

# City of Littleton

## Economic Benchmark Report

Littleton Comprehensive Economic Development Strategy

July 2023



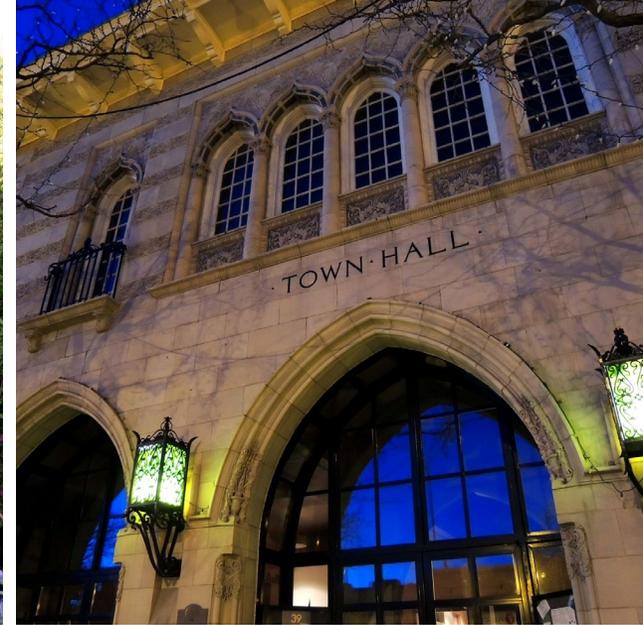
**The City of Littleton is undertaking a new Comprehensive Economic Development Strategy (CEDS) Plan to guide future-facing opportunities for Littleton's economic growth.** This Benchmark Report highlights key economic conditions within the city, existing citywide goals for economic development efforts, and a comparison of how Littleton's economy compares to a range of other communities across the country.

For more information about the CEDS process, please visit:  
<https://lab2.future-iq.com/littleton-colorado-comprehensive-economic-development-strategic-plan-project/>

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# About This Report

**The City of Littleton is undertaking a new Comprehensive Economic Development Strategy (CEDS) Plan that seeks to identify future-facing opportunities for economic growth in the city.** This Benchmark Report highlights Littleton's current economic positioning, previously identified economic goals, and provides a benchmark comparison of Littleton against a selection of cohort communities within the Denver MSA and across the country.

This situational analysis, developed by Jon Stover & Associates and in partnership with Future iQ, highlights a broad overview of the existing economic conditions encompassing the city of Littleton. Importantly, this snapshot is a tool to leverage while creating the CEDS and reflects insights that will be referenced and distilled in the coming months. The analysis leverages leading economic data sources, including the US Census, the US Bureau of Labor Statistics, Infogroup, prior studies, and regional economic development partners.



## What's a CEDS?

**A Comprehensive Economic Development Strategy, or CEDS, is a locally-based, regionally driven economic development planning process and document that identifies economic strengths and weaknesses and engages stakeholders to grow employment, diversify the economy, and spur economic growth.** Regions must prepare a new CEDS at least every five years to qualify for certain funding through the US Economic Development Administration and the US Department of Commerce.



# Cohort Communities

**Throughout this Benchmark Report, Littleton is compared to a set of peer cities, or cohort communities, to provide additional insights into the conditions of Littleton's economy.**

Four primary factors led to the selection of cohort communities developed based on key aspects of Littleton. These factors include location in a major metropolitan market, similarly sized communities based on total population, reputability and desirability within each region, and relatable industry mix and economic orientation.

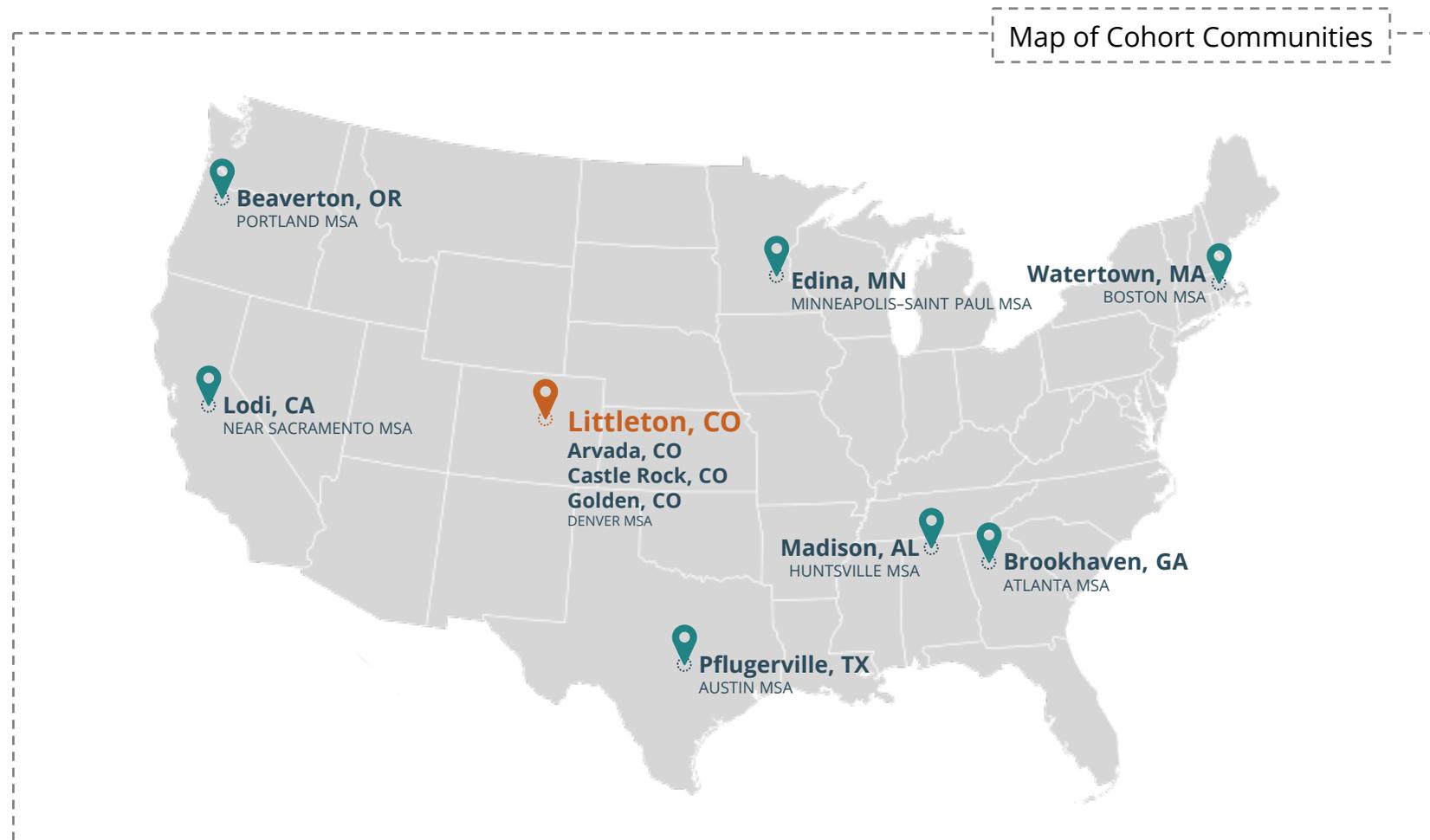


## Selecting Littleton's Peer Cities

# Cohort Communities Across the Country

**The cohort set of peer cities for this benchmark report includes three regional comparisons and seven cities located elsewhere across the country.**

The national peer cities were selected based on the established four criteria and themes and were derived based on metropolitan areas identified as Denver's peers through the Federal Reserve Bank of Chicago's Peer City Identification Tool. Importantly, this cohort of communities helps frame and position Littleton's economic opportunities, strengths, and competitive advantages. Economic indicators are compared across these peer cities, Arapahoe County, and the Denver MSA when applicable throughout this report.



