



ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING

JULY 10, 2023

ECONOMIC DEVELOPMENT MARKETING

Front Cover

Editorial

Advertorial

Advertisement

LEADING THE WAY THROUGH THE 21ST CENTURY

SHOPPING CENTER BUSINESS

JUNE 2023

Buying Power

In the wake of a housing surge, many communities are in need of retail to service a population that is growing in number and income.

Plus:
Capital Markets Review
Food Hall Co. Expands

ECONOMIC DEVELOPMENT

LATHROP, CALIFORNIA

Last month, the California Department of Finance ranked Lathrop as the fastest growing city in California with a population over 30,000. Lathrop has ranked in the top 5 in the category for the past five years with an average growth rate of 8.2 percent. The city's population has grown by nearly 10,000 residents in the past four years, a boom that requires new services and amenities for residents. Today, the city — located in the northern San Joaquin Valley of Northern California at the crossroads of Interstates 5 and 205 and Highway 120 — has just over 35,000 residents.

"With immediate proximity to the San Francisco Bay Area, the city has been the recipient of Bay Area workers who have chosen Lathrop and surrounding communities where they can afford to purchase their own home and live in a family-friendly community," says Shelley Burcham, economic development administrator for the city. "When

River Islands at Lathrop and Stanford Crossing, have approval for more than 16,800 homes at full build out. In addition, there are 929 single family units planned, plus a seniors housing community with 905 homes.

"The city's housing and population is exploding as Bay Area families are choosing to purchase affordable homes in family friendly communities like Lathrop," says Burcham. "Many of these people commute daily to work in the Bay Area, but they have helped to increase the average household income in Lathrop to \$113,293 adding to a great development to the downtown area. The city is seeing a resurgence in downtown Lathrop. The city is getting it. It has In-N-Out and Sprouts Farmers Market. When customers were so excited that the shelves were empty by Monday," says Burcham.

The Stanford Crossing master-planned development has more than 200 acres of freeway frontage parcels available for development. A new Chevron station and convenience store, Jamba Juice and Blue Rain Car Wash are among the retailers currently under development in that area. A new Fairfield Inn by Marriott is also under construction.

"As a new city that is growing rapidly, Lathrop needs sit-down and fast-ca-

SMART LOCATION

Lathrop, California is located 70 miles east of San Francisco and 50 miles south of Sacramento at the northern end of the Central Valley. Situated in the center of its trade area along Interstate 5 and SR Highway 120, Lathrop's location provides an opportunity to serve 889,800 people within a 30-minute drive.

"FASTEST GROWING CITY" IN CALIFORNIA

In 2023, Lathrop ranked as the "Fastest growing city in California" with an 11.1% increase in population over 2022. The region's population

SITE OPPORTUNITIES

Incorporated in 1989, Lathrop is a young city with commercial sites primed for development. Opportunities include 14,000,000 square feet of land with various retail pads, in-line units, and shovel ready parcels including 14,942 linear feet of freeway visibility and access to more than 140,000 vehicles a day.

INNOVATIVE PLANNING

The City provides a forward thinking and innovative environment to help meet permitting and timing needs of private development. Working alongside developers, the City approved two master planned communities with 16,860 residential units and multiple locations for commercial development. When a private developer had an idea for a food truck plaza with a commissary—the first of its kind in California, staff helped to make it happen.

LATHROP RETAILERS ENJOYING SUCCESS

In February 2023, Sprouts Farmers Market opened their Lathrop store on a Friday and were met with enthusiastic shoppers leaving their shelves empty by the end of the day. Other retailers like Chevron Gas, Jamba Juice, Blue Bird Inn by Marriott are current with multiple QSRs, hotels, gas and other projects in the Lathrop's trade area.

op businesses, including Tesla, Wayfair and other regional employment to

portunity is smart. LathropSMART!

Contact
Shelley Burcham
sburcham@ci.lathrop.ca.us
209.941.7221

FASTEST GROWING CITY IN CALIFORNIA

SMART Location SMART Opportunity

Source: California Department of Finance, New State Demographic Reports E-1 & E-5, Published 5/1/2023, Data Comparison from January 1, 2022 – January 1, 2023.

