

Expansion from page 2

John Muir Health also announced plans to develop a state-of-the-art clinical laboratory in North Concord. The Core Lab facility is slated to be 56,000 square feet with an additional 20,000 square feet for future expansion purposes. This facility will operate around the clock and will employ between 300 and 400 full time employees, including skilled technologists and phlebotomists. John Muir Health's Core Lab will be a leader in the laboratory testing industry and add another major employer to North Concord's business park.

Retail also continues to grow and prosper in Concord. Home Depot plans to reopen the former Expo Design Center on Concord Avenue with a new concept tentatively called Home Depot Design Center. This use is a specialty décor and home improvement center with unique departments

each providing a different retail experience to customers: kitchen/bath and appliance; patio/outdoor living; lighting; flooring and other departments. There will also be a convenient hardware and building supply area carrying decorative and builders hardware and paints displayed in vignettes.

Lexus of Concord is approved to occupy the former Chrysler dealership at Diamond Boulevard and Burnett Avenue. The plan will double the size of the current dealership and also increase the inventory capacity by constructing a four story garage on site.

Concord is poised for another strong year for business attraction and expansion. If your business needs assistance with expanding in Concord or if you are aware of a business looking for space, please contact Economic Development staff at 925-671-3082. ♦

Need an Answer?

www.cityofconcord.org
www.concordfirst.com

Economic Development Program.....(800) 727-2254
John Montagjohnm@ci.concord.ca.us

CONTACTS

Business License* (925) 671-3307
Flood Zone Inquiries..... (925) 671-3425
Graffiti Hotline (925) 671-3080
Permit Center (925) 671-3454
Planning Department(925) 671-3152
Potholes (925) 671-3228
Police Headquarters
General Information (925) 671-3232
Redevelopment Agency..... (925) 671-3355
Street Trees..... (925) 671-3444

*application is available on Web site above

CITY COUNCIL

Mark A. Peterson Mayor
William D. Shinn Vice Mayor
Helen M. Allen..... Councilmember
Michael Chavez..... Councilmember
Laura M. Hoffmeister Councilmember

