Earth or research that benefits us."

Editor's note: This story was updated on Feb. 7 to correctly identify who said the first quote ("In order to convert bold dreams...."). It was Tom Vice, not Tom Marshburn as originally stated.

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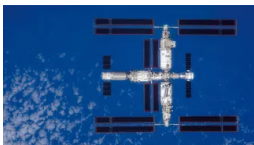
Meredith Garofalo



Contributing Writer

Meredith is a regional Murrow award-winning Certified Broadcast Meteorologist and science/space correspondent. She most recently was a Freelance Meteorologist for NY 1 in New York City & the 19 First Alert Weather Team in Cleveland. A self-described "Rocket Girl," Meredith's personal and professional work has drawn recognition over the last decade, including the inaugural Valparaiso University Alumni Association First Decade Achievement Award, two special reports in News 12's Climate Special "Saving Our Shores" that won a Regional Edward R. Murrow Award, multiple Fair Media Council Folio & Press Club of Long Island awards for meteorology & reporting, and a Long Island Business News & NYC TV Week "40 Under 40" Award.

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LOCAL NEWS

Louisville delays discussion of Redtail Ridge development proposal



By **ANDREA GRAJEDA** | agrajeda@prairiemountainmedia.com |

Prairie Mountain Media

PUBLISHED: February 7, 2024 at 3:04 p.m. | UPDATED: February 8, 2024 at 6:10 p.m.

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The Louisville City Council unanimously voted on Tuesday to delay the public hearing for the Redtail Ridge preliminary subdivision plat to Feb. 20 without taking any public comment or voting on the matter.

Councilmembers previously postponed Redtail Ridge discussions in December, after the [council failed to meet quorum](#).

However, Louisville staffers included dozens of emails from residents in an agenda meeting packet, with many of those emails stating that the development planners do not have the long-term good of residents in mind.

Some residents said that the resolution should not be considered until the developer has approval from the Northwest Parkway Public Highway Authority, a public board that administers the toll road that comes close to the proposed development's front door. Many of the emails said that the development would ruin Louisville's small-town charm due to an increase in traffic. Many also said the development would be bad for wildlife habitat on the property.

An Avista Hospital representative spoke at the meeting, saying that a relocation to Redtail Ridge would help the hospital to provide more services to the community. AdventHealth, owner of Avista Hospital, 100 Health Park Drive, southeast of the site, had hoped that a new hospital would be under construction by now at Redtail Ridge, said Dan Enderson, chief financial officer for AdventHealth in the Rocky Mountain region.

"The simple move from our current location to Redtail (Ridge), will direct access from Northwest Parkway and U.S. 36 and provide better life safety access to over 400,000 community members," Enderson said.

Community Development Director Rob Zuccaro said the city resolution proposes that the land be developed following the ConocoPhillips Campus General Development Plan, which was approved in 2010 by the council. The ConocoPhillips Campus GDP is the governing development plan for the property.

The 389-acre property north of U.S. 36 was the home of the former StorageTek Corp., a computer data storage company bought by Sun Microsystems in 2005. ConocoPhillips bought the property in 2008 and demolished the previous buildings in 2009. The city previously approved a general development plan for the site in 2021, which was [struck down by Louisville voters in 2022 after a citizen referendum.](#)

Zuccaro said that when a new developer wants to build, whether residential or commercial, city rules require that a set amount of land be set aside to be used for public parks, open space, public facilities or schools. Zuccaro said 81 acres of the total 389-acre property is exempt from the public land dedication minimum requirement.

In this case, city ordinance requires that a private developer dedicate 31.7 acres to the city. The proposing 139 acres as public land," Zuccaro said.

Of those 139.1 acres, 47.4 acres will be dedicated public land north of the project

Zuccaro said if the preliminary plat is approved, the council also would need to review a final plat application, which would outline what public infrastructure the developer needs to put in.

The proposed property is expected to include a mix of hospital, medical office, light industrial, commercial, and office uses. The agenda states Avista Hospital, 100 Health Park Drive, announced an interest in relocating to the Redtail Ridge property.

Zuccaro clarified that the resolution does not determine land uses, density, building heights or zoning standards.

The proposal also includes an extension of Campus Drive and a north-south street connecting Campus Drive to Sorrell Avenue. Trail connections are also included in the proposal.

Zuccaro said a traffic study anticipates that at full build out, the property would have approximately 21,000 daily vehicle trips with 75% of those trips being to and from U.S. 36 and Northwest Parkway. The agenda notes that the U.S. 36 and Northwest Parkway interchange will need to be expanded prior to full build-out, as it could fail if not.

Councilmember Caleb Dickinson clarified that in the future final plat resolution, there will be a specific improvement agreement for the applicant Sterling Bay's contribution to road improvements in the property. The applicant is in the process of discussing agreements with Northwest Parkway Public Highway Authority for road improvements, according to Zuccaro.

Louisville staff recommend approval of the resolution with the condition that prior to final approval the applicant must have final approval from the Northwest Parkway Authority for expansion and address concerns from the traffic and mobility study.