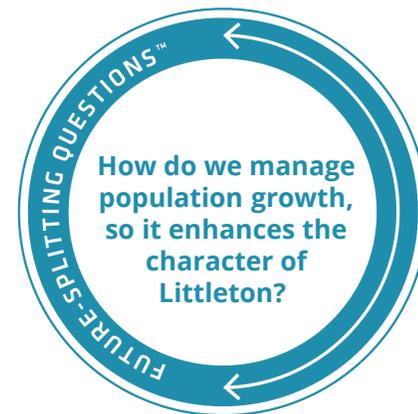
# Key Findings in this Benchmark Report

## Summary of Key Findings

-  **Littleton stacks up to its peer city cohort communities** by key demographic, socioeconomic, and economic metrics, following in the middle of the pack for many of these aspects.
-  **Littleton's population may grow slightly in the coming years,** based on the city's Comprehensive Plan. Median household incomes reflect the broader MSA. Housing considerations remain at the forefront of many people's minds.
-  **Highly regarded for its livability and strong community character, Littleton's brand reflects the city's desirability,** family-friendly orientation, accomplished school district, and a strong transportation and connectivity network within the region.
-  **Littleton's commercial real estate market has remained relatively stable in recent years** despite market turbulence that affected commercial communities across the country during the recent pandemic.
-  **Littleton's economy is rooted in several major industries,** including professional, scientific, and technical services; health care and social assistance; and retail industries.
-  **The city's labor market, oriented towards white-collar occupations, reflects healthy conditions** with appropriate unemployment levels and high labor force participation across prime-age workers.
-  **Downtown Littleton, Mid Mod Mile, and the abundance of cultural and recreational opportunities throughout Littleton are key assets central to local economic development efforts** and remain critical to the city's future economic success.

# Demographic and Socioeconomic Insights

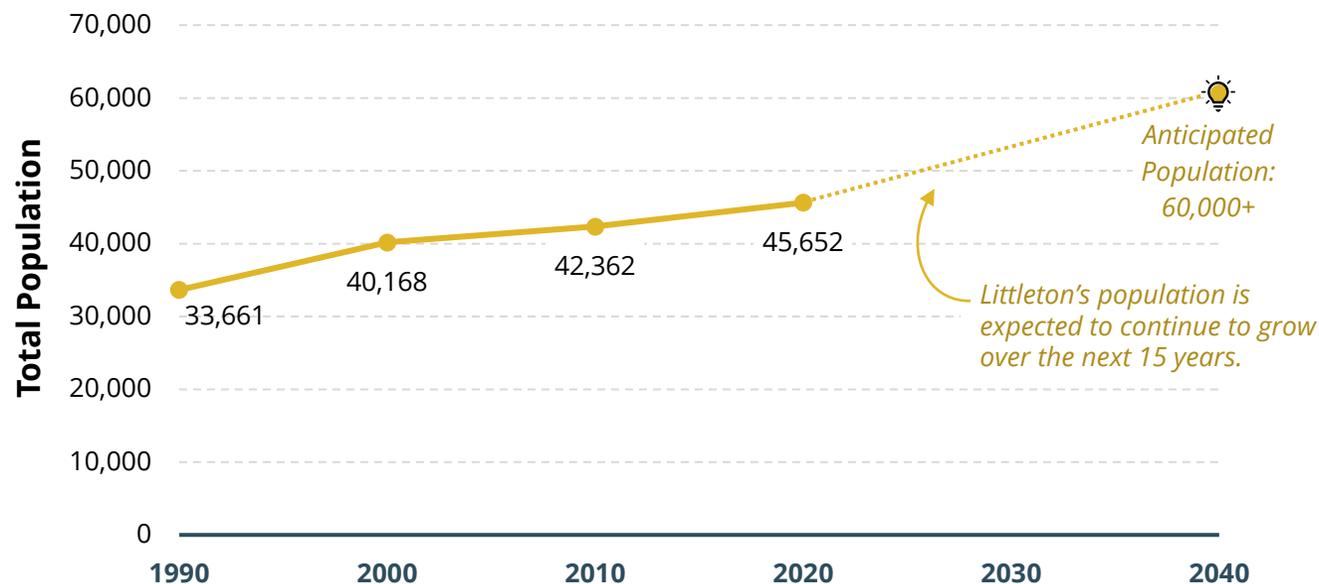
## Littleton Residents



**The Littleton community is home to 46,352 residents.**

While Littleton has seen population growth over the recent decades, the city has grown at half the rate as the Denver MSA overall. Comparatively, Littleton's annual population rate between 2000 and 2022 increased 0.7%, while the Denver MSA grew 1.4% annually. This consistent but slight population growth provides opportunities and challenges for future industry growth. With new residents come considerations for housing and new types of industries to attract.

### Littleton's Population Growth Trends and Forecast



Currently, 7% of Arapahoe County and 1.5% of the Denver MSA resides in Littleton. Littleton's recently adopted Comprehensive Plan sets forth an expected population growth of 15,000 residents by 2040.

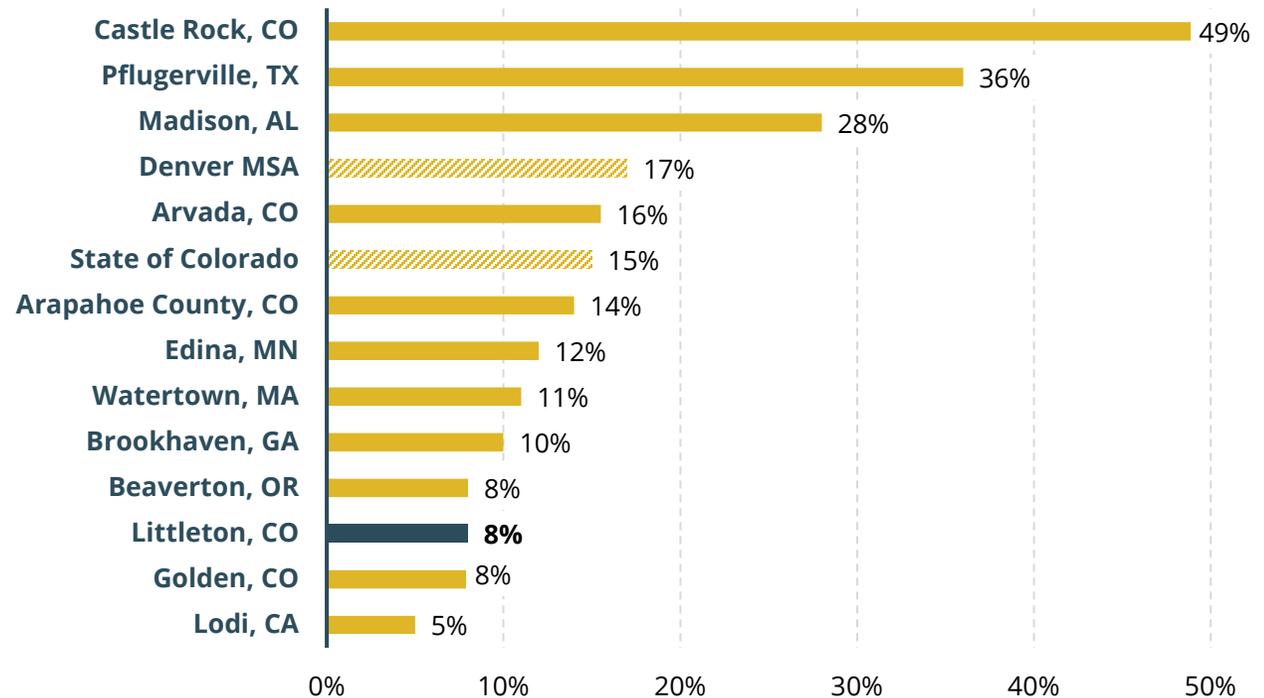
## Demographic and Socioeconomic Insights

# Population Growth

**Although Littleton continues to grow, the city lags most of its peer city cohort, who have seen larger population growth swings.**

Excluding Littleton, the average population growth between 2010 and 2020 across the peer city cohort was 18%, more than double Littleton's growth. Notably, Littleton and Golden experienced the same growth rate, while Castle Rock has nearly doubled in size since 2010.