Mary Rae Lehman City Clerk
Thomas Wentling..... City Treasurer

Lydia E. Du Borg City Manager
John Montag Editor
Business Development Manager



City of Concord
1950 Parkside Dr., MS/1B
Concord, CA 94519-2578

ECONOMIC



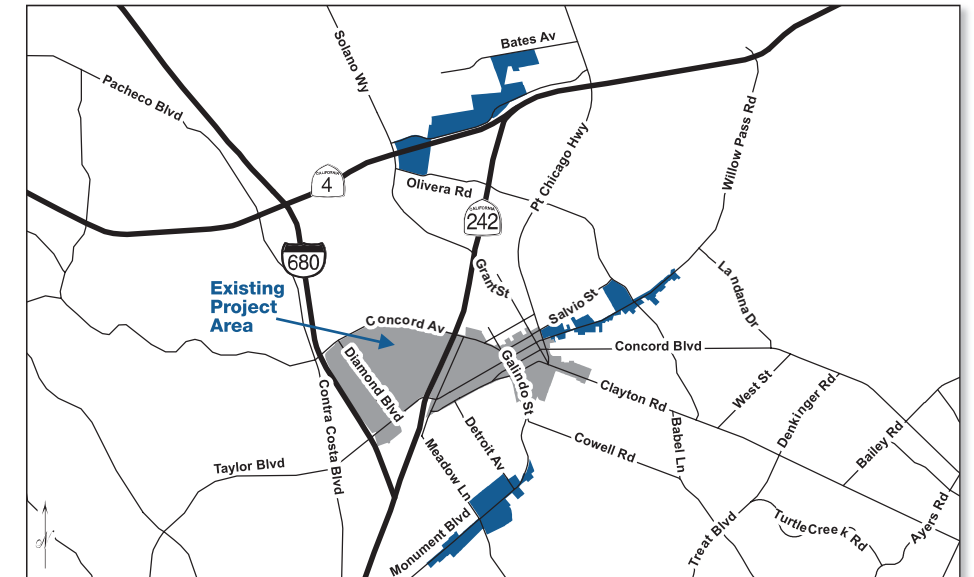
Insight

SPRING 2007

A NEWSLETTER OF THE CONCORD ECONOMIC DEVELOPMENT PROGRAM

Focus on newly formed Redevelopment project areas and business activities

The City of Concord's Redevelopment Agency was initiated in 1974. The City Council acts as the Agency Board, and in that capacity has forwarded the Agency's vision and goals for Concord's central business district which includes downtown Concord. Many of the office towers and capital improvement projects in the Central Business District have come about as part of the Agency's actions to foster economic development. In December 2006, the Redevelopment Agency expanded its boundary by adding 400 additional acres in North Concord, along Willow Pass Road Corridor, and Monument Blvd. Corridor. This edition of Economic Insight features an overview of these added areas which will be a future focus of the Redevelopment Agency activity. In addition, this edition provides a summary of the 2006 Concord Business Survey, business attraction/retention and information on how to become a "Green" business. ♦



Newly formed areas (in dark blue) include North Concord, Monument Corridor and Willow Pass Corridor

Redevelopment Agency expands by 400 acres

In October 2006, the Concord Redevelopment Agency completed a year-long project amending its Redevelopment Plan. The amendment expanded the Redevelopment Area by 400 acres by adding portions of North Concord, the Willow Pass Road Corridor, and the Monument Boulevard Corridor. It also increased the limit on bonded indebtedness that can be outstanding at any one time for projects undertaken within a portion of the existing Project Area, and made other technical and clarifying changes to the existing Redevelopment Plan.

The purpose of the Plan Amendment is to alleviate adverse conditions in the added areas by implementing projects and programs focused on:

- improving circulation, landscaping, and streetscapes,
- improving and developing public facilities and infrastructure,
- promoting economic development,
- facilitating building rehabilitation,
- site preparation and development, and
- affordable housing.

Public improvements that could be

See **Agency** page 3

Concord's business attraction and expansion continues to be strong

More than 64,000 jobs are located in Concord, making Concord the largest employment center in the county. Concord's economic vitality is supported by a diverse and stable business community. From Bank of America Technology Center to many

small businesses, Concord residents directly benefit from over 6,000 businesses located in Concord.

In the past eight months, several new businesses have moved to Concord. North American Title moved its regional administrative

headquarters from Walnut Creek to Concord's Gateway Office Towers. The company leased 16,000 square feet and will employ approximately 80 employees. Along with North American Title, BNC Mortgage, a Lehman Brothers division, located its regional sales office to Gateway, leasing more than 19,000 square feet.

PG&E is leasing more than 160,000 square feet of office space in order to implement its new model of centralizing PG&E service divisions under one customer service center.

Fidelity National Home Warranty also occupied a significant amount of office space by leasing 33,000 square feet in April of 2005. These recent office deals have raised Concord's office occupancy rate to 93 percent, the strongest rate in the north 680 corridor.

Exciting business expansion is also taking place in Concord. John Muir Health System unveiled a master plan to upgrade and expand existing hospital and related facilities at the Concord campus through 2030. The plan includes a new five story, 174,000 square foot hospital tower on the main campus. The plan also calls for two medical buildings: a two-story, 40,000 square foot building, and a 20,000 square foot building along with a helipad, new landscaping and lighting.

See *Expansion* page 4

The survey also gathers information on economic indicators such as employment and business outlook for the year. In 2006, 50 percent of the businesses surveyed said they would add jobs and only 6 percent felt they would eliminate jobs. Comparing these results to the 2005 survey, 48 percent of the businesses would add jobs and 8 percent would eliminate jobs. Businesses also were bullish in their outlook for 2006 with 48 percent feeling the local economy will improve and only 6 percent believing it will contract.

Businesses were also satisfied with Concord City services. City services received a 94 percent Satisfactory/Excellent rating with 38 percent rating the services as excellent.

Thanks to all those who participated in the business survey. Please look for the next survey in the spring 2007. ♦

Survey says...

The City of Concord values the opinions of its business community. Every year a survey is sent to all business license holders. Survey results help the City understand the overall business climate. The City also receives comments from businesses about specific issues.

A total of 511 businesses responded to the 2006 City of Concord Business Survey. Survey results indicated that Concord's business environment continues to be attractive to small businesses employing fewer than 10 employees (81 percent), operating out of a single location or headquarters office (73 percent), and occupying less than 5,000 square feet of space (46 percent). While Bank of America, Chevron, Wells Fargo and Systron Donner are Concord's major employers (employing between 800-3000 people), small businesses power Concord's economy.

Agency from page 1

funded to improve the area include:

- Roadway, streetscape and transportation-related improvements such as street widenings, new landscaped medians and dedicated turn lanes
- Transit improvements, such as improvements to bus stops and shelters
- Sidewalk improvements to promote pedestrian-oriented uses and linkages, such as street furniture, sidewalks, traffic signals and crosswalks
- Walking and bicycle trails, street lighting and landscape improvements
- Streetscape signage and façade improvements, and enhancement of historical elements
- Parking and signage to enhance the

- efficiency of commercial uses
 - Public infrastructure improvements, such as water, sewer, wastewater, storm drainage and flood control systems
 - Undergrounding of electrical utilities
 - Widening bridges over flood control channels where traffic is currently constricted
 - Improvement of parks, playgrounds, libraries and other public buildings and structures
- Improvement projects would be funded through tax increment revenues, which are revenues the Redevelopment Agency receives from growth in property valuation. Eminent domain powers of the Agency in the added areas are limited

to 12 years from the adoption of the Plan Amendment and are primarily restricted to non-residential properties in the Willow Pass Corridor and Monument Boulevard Corridor.

The City Council sits as the Concord Redevelopment Agency Board. Redevelopment is a tool created by state law to assist local governments in eliminating blight from a designated area, as well as to achieve the goals of development, reconstruction and rehabilitation of residential, commercial, industrial and retail districts. Concord's Central Business District including downtown Concord has been a redevelopment Project Area since 1974. ♦

Concord businesses going green!

Local businesses are doing their part to protect the environment. The Contra Costa Green Business Program has certified more than 30 Concord business and approximately 300 Contra Costa County businesses for conserving water and energy, reducing what goes to the landfill, preventing pollution and complying with applicable environmental regulations. These certified businesses may, for example, have the most energy efficient lighting, use copy paper that has recycled content, use less toxic cleaning products, have low-flush toilets, don't allow anything but rain to reach the gutters, and reduce their air emissions where possible. Businesses are encouraged to follow in the footsteps of green businesses, and get certified at



no cost. For going the extra mile, all certified Green Businesses receive expert advice on being green, receive a framed certificate and window decal, and are promoted throughout the County.

Visit www.greenbiz.ca.gov for more information and a list of certified Green Businesses. To become a certified Green Business, e-mail rbwaite@hsd.cccounty.us or call (925) 646-2286. ♦

Mayor Forms Green Ribbon TaskForce

The mission of the Mayor's Green Ribbon Task Force is to develop Guiding Principles that will facilitate environmental sustainability by promoting conservation, reducing pollution, improving air and water quality, supporting economic development/job creation and maintaining Concord's fiscal integrity as a local government organization. While environmental sustainability is an issue of regional, national and global importance, awareness and actions need to begin at the local level where concerned citizens, civic leaders and responsible businesses can collaborate to make a difference. In fact, many cities across the United States, both large and small, have already enacted policies that support environmental sustainability. These policies are not only endorsed by environmental interests but have generated support from citizens and businesses as well.