



# ECONOMIC DEVELOPMENT UPDATE

CITY COUNCIL REGULAR MEETING

JULY 10, 2023



# ECONOMIC DEVELOPMENT MARKETING

Conference



# LathropSMART



# ECONOMIC DEVELOPMENT MARKETING

Front Cover

Editorial

Advertorial

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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 currently working on a number of projects to increase the downtown area's appeal. The city is currently working on a number of projects to increase the downtown area's appeal. The city is currently working on a number of projects to increase the downtown area's appeal.

day, 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 including Chevron Gas, Jamba Juice, Blue Bird Inn by Marriott are currently operating with multiple QSRs, hotels, gas stations and other projects in the Lathrop's trade area.

opportunity is smart. LathropSMART!

Contact  
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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

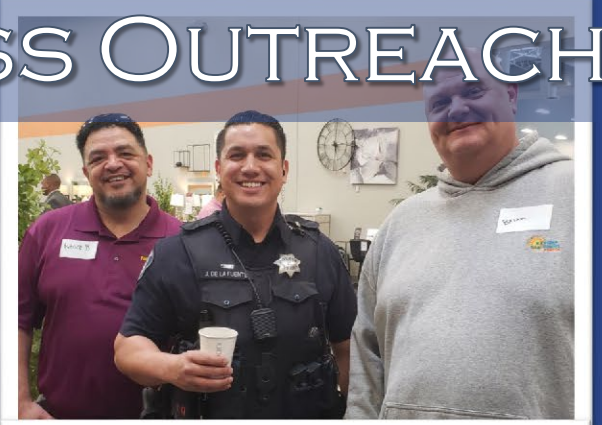
# LathropSMART

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

Advertisement



# 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

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# LathropSMART

## City News

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Summer 2023

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### 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](mailto:planning@ci.lathrop.ca.us), (209) 941-7260, or [building@ci.lathrop.ca.us](mailto:building@ci.lathrop.ca.us), (209) 941-7270.

### 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 Lathrop residents of which one (1) project has been funded and four (4) are pending completion. Timing for the projects will be determined by the need. Due to the experienced this winter, many of the requests have roof repairs and are being processed separately.

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

- Replacement of Siding
- Roof Replacement
- Window and Door Replacement
- Gutter Replacement
- Foundation Repairs
- Electrical Repairs
- Plumbing Repairs
- Carpentry Repairs
- Painting
- Decking
- Staircase Repairs
- Driveway Repairs
- Sidewalk Repairs
- Foundation Repairs
- Foundation Repairs
- Foundation Repairs

### 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

### 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	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](http://ci.lathrop.ca.us)

Full schedule of events and activities may be found on the City of Lathrop's Parks, Recreation & Maintenance Services web page at [ci.lathrop.ca.us/parksrec/page/recreation](http://ci.lathrop.ca.us/parksrec/page/recreation).

### CONCERTS IN THE PARK

FRIDAYS IN JULY 2023

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

PICTURE OR LAWYER, A PICNIC, AND A GROUP OF FRIENDS. PLEASE CONSIDER EVERY WEEDS/GRASS PATCHES AS A DIFFERENT SCENE. CONCERTS BEGIN AT 7:00P.M. SEATING IS FIRST COME FIRST SERVED. ALL ARE WELCOME. SEATING CENTER AMPHITHEATER, 450 SPARTAN WAY, LATHROP, CA 95330. WWW.CI.LATHROP.CA.US/PARKSREC

### 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 focuses 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 NFL FLAG FIELD. FOR MORE INFORMATION, CALL US OR VISIT OUR WEBSITE.

WWW.CI.LATHROP.CA.US/NFLFLAG

### Various 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 road. Find more information on how to water responsibly 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 from evaporating, and restrict weed growth. For more landscaping tips at <https://www.epa.gov/landscaping-tips>



### CONFIDENCE REPORT

THIS REPORT CONTAINS IMPORTANT INFORMATION ABOUT YOUR WATER. FOR MORE INFORMATION OR TO REPORT A PROBLEM, PLEASE CONTACT THE CITY OF LATHROP'S WATER DEPARTMENT AT 390 TOWNE CENTRE DRIVE, LATHROP, CA 95330 OR (209) 941-7430 FOR ASSISTANCE.