### Overall Population Growth (2010 - 2020)

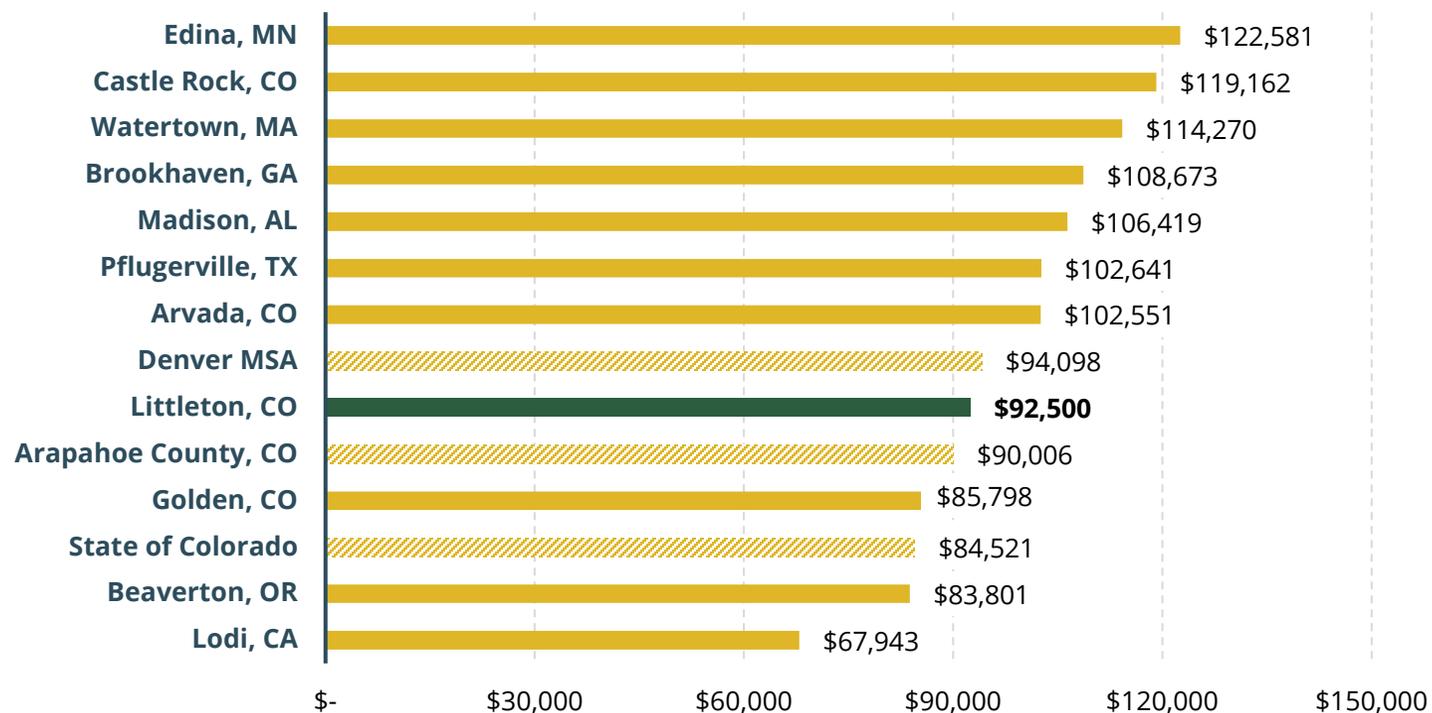


# Median Household Income

**Littleton offers a competitive median household income compared to its peers.**

Littleton's median household income is on par with Arapahoe County and the Denver MSA overall, all of which have higher median household income levels than statewide. Income levels range from approximately \$68,000 to \$122,500 across the peer cities cohort. The average median household income, excluding Littleton and its county and MSA, was approximately \$101,300 in 2022.

Median Household Income (2022)



Across the United States in 2022, the median household income nationally was \$72,414, lower than the state of Colorado and nearly all of the peer cities cohort.

# Affordability: Housing and Transportation

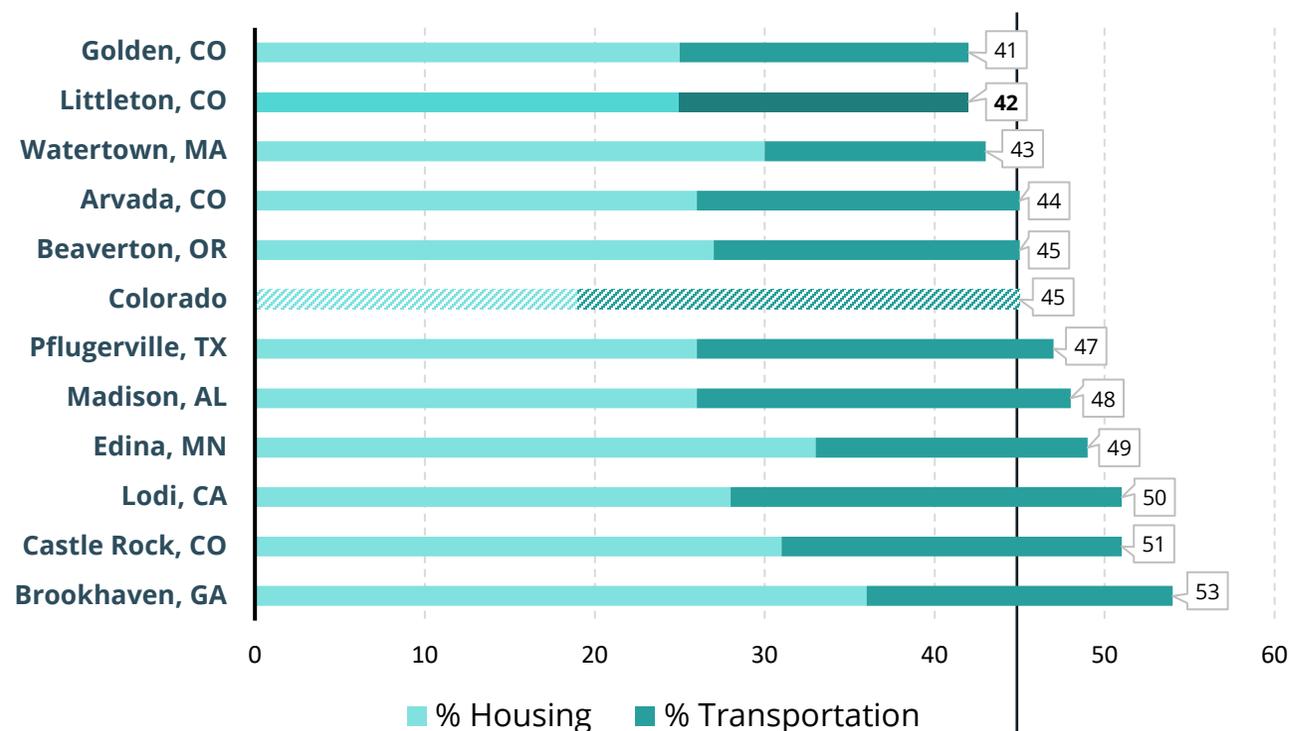
**Affordability is a pressing concern for many. Littleton's housing and transportation costs are similar to Golden, Castle Rock, and the State of Colorado.**

On average, Littleton residents spend 25% of their income on housing and 17% on transportation costs. While other peer cities have higher shares of income spent on housing and transportation, current macroeconomic trends such as rising home values and inflation have surfaced affordability as an important topic.



*CNT, the Center for Neighborhood Technology, publishes this Housing and Transportation Affordability index to help quantify a comprehensive affordability index that includes the cost of housing and the cost of transportation.*

### Share of Income Spent on Housing and Transportation



*Nationally, the benchmark cost is no more than 45% of household income on housing and transportation.*

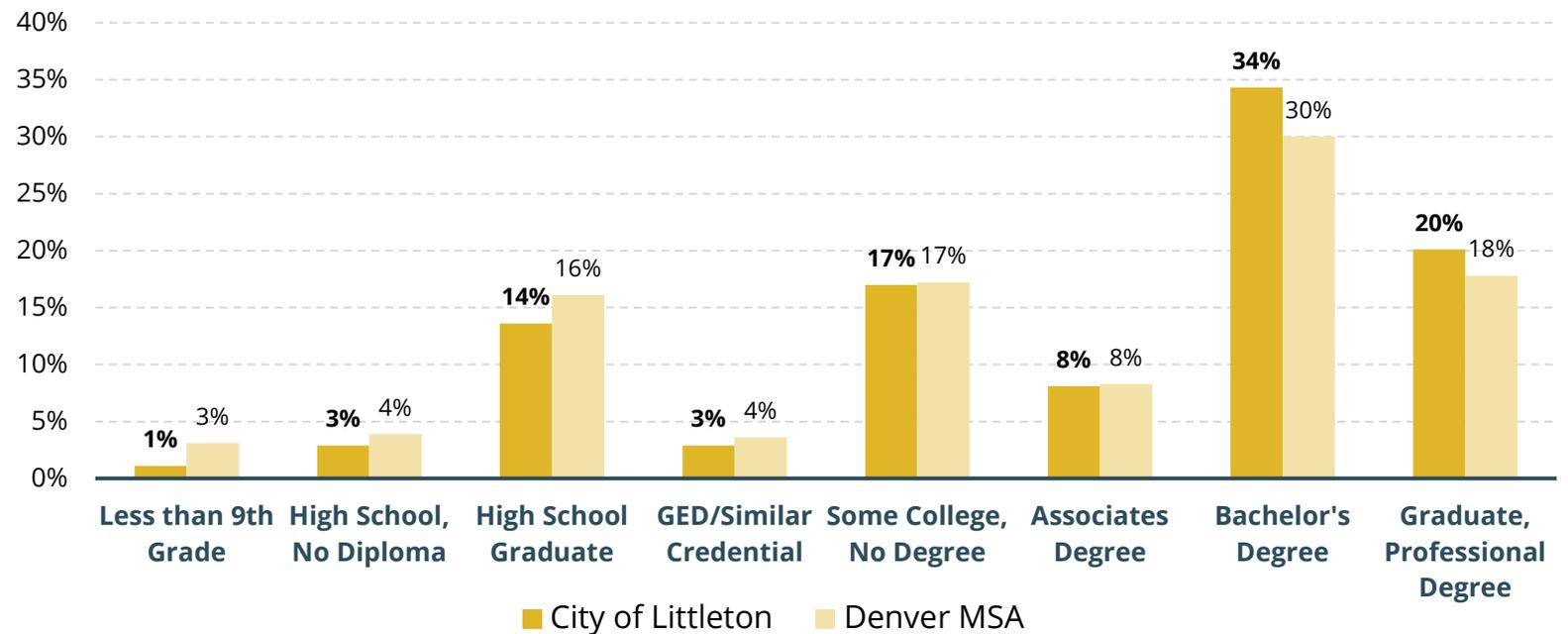
# Education Attainment



**The Littleton community is slightly more educated than the metro area overall.**

Littleton's residents surpass the Denver MSA population in attaining Bachelor's and Graduate or Professional Degrees. The Littleton community prides itself on its high-quality school district, reflecting similar values of education as shown in the credentials of the city's population.

**Educational Attainment Levels of Population Over 25 Years Old**



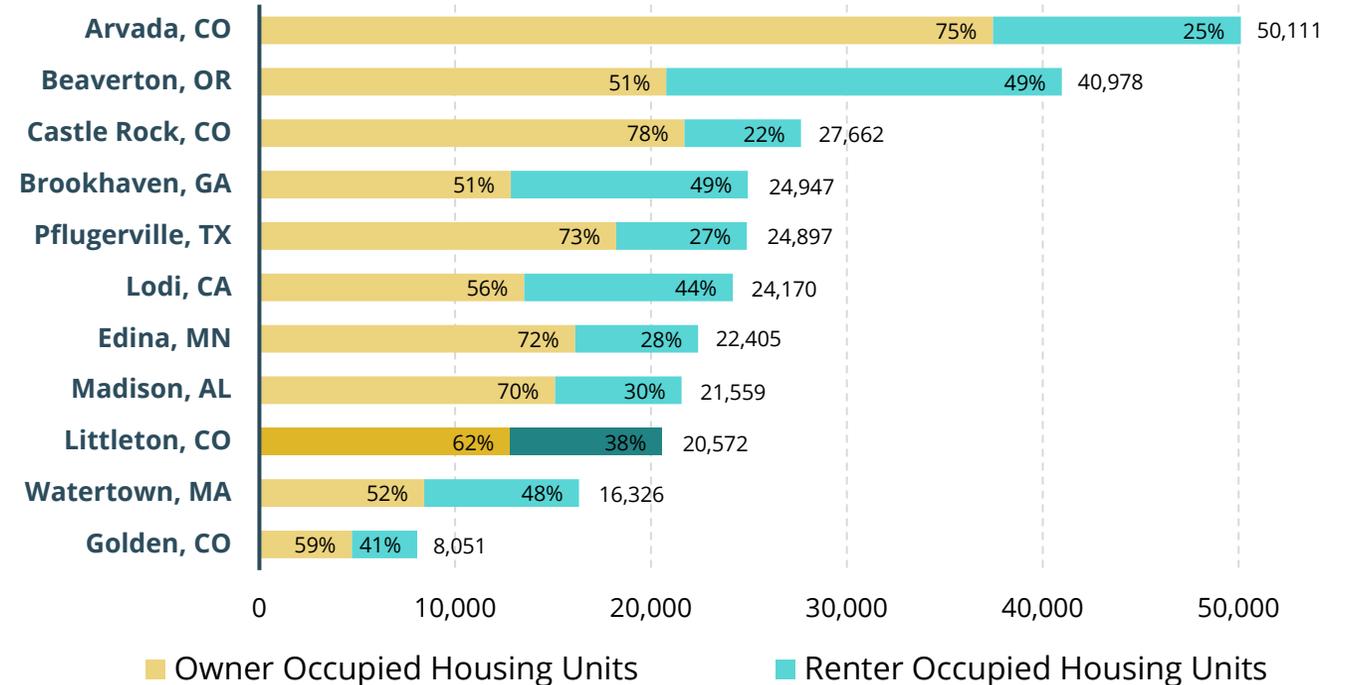
# Housing Tenure

**Like its peer cities in major metropolitan areas, Littleton's housing fabric comprises predominately owner-occupied units.**

Approximately 62% of Littleton's occupied housing is by owners, while 38% are renters. This aligns with Littleton's family-oriented and residential brand and nearly mirrors averages across the peer cities at 64% owner-occupied and 36% renter-occupied, coinciding with the Denver MSA's housing tenure overall.

## Housing Tenure

(Share of Housing Units Occupied by Owners and Renters, 2022)



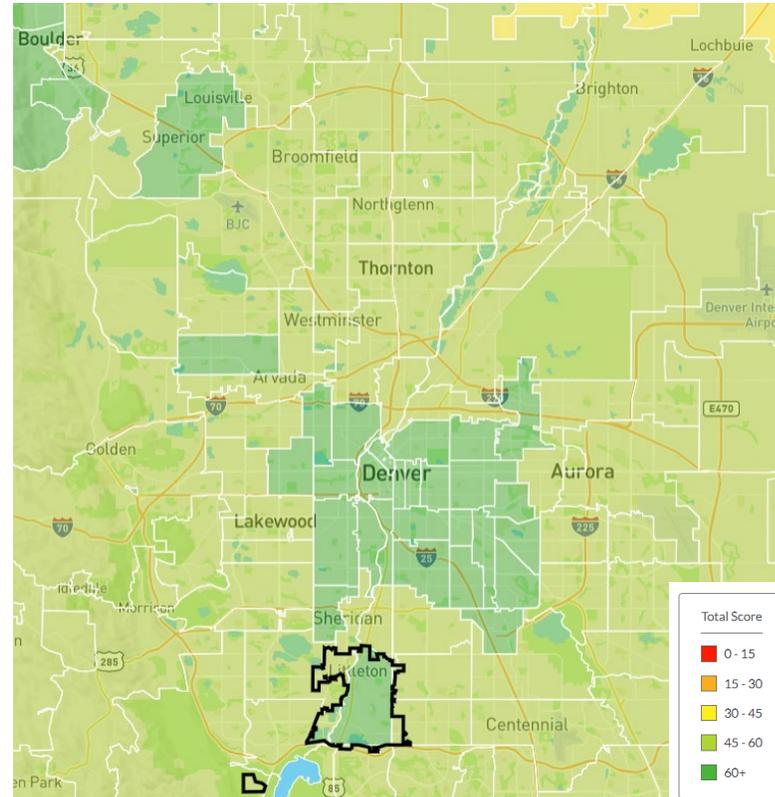
*Nationally, about two out of every three occupied housing units are by owners, and about one out of every three are by renters.*