- Average Household Size – 3.49
- Total Housing Unit Growth – 15.8%
- Multi-Family Housing Unit Growth – 76.69%
- Average Household Income – \$113,293
- Average Population Growth – 8.2% (Past 5 Years)
- Trade Area – 335,296 people (15-minute drive time)

WANTED

Sit-down Dining Entertainment Pre-schools Financial Institutions Home Improvement

LathropSMART

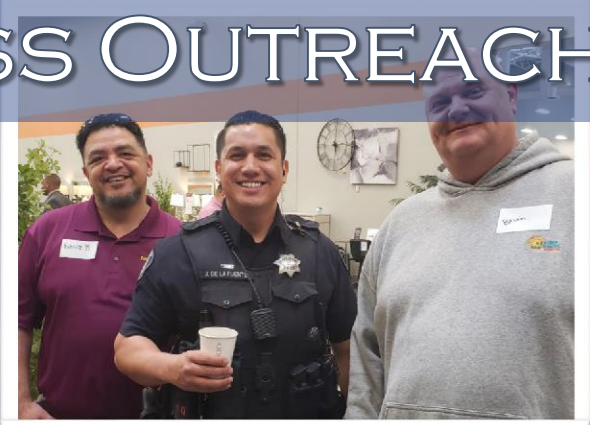
©2023 City of Lathrop

Intelligently Planned Growth Prime Site Locations & Pads Quick & Easy Permit Process ci.lathrop.ca.us

Advertisement

LathropSMART

BUSINESS OUTREACH



Coffee with a Cop
April 12, 2023

Hosted by Ashley Homestore Lathrop



COMMUNITY OUTREACH

Now Available

LathropSMART Spring Newsletter

- July Utility Bill Mailer
- City Website
- City Social Media

City News
Page 2

LathropSMART

City News

Volume 9
Summer 2023



2023 Mayor's Choice Award Winner "Family Pride" by Carol Esler

NOW AVAILABLE:
LathropSMART Business Directory

After a long day at work, you enter your house to hear "What's for dinner?" Tomorrow is your child's birthday, and you are supposed to bring a treat for their class. "Where can you go to get a sweet treat?" On no, Summer is here and ants are trying to get cool inside your house. "Who do you call?" You now have local options at your fingertips through the LathropSMART Business Directory.

The LathropSMART Business Directory is now available on the City's website at <https://www.ci.lathrop.ca.us/economic-development/> or via the "Lathrop Cares" mobile app. Don't have the Lathrop Cares mobile app, visit the Apple Store or Google Play Store to download it today.

Meet with the Chief

The second Wednesday of each month, Chief Raymond Bechler hosts an event for residents to Meet with the Chief. This is your chance to share ideas, voice concerns and ask questions in an open forum. The purpose of this event is not to have an agenda, but rather to just connect and hear from our community. Come and meet the Chief at the meetings scheduled for Wednesday, July 12th and Wednesday, August 9th at 3:00 PM in the Police Department's Community Room. We look forward to seeing you there!



NEW BUSINESSES

Name	Address	Type / Product
BNA Apparels and Things	15128 S. Harlan Rd. #155	Clothing & Apparel
Omni Sushi	16576 Golden Valley Parkway	Sushi
Wayz Food & Liquor	16470 Cambridge Drive	Sushi Gas Station & Convenience Store
Bay West Insulation, Inc.	17314 Murphy Parkway	Construction Company
Prestige Automotive, LLC	16925 S. Harlan Road #206	Car Dealership Office Only
Cerida Investment Corp	163 D'Arcy Parkway, Bldg C	Telephone Answering Service
Weichert Realtors - Valleywide	17300 Murphy Parkway	Real Estate Sales
Park My Fleet	18551 Christopher Way	Fleet Parking, Charging & Mobility Services

Key: Retail Service Industrial

390 Towne Centre Drive, Lathrop, CA 95330 ci.lathrop.ca.us

City News
Page 3

LathropSMART

DON'T RUN OFF! TIPS TO KEEP WATER IN YOUR YARD

Proper Landscaping must be used, be sure to follow these landscaping tips to help water and chemicals in your yard and out into rivers.



Watering – Overwatering and overspray will create runoff which can carry along the yard to the street. Find more information on how to water properly at <https://water.ca.gov/water-basics/landscaping-tips/plant-and-landscape-guide>

Faces – Use gravel, stones, or pavers to allow water to infiltrate the soil in areas where you don't have mulch. Consider adding mulch to your garden to keep your soil moist, reduce evaporation, and restrict weed growth. Find more landscaping tips at <https://www.epa.gov/landscaping-tips>

City News
Page 2

LathropSMART

PLANNING A HOME IMPROVEMENT?

Avoid the surprise and frustration of a home improvement project, by contacting the friendly and informative staff of the City's Planning and Building Divisions first. Staff is available to explain the requirements of your specific project and whether a building permit is required. Visit City Hall during normal business hours (8 a.m. to 6 p.m. Monday through Thursday and 8 a.m. to 5 p.m. on Friday) or by emailing or calling the Planning and Building Divisions at planning@ci.lathrop.ca.us, (209) 941-7260, or building@ci.lathrop.ca.us, (209) 941-7270.

City News
Page 2

LathropSMART

Program Helps Lathrop Residents Home Repairs

The Property Rehabilitation Program, managed and operated by the San Joaquin County Neighborhood Preservation Division, has received nine (9) applications from residents of which one (1) project has been funded and four (4) are pending completion. Timing for the projects will be based on the need. Due to the experienced this winter, many of the requests have roof repairs and are being processed separately.

Property Rehabilitation Program – The program offers assistance to low-income homeowners needing home repairs through a low interest loan. Repairs may include:

- Replacement of Siding
- Bathroom Repairs
- Step Accessibility
- Carpeting Replacement
- Window Corrections
- Siding Replacement

The Property Rehabilitation Program is available on a first-come, first-served basis. For information and details on the program, please contact the San Joaquin County Neighborhood Preservation Division directly at (209) 468-3175.

City News
Page 2

LathropSMART

HOMEOWNER INCOME

Family Size	Maximum Income
1	\$46,350
2	\$53,000
3	\$59,600
4	\$66,200
5	\$71,500
6	\$76,800
7	\$82,100


2022 HUD Income Limitations for HOME Programs

City News
Page 2

LathropSMART

Businesses Coming Soon

- **Fairfield Inn by Marriott**
17401 S. Manthey Road
- **Fast & Easy Mart**
16460 Golden Valley Parkway



City News
Page 2

LathropSMART

CONCERTS IN THE PARK

FRIDAYS IN JULY 2023

- FUNKY TIM & THE MERLOTS** - HITS
- CYNTHIA RENEE** - COUNTRY
- HILL STREET BAND** - CLASSIC ROCK
- DAVID PEREZ BAND** - LATIN

... AND A GROUP OF FRIENDS... A FREE CONCERT EVERY WEEK... CONCERTS AT 7:00 PM... AT A DIFFERENT GEAR... CONCERTS BEGIN AT 7:00 PM... SEASONS CENTER AMPHITHEATRE, 458 SPARTAN WAY, LATHROP, CA 95330. WWW.CI.LATHROP.CA.US/PARKREC

City News
Page 2

LathropSMART

NFL FLAG FOOTBALL LEAGUE

YOUTH CO-ED LEAGUE FOR AGES 5-13

SEASON RUNS AUGUST 21 - OCTOBER 28

The City of Lathrop's NFL FLAG Football League is a Co-Ed league designed for all skill levels. This league focuses on skill development and the basic fundamentals of the game, as well as focus on teamwork and sportsmanship.

Each team practices once a week and will participate in on-field game sessions.

Practices begin the week of August 21, 2023, with the day and time determined by the coach.

Games begin September 9, 2023.

REGISTRATION IS OPEN UNTIL AUGUST 7, 2023 ON LATH LEAGUE PLS. FOR MORE INFORMATION, CALL US OR VISIT OUR WEBSITE.

City News
Page 2

LathropSMART

CONFIDENCE REPORT

IT CONTAINS IMPORTANT INFORMATION ABOUT KEEPING WATER. FOR MORE INFORMATION OR PLEASE CONTACT THE CITY OF LATHROP'S KSD DEPARTMENT AT 390 TOWNE CENTRE DRIVE, 95330 or (209) 941-7430 FOR ASSISTANCE.

contiene información importante sobre su agua si tiene preguntas o requiere más información, por unirse a la Ciudad de Lathrop Departamento de Servicios localizados en el 390 Towne Centre Drive, 95330 o al (209) 941-7430 para asistirle en español.

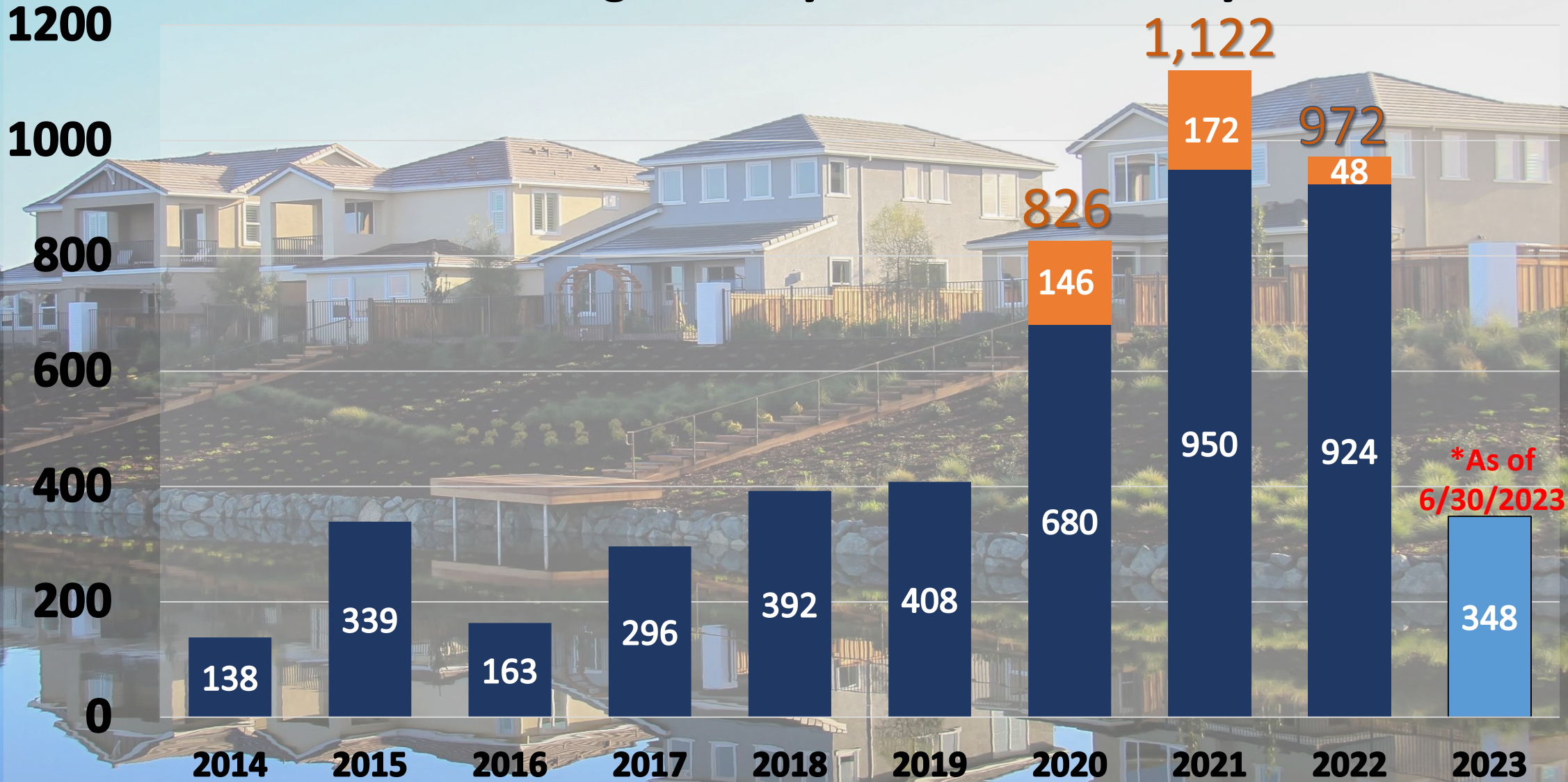
RETAIL/COMMERCIAL UPDATE



City of Lathrop – Housing Permits Issued Years 2014 – 2022 (2023 YTD*)

■ Single-Family

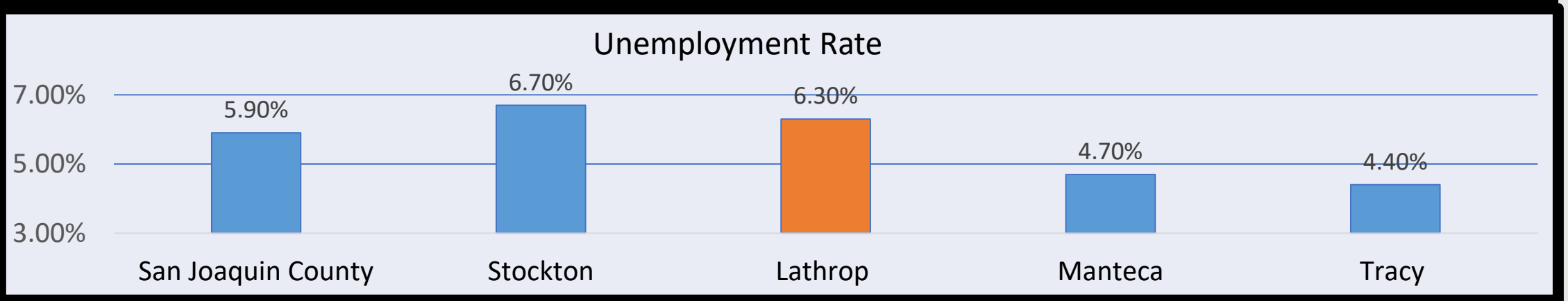
■ Multi-Family



*As of
6/30/2023

UNEMPLOYMENT UPDATE

Labor Market Review - MAY 2023			Unemployment	
Area Name	Labor Force	Employment	Number	Rate
San Joaquin County	351,800	331,100	20,700	5.9%
City of Stockton	138,200	128,900	9,200	6.7%
City of Lathrop	10,700	10,000	700	6.3%
City of Manteca	41,200	39,300	2,000	4.7%
City of Tracy	48,000	45,900	2,100	4.4%



**NOW
HIRING**

Posted Within Last 10 Days

Retail / Service

Medical/Gov't



Manufacturing



Distribution/Logistics



Logistics

Source: www.indeed.com and www.CalJobs.ca.gov

All company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

LOCAL RESOURCES

- **JOB SEARCH ASSISTANCE**

- **SMALL BUSINESS ASSISTANCE**

- **EDUCATION, VOCATIONAL TRAINING, AND LIFE-LONG LEARNING**

AGENCY	WEBSITE
San Joaquin County WorkNET	SJCWORKNET.ORG
EDD CalJobs	CALJOBS.CA.GOV
Small Business Development Center	SANJOAQUINSBDC.ORG
CodeStack Academy (SJCOE)	CODESTACKACADEMY.ORG
Manteca Education & Training Center (METC)	MANTECAUSD.NET/METC
San Joaquin Delta College	DELTACOLLEGE.EDU
University of the Pacific	PACIFIC.EDU
<ul style="list-style-type: none"> • Bererd College <i>(Innovative degrees & lifelong learning programs)</i> 	EDUCATION.PACIFIC.EDU/EDUCATION
<ul style="list-style-type: none"> • Osher Lifelong Learning Institute <i>(Designed for people ages 50+)</i> 	EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE