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

# RETAIL/COMMERCIAL UPDATE

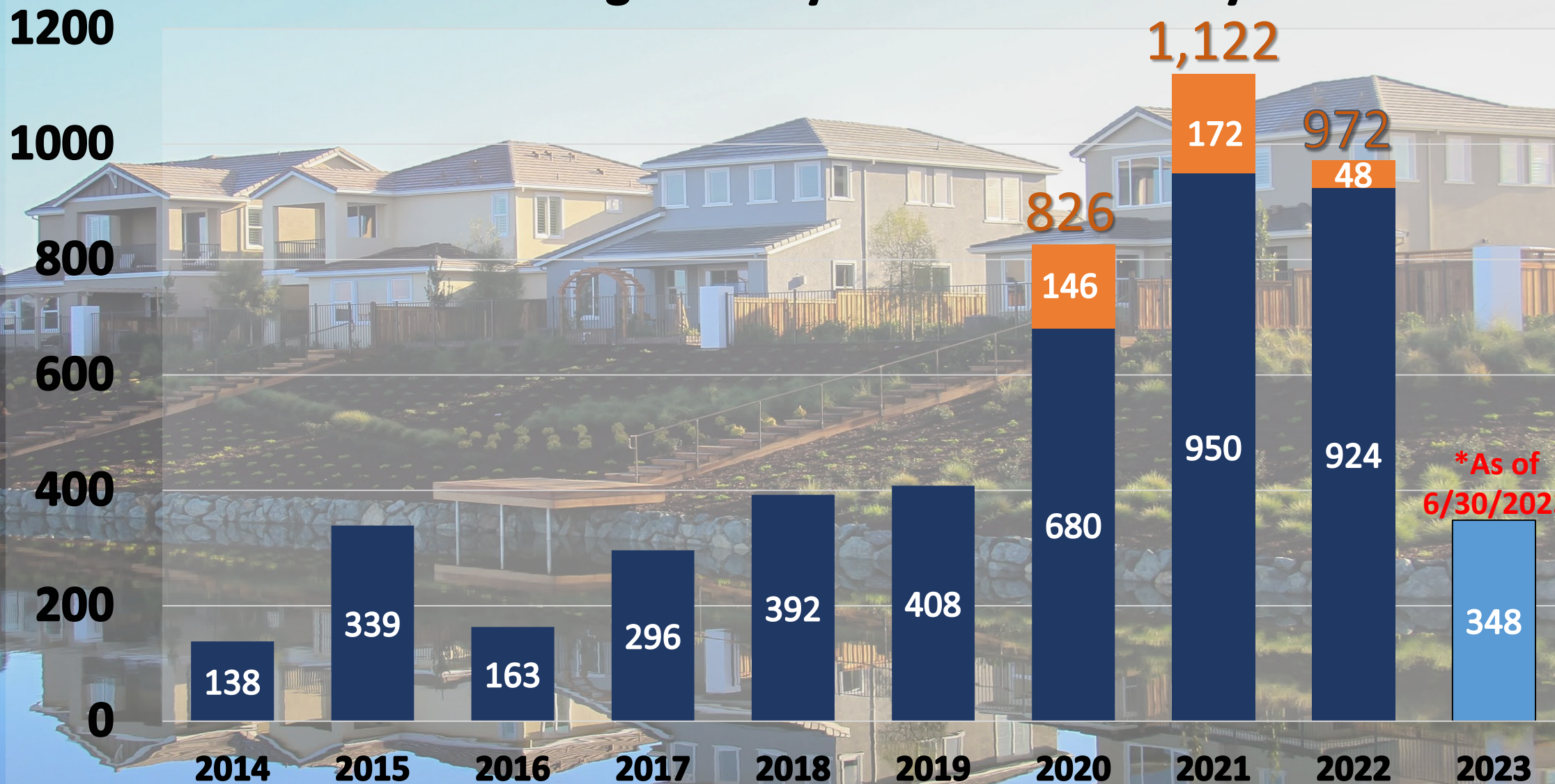




# City of Lathrop – Housing Permits Issued Years 2014 – 2022 (2023 YTD\*)

■ Single-Family

■ Multi-Family

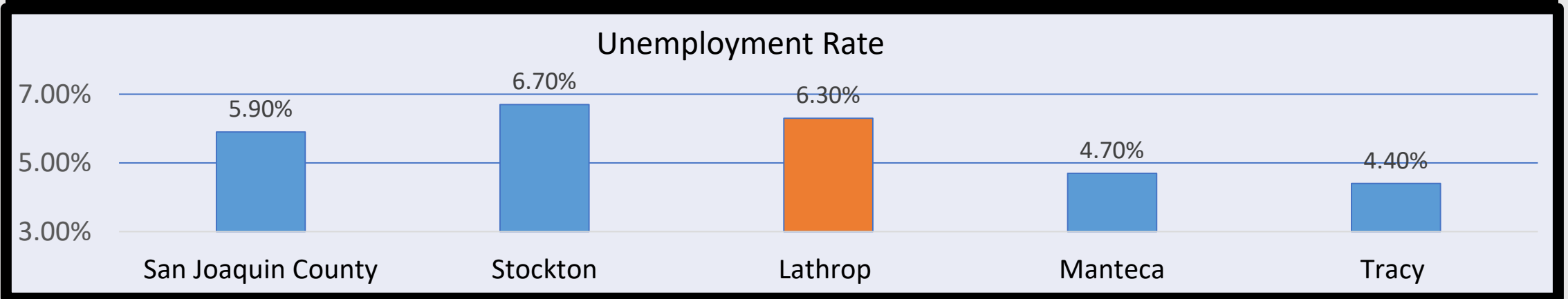


\*As of  
6/30/2023



# 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%
<b>City of Lathrop</b>	<b>10,700</b>	<b>10,000</b>	<b>700</b>	<b>6.3%</b>
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](http://www.indeed.com) and [www.CalJobs.ca.gov](http://www.CalJobs.ca.gov)

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# 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 <ul style="list-style-type: none"> <li>• Bererd College <i>(Innovative degrees &amp; lifelong learning programs)</i></li> <li>• Osher Lifelong Learning Institute <i>(Designed for people ages 50+)</i></li> </ul>	PACIFIC.EDU  EDUCATION.PACIFIC.EDU/EDUCATION  EDUCATION.PACIFIC.EDU/EDUCATION/OSHER-LIFELONG-INSTITUTE