# Demographic and Socioeconomic Insights

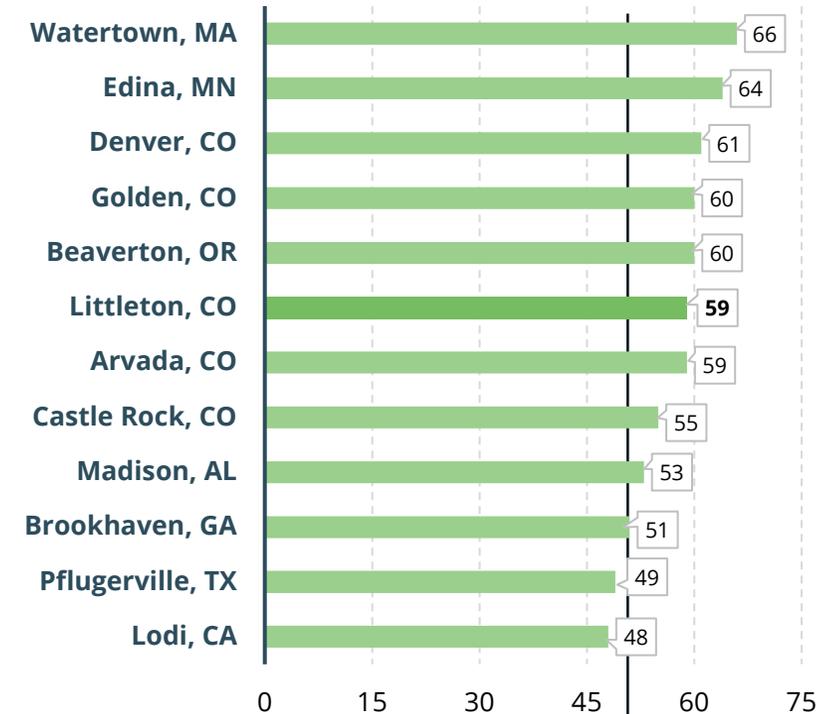
## Littleton's Livability

**Littleton is celebrated for its high-quality lifestyle offered in the community.**

**Having high livability is important in attracting residential populations. Likewise, having high livability can help bring more workers and businesses to an area. Littleton is one of few areas outside the Denver urban core with a high livability index.**



### Livability Index Scores



Nationally, the average community scores 50 on this index.



AARP publishes this Livability index to help quantify qualitative experiences such as housing, transportation, environment, and civic engagement. Importantly, no community scores perfectly.

# Insights into Littleton’s Livability Index

	Littleton, CO	Median US Neighborhood
<b>Overall</b>	<b>59</b>	<b>50</b>
 <b>Housing</b> Metrics and initiatives that promote affordability, availability, and accessibility.	48	52
 <b>Neighborhood</b> Metrics and initiatives that focus on destinations, safety, and mixed-use development.	62	48
 <b>Transportation</b> Metrics and initiatives concerning convenience, safety, and options.	62	49
 <b>Environment</b> Metrics and initiatives regarding air and water quality, energy efficiency, and hazard mitigation planning.	45	54
 <b>Health</b> Metrics and initiatives that promote healthy behaviors, like exercise and smoking cessation.	73	50
 <b>Engagement</b> Metrics and initiatives such as cultural engagement, voting rights, and human rights.	71	53
 <b>Opportunity</b> Metrics and initiatives regarding job availability, government creditworthiness, and graduation rates.	55	52

**Littleton is considered more “livable” than the average city across the country.**

**Littleton scores higher on the Livability Index than the median US neighborhood.** Health and engagement are Littleton’s highest-scoring metrics due to access to quality health care and a high degree of civic involvement, followed by transportation, based on the many nearby amenities and the city’s safe and convenient transportation network. Housing and environmental factors scored the lowest across the identified metrics, slightly below the US median.



For more information about the AARP Livability Index and insights into the scoring criteria, please visit: <https://livabilityindex.aarp.org/>

# Littleton's Businesses and Industries

**Over 2,660 businesses call Littleton home.**

**The top industries in Littleton are professional, scientific, and technical services; health care and social assistance; and retail.** These top three sectors make up almost 40% of the businesses in the city.

Some of the largest employers in the area include Centura Health, DISH Network, and Arapahoe Community College. Littleton also has a large concentration of commercial activity in its downtown and the South Park area.

Total Businesses by Industry (NAICS Code)			
Professional, Scientific, Technical Services (NAICS54)	346	Admin, Support, Waste Management, Remediation (NAICS56)	84
Health Care/Social Assistance (NAICS62)	344	Public Administration (NAICS92)	76
Retail (NAICS44-45)	336	Wholesale Trade (NAICS42)	68
Other Services, Excluding Public Admin (NAICS81)*	290	Manufacturing (NAICS31-33)	63
Unclassified**	187	Information (NAICS51)	61
Construction (NAICS23)	181	Arts, Entertainment, Rec. (NAICS71)	51
Finance & Insurance (NAICS52)	155	Transport./Warehouse (NAICS48-49)	21
Accommodation/Food Services (NAICS72)	142	Mining & Utilities (NAICS21-22)	16
Real Estate, Rental, & Leasing (NAICS53)	135	Ag., Hunting, Fishing, Forestry (NAICS11)	11
Educational Services (NAICS61)	95	Mgmt. of Companies/Enterprises (NAICS55)	4



*Littleton's businesses comprise approximately 2% of the total businesses in the Denver MSA.*

Note: There are many data sources for determining the total number of businesses in a city, often with slightly varying figures and industry breakdown due to reporting methodologies. This analysis leverages data through Infogroup as the source for this information.

\*Other Services (NAICS81) often includes neighborhood-serving businesses such as dry cleaners, salons, and repair shops.

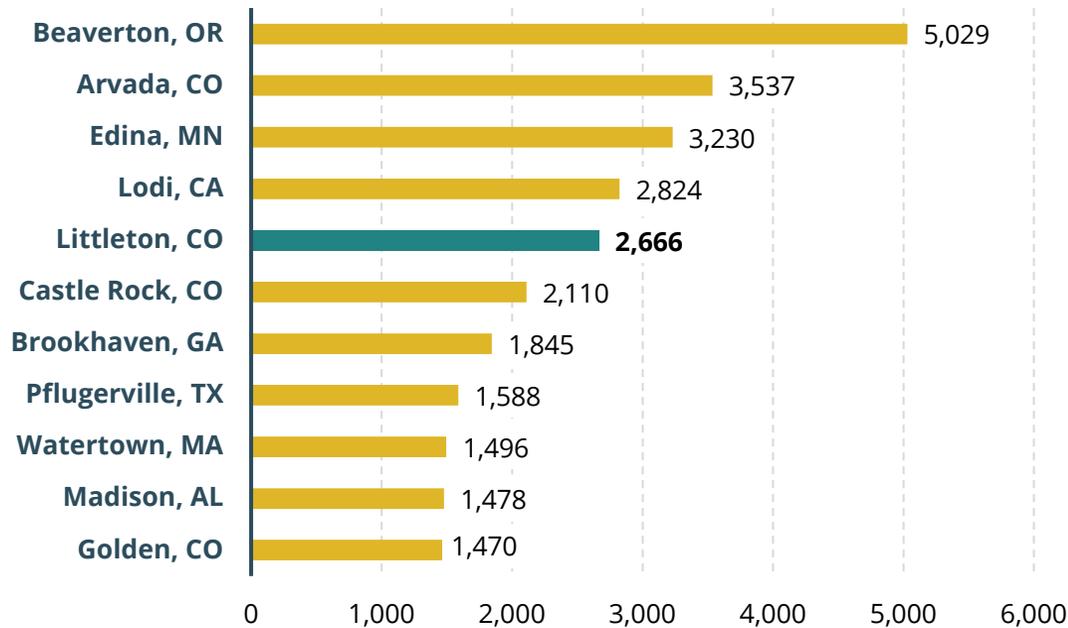
\*\*Unclassified businesses are establishments that have not reported their industry sector as part of their business. This also often includes newly formed businesses.

Source: Infogroup (2022); Employer data is from Denver South and encompasses the Denver South area beyond just the City of Littleton.

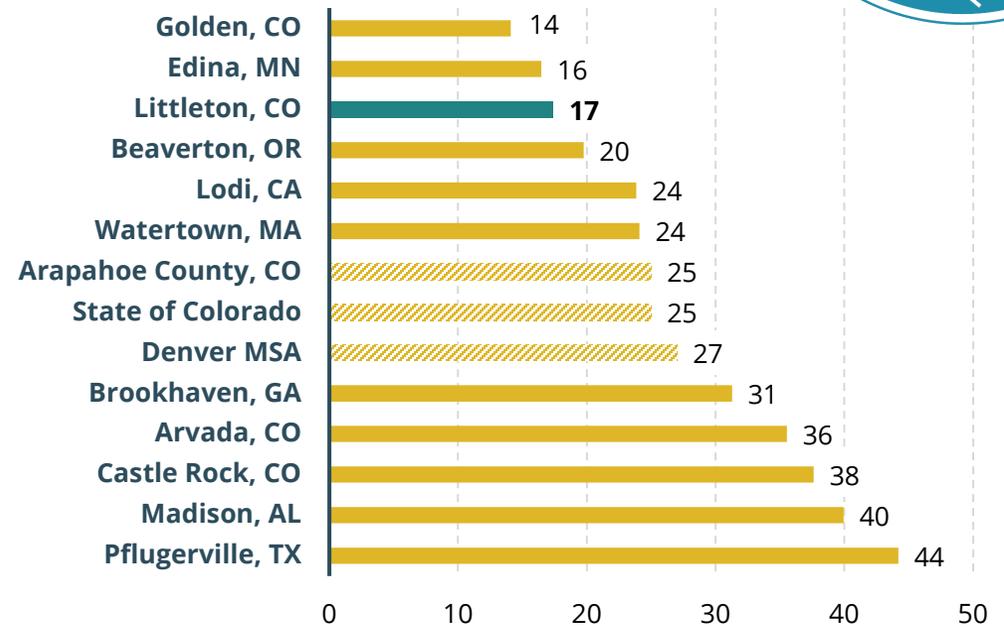
# Business Concentration



## Total Businesses (2022)



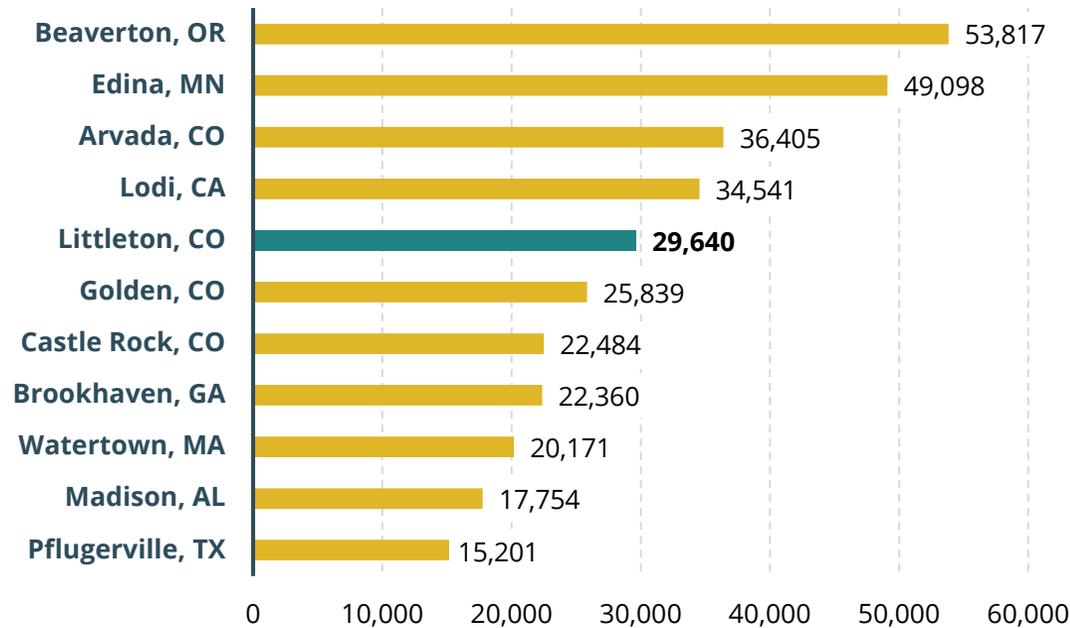
## Number of Residents per Business



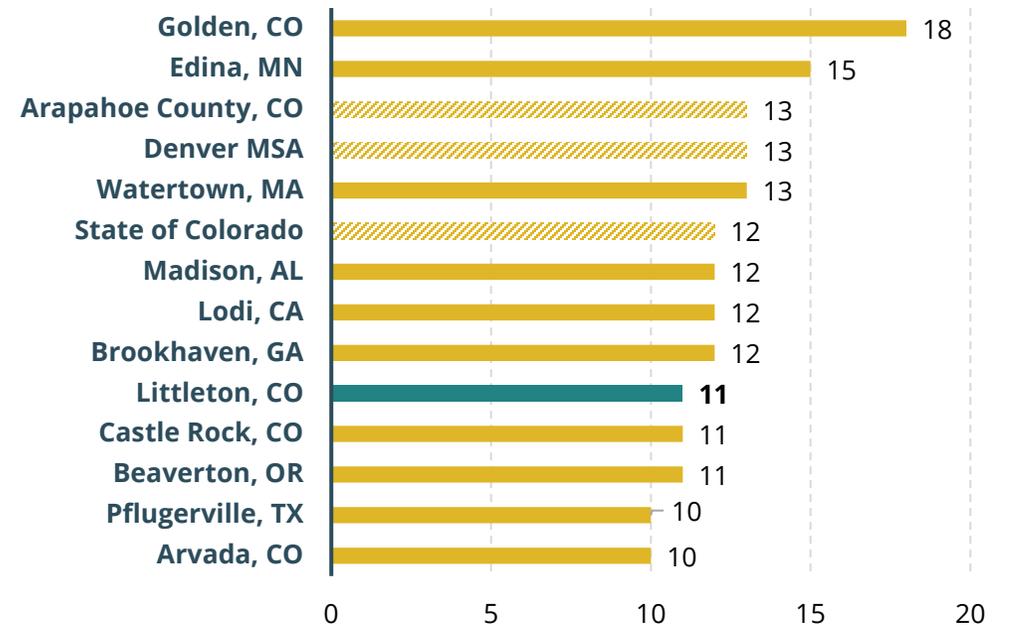
Across Littleton’s cohort communities, the average city features just under 2,500 businesses, which aligns most similarly with Littleton. Despite having an average number of businesses, Littleton features more businesses based on its residential community than its peers and the region overall. In Littleton, one business exists for every 17 residents, lower than the metro average of 27 residents for every business.

# Employment Comparison

## Total Employment



## Average Employees per Business



Like business concentration findings, Littleton’s total employment is nearly the average employment base across the peer cities. The average peer city, excluding Littleton, employs 29,767 people compared to Littleton’s employment base of 29,640. Littleton’s businesses average slightly smaller than the Denver MSA.

# Littleton's Labor Force

**By key metrics, Littleton features a healthy workforce economy.**

The average unemployment rate among all workers within Littleton is just 4%, with a labor force participation rate of 71%.

The employment within Littleton is predominantly white-collar jobs in management, business, engineering, and sciences. Less than 14% of employment types within Littleton are classified as blue-collar, such as farming, construction, and transportation. The remainder of employment is within the services industry of health care support, food preparation, and personal care and services.

Age Cohort	Unemployment Rate	Labor Force Participation Rate
16+	4.4%	72.5%
16-24	8.3%	77.1%
25-54	4.6%	93.2%
55-64	2.6%	79.0%
65+	1.9%	31.8%
Average	4.4%	70.7%

Occupation Type	Employed	Share
White Collar	19,994	74.4%
Blue Collar	3,694	13.7%
Services	3,196	11.9%



A good rule of thumb for a healthy unemployment rate in the US is 3% to 5%. Littleton's overall unemployment rate of 4% falls directly in this range.