Councilmember Dietrich Hoefner excused himself from the Redtail Ridge discussion due to a professional conflict of interest.

BUSINESS

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Louisville's JumpCloud hires exec to scale go-to-market strategy



By **BIZWEST STAFF**

PUBLISHED: February 7, 2024 at 4:54 p.m. | UPDATED: February 7, 2024 at 4:56 p.m.

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Louisville's JumpCloud Inc., a directory-as-a-service technology platform, has hired Micha Hershman as its chief marketing officer, a role where he will help scale "JumpCloud's go-to-market strategy and (create) programs to deeply engage JumpCloud prospects, partners, and customers," the company said in a news release.

Hershman's resume includes marketing roles with companies such as Eventbrite Inc. (NYSE: EB) and Heap Analytics.



“I’m excited to embark on this journey with the team at JumpCloud,” Hershman said in the release. “My greatest professional satisfaction comes from fostering meaningful connections and building productive working relationships that create business success. I’m eager to collaborate with this incredible organization, drive the evolution of the go-to-market function, and partner with everyone to grow the business and support IT admins around the globe.”

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GOVERNMENT & POLITICS | FEBRUARY 7, 2024 | 7:39:20 AM

Potential Avista move ratchets up pressure on Louisville leaders

City Council punts Redtail Ridge preliminary plat debate to Feb. 20



Redtail Ridge. Courtesy Brue Baukol Capital Partners LLC

By Lucas High

LOUISVILLE — Leaders with AdventHealth Avista turned up the heat on the years-long Redtail Ridge debate Tuesday, suggesting during a Louisville City Council meeting that the hospital might look beyond city limits for its planned new facility if the mega-development off U.S. Highway 36 again fails to clear regulatory hurdles.

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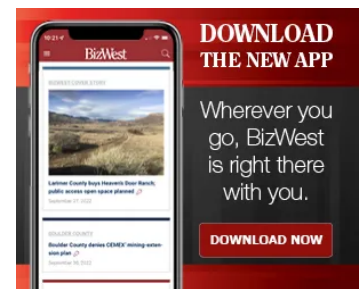
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"We can't wait any longer," Dan Anderson, a regional executive with AdventHealth, told members of the Louisville City Council.

The board met Tuesday to consider a preliminary plat application from Redtail developer Sterling Bay LLC. At about 11:30 p.m. on Tuesday night, after several hours of presentations from Louisville planning staffers and representatives of the developer, City Council voted to continue the hearing to Feb. 20, when officials will ask questions of the applicant and members of the public will give comments before a vote on the plat.

Redtail representatives, including Avista officials, stressed the importance of a swift resolution to the Redtail approval process, which has dragged on for the better part of a half-decade.

"We had hoped to be well under construction by now," Enderson said, adding that any suggestion from previous Avista officials — who were on duty during the breakup of the Centura Health network of hospitals — that the hospital would remain in Louisville regardless of Redtail's approval are not reflective of the current administration's position.

CommonSpirit Health and AdventHealth, two religiously affiliated health care systems that combined in 1996 to form Centura Health, announced last year that they would begin dissolving their Centura partnership, a network that included 19 hospitals in Colorado and western Kansas.

Chicago-based CommonSpirit Health, the nation's largest Catholic health system, owns Longmont United Hospital, while AdventHealth, based in Altamonte Springs, Florida, owns Avista Adventist Hospital in Louisville.

"Our goal is to stay in the Louisville community. However, we need the opportunity to expand and have better access than we have today," Enderson said.

Avista has been under contract for about two years to buy about 40 acres on the Redtail site at the interchange of U.S. Highway 36 and Northwest Parkway, where it plans to relocate from its existing building at 100 Health Park Drive.

Hospital leaders have long said that Avista suffers from accessibility issues. The hospital's vulnerabilities were highlighted during the Marshall Fire in late 2021.

The site is accessed only by Health Park Drive, which dead-ends at the hospital. Over the years, the hospital has been unsuccessful in securing a new interchange off of U.S. Highway 36. Poor access adds to the time required to reach the facility, making it difficult to attract new patients.

Additionally, Avista's landlocked location does not offer opportunities to expand, hospital officials have said, with the community missing out on potential new services because the hospital has no room to grow. A new hospital at Redtail Ridge would provide Avista with a far larger market service area, putting it closer to a wider population base.

While Sterling Bay officials said Tuesday that Avista would likely be Redtail's first major tenant, the project is much broader than the hospital, encompassing roughly 300 acres where more than 2 million square feet of commercial space — including a biotechnology campus — could eventually be built.

Denver developer Brue Baukol Capital Partners LLC bought the former Phillips 66 (NYSE: PSX) site, which was previously home to a massive Storage Technology Corp. campus, in 2020 for \$34.93 million. As part of a July 2022 real estate transaction conducted by a series of holding companies, Sterling Bay acquired the property from Brue Baukol for just under \$128 million, Boulder County warranty deeds show. Brue Baukol remains a minority partner in the development.

When Sterling Bay entered the picture, the developer added plans for flex-lab-office spaces aimed at biotechnology tenants, a red-hot subsector of the Boulder Valley commercial real estate scene in recent years.

The Redtail Ridge development team has spent the past four years attempting to shepherd its project — which has undergone significant changes several times based on feedback from Louisville officials and residents — through the city's development-approval process.

The Louisville Planning Commission, on a 3-2 vote, recommended denial of Redtail's previously submitted final plat in December 2022. That recommendation came after an April 2022 special election in which Louisville voters repealed a previous approval of the project by city officials.

Concerns from residents and city officials — mostly centering around flattening of the site, traffic, the size and location of public spaces, sustainability and economic viability — have nagged Redtail Ridge for years.

The latest iteration of Redtail Ridge, which is expected to be built in phases over the next decade and includes about \$25 million in public improvements from the developer, calls for a total of about 2.5 million square feet of commercial space, according to planning documents submitted to the city.

The first phase, set to be underway by 2026, would include 509,260 square feet of industrial space, 300,000 square feet of life-sciences space and 598,940 square feet of manufacturing practice-rated (GMP) space, according to the documents.

Phase 2, to be built by 2030, calls for another 118,800 square feet of industrial space; 90,000 square feet of office space; 264,000 square feet of research and development space; 14,000 square feet of retail; a 285,000 square-foot, 160-bed hospital (Avista); and 150,000 square feet of medical and dental office space, according to a land-use chart included in a planning memo.

The third phase, expected to wrap up around 2035, includes another 270,000 square feet of general office space.

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Lucas High



A Maryland native, Lucas has worked at news agencies from Wyoming to South Carolina before putting roots down in Colorado.

LOCAL NEWS

Tim Bierman named to Louisville's Ward 1 seat



Tim Bierman is sworn in to Louisville City Council by Judge David Thrower on Tuesday. Bierman will represent Ward 1. (Cliff Grassmick/Staff Photographer)



By **ANDREA GRAJEDA** | agrajeda@prairiemountainmedia.com |

Prairie Mountain Media

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The Louisville City Council unanimously voted to name Tim Bierman as the Ward 1 representative after a lengthy public comment period.

Bierman will serve as Ward 1 representative until the November election.

During a Jan. 30 special meeting, the council voted 5-1 to appoint Tim Bierman to fill the Ward 1 seat. One council member voted to appoint Josh Cooperman, and votes were anonymous. Mayor Chris Leh said that Jan. 30 vote was informal and meant to decide who to appoint whereas Tuesday's vote was to formally appoint a candidate. The council ultimately decided to stick to its decision to appoint Bierman.

During public comment Tuesday, many residents spoke in support Cooperman, pointing out Cooperman's frequent attendance at council meetings, his dedication to helping Louisville lower its carbon footprint and how Cooperman's background as a scientist can be beneficial to the city.

Mayor Chris Leh said that all three candidates that were interviewed for the vacancy were highly qualified for the role.

"It's not a perfect process, nobody imagines it to be that way," Leh said.

The seat was vacated after Leh was elected as mayor, leaving his previous Ward 1 representative seat vacant.

Councilmember Caleb Dickinson agreed with Leh in saying that the appointment process is imperfect. He said that appointments are not the way council members should serve, but that the appointment will only last until November. He said that in November, Ward 1 residents can vote for whomever they want to be their next representative.

"It's a really hard choice when you have two wonderful people who would do a wonderful job," Dickinson said.

Councilmember Dietrich Hoefner said that there is no way that the council can

“I don’t think we know who Ward 1 would pick, which is why we need to have the election in November,” Hoefner said.

After Bierman took the oath of office, he immediately went to sit at the dais with the rest of the council members.

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Ex-Ben and Jerry's CEO joins Charlotte's Web board



By **BIZWEST** | bizwest@medianewsgroup.com

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LOUISVILLE — Charlotte's Web Holdings Inc. (TSX: CWEB) (OTCQX: CWBHF), a Louisville-based CBD company, has appointed the former CEO of Ben and Jerry's, Matthew McCarthy, to its board of directors.

McCarthy brings to the board “a unique blend of commercial acumen and deep commitment to social impact within the consumer-packaged goods and natural products industries,” Charlotte's Web said in a news release.

He replaces the retiring Susan Vogt on the board.

“Matthew’s extensive experience in leading consumer-focused brands and his commitment to sustainable and ethical business practices align perfectly with our values at Charlotte’s Web,” Charlotte’s Web board chairman John Held said in the release. “His impressive background in the CPG sector, especially with iconic brands like Ben & Jerry’s, Dove and AXE, brings a wealth of knowledge and insights applicable to Charlotte’s Web as we expand our footprint in the competitive wellness market. His experience in brand building, strategic planning, market analysis, and consumer engagement will be invaluable as we continue to expand and innovate in the wellness space. The board also thanks Susan for her valuable contributions over the last 3 years.”

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