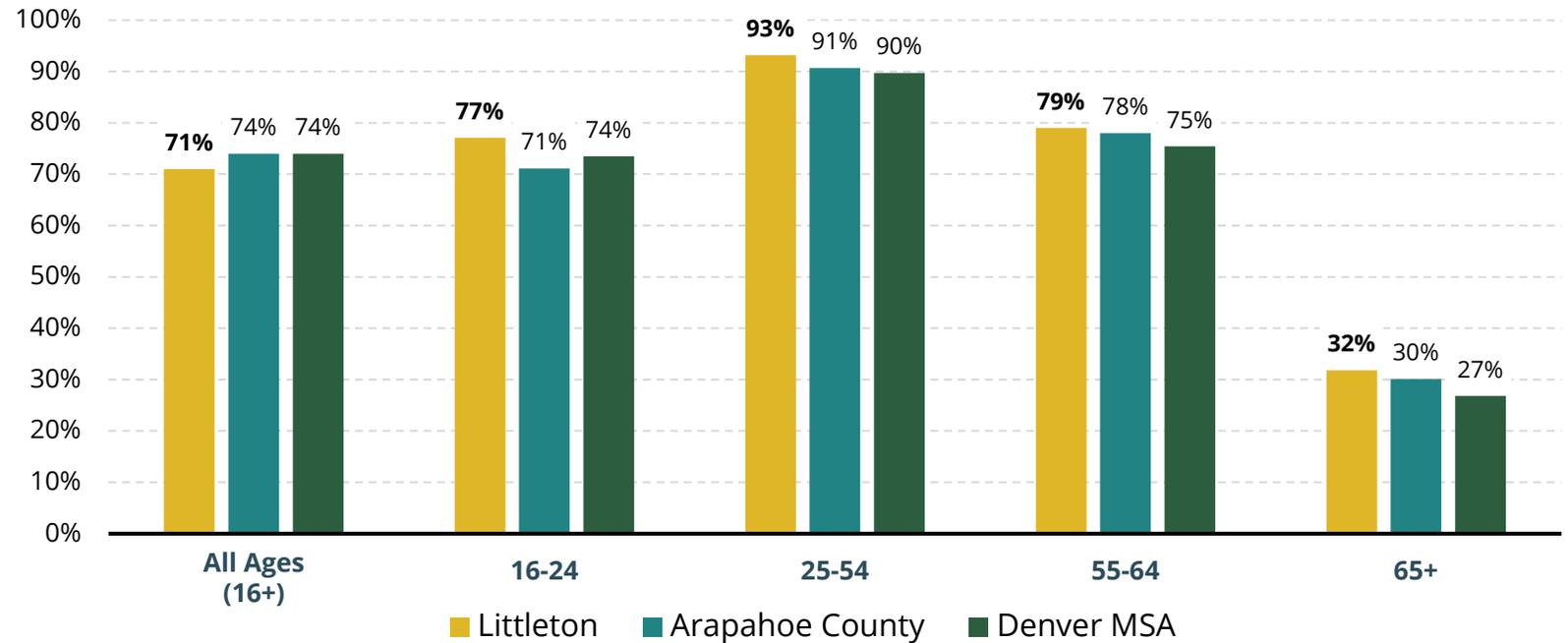
# Labor Force: Regional Comparison



**Littleton's prime-age workforce participation rate slightly exceeds both Arapahoe County and the Denver MSA across all age cohorts.**

Compared to the region, the strong labor force participation rate bodes well for Littleton's local economy as it indicates it has a large share of workers for employers. Notably, Littleton has higher levels of workforce participation amongst the 55 and older cohort.

**Labor Force Participation Rate By Age Cohorts**



# Labor Force: Peer City Comparison

**Littleton's unemployment rate is indicative of a healthy labor market.**

Littleton's unemployment rate is higher than all but two of the peer cities and lower than Arapahoe County and the Denver MSA as a whole.

The Labor Force Participation Rate of 71% is higher than four of the peer cities and lower than Arapahoe County and the Denver MSA.

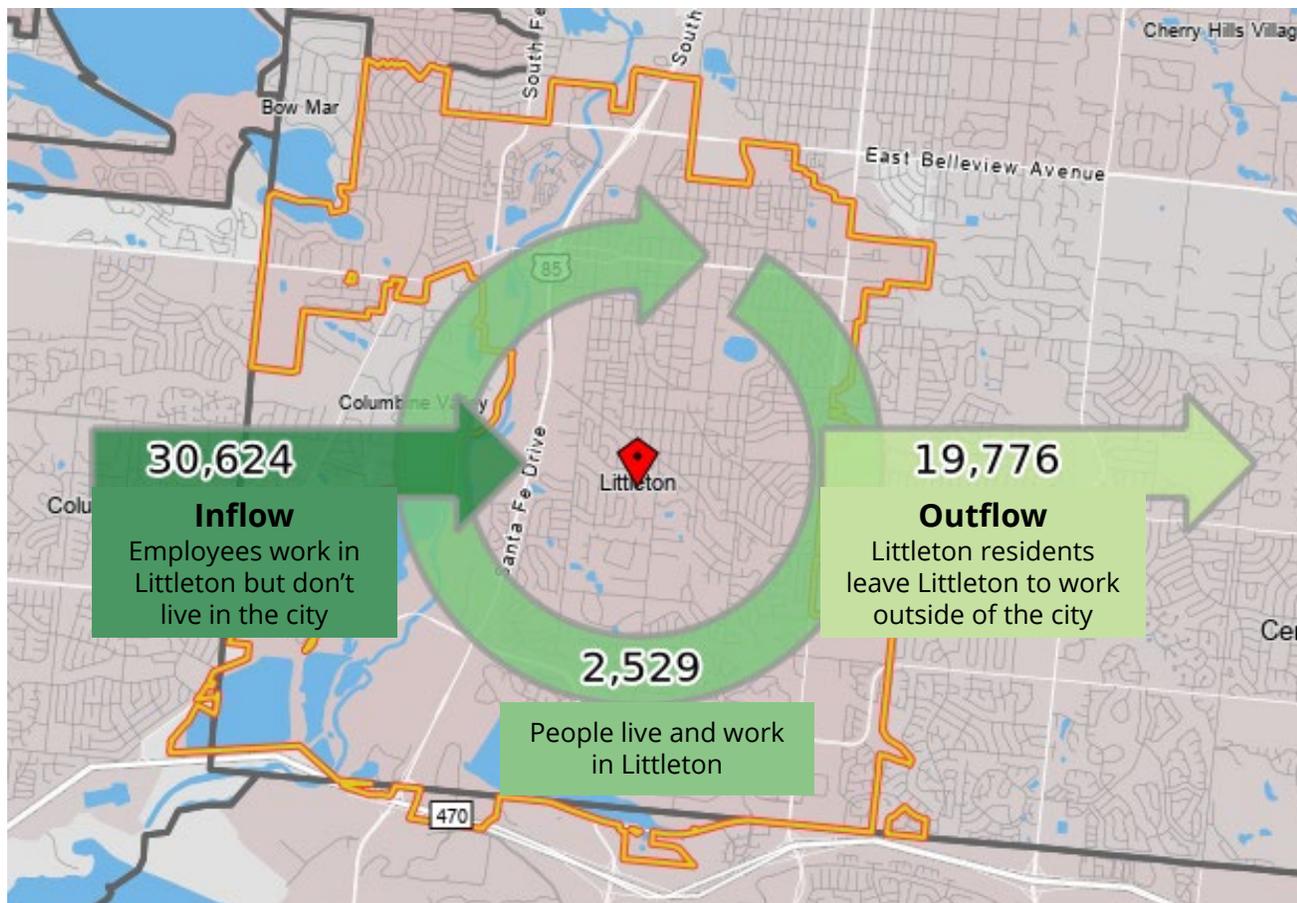
Unemployment Rate	
Brookhaven, GA	1.6%
Edina, MN	2.2%
Madison, AL	2.8%
Castle Rock, CO	2.9%
Watertown, MA	2.9%
Pflugerville, TX	3.4%
Golden, CO	3.8%
Arvada, CO	4.3%
<b>Littleton, CO</b>	<b>4.4%</b>
Beaverton, OR	4.5%
Denver MSA	4.5%
Lodi, CA	4.8%
Arapahoe County	5.0%

Labor Force Participation Rate	
Pflugerville, TX	77%
Brookhaven, GA	75%
Watertown, MA	74%
Arapahoe County	74%
Arvada, CO	74%
Denver, MSA	74%
Beaverton, OR	73%
Castle Rock, CO	72%
<b>Littleton, CO</b>	<b>71%</b>
Golden, CO	66%
Madison, AL	66%
Edina, MN	60%
Lodi, CA	58%



Economic Conditions

# Inflow and Outflow of Workers



All cities experience differing balances of workers who come to a place to work and residents who leave their communities for employment. **Littleton has an inflow of workers as more people come into the city for work than leave.**

### Inflow/Outflow of Jobs (All Jobs, 2019)

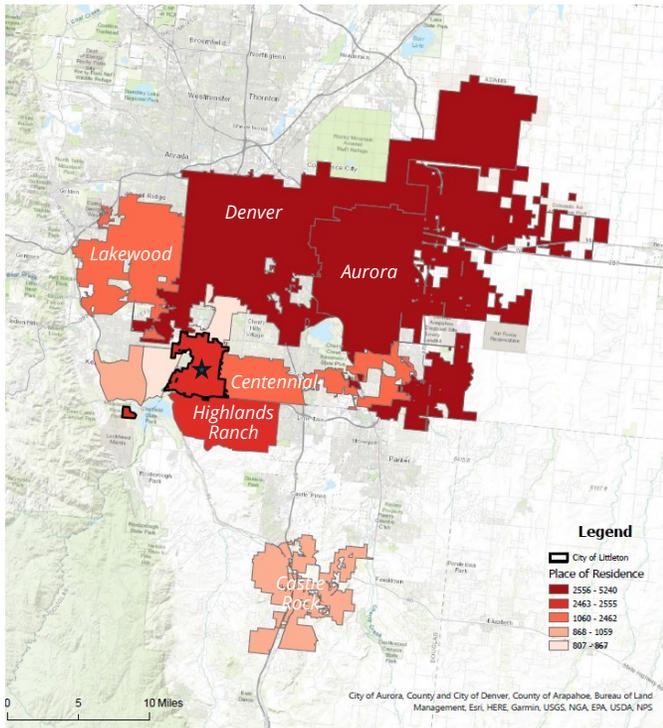
	Count	Share
<b>Work in Littleton</b>	<b>33,153</b>	--
<b>Work in Littleton but Live Elsewhere</b>	30,624	<b>92%</b>
<b>Work and Live in Littleton</b>	2,529	<b>8%</b>
<b>Live in Littleton</b>	<b>22,305</b>	--
<b>Live in Littleton but Work Elsewhere</b>	19,776	<b>89%</b>
<b>Live and Work in Littleton</b>	2,529	<b>11%</b>

Note: The above data reflects 2019 insights for all job types.  
Source: On the Map, US Census Bureau

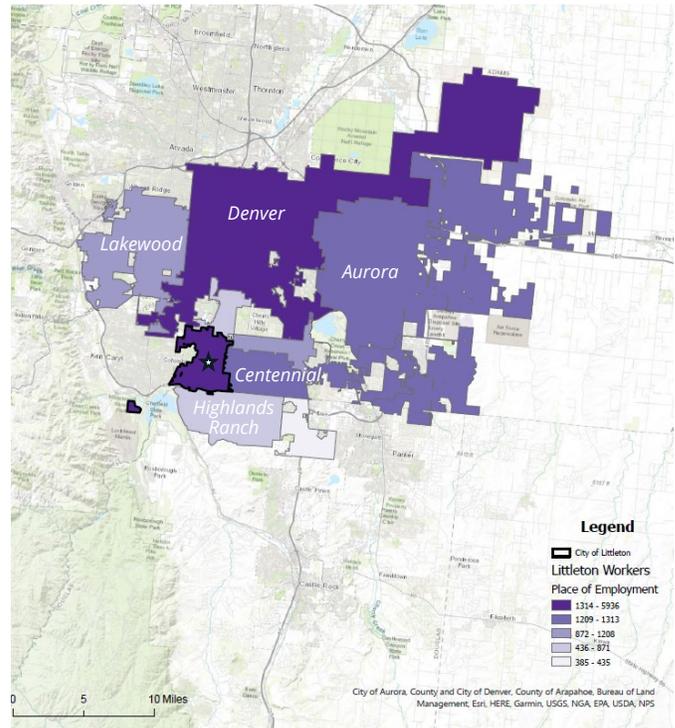
## Economic Conditions

# Commuting Patterns

Where Littleton's Employees Live



Where Littleton Residents Work



**Littleton's workers come from around the Denver metro area, with Denver, Aurora, and Highlands Ranch making up the largest portion of the city's workers.**

As of 2019, nearly 20,000 workers left the city daily to commute to other places. **Denver makes up the largest portion of where Littleton's residents are employed, with over 25% of Littleton's workforce working in Denver.** Centennial, Aurora, and Lakewood comprise the next largest portion of the commuting workforce.



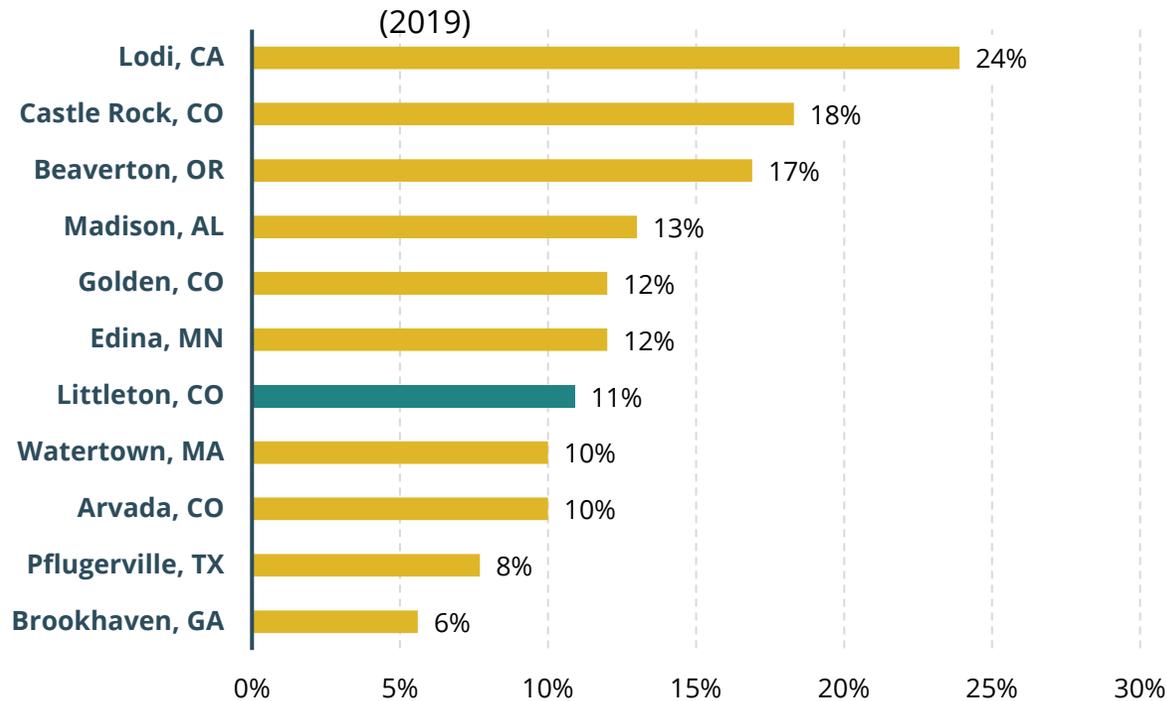
*These data insights reflect pre-pandemic conditions. Commuting patterns will likely shift based on the impact of remote work in the coming years.*

Note: The above data reflects 2019 insights for all job types and is shown agglomerated by municipalities.  
Source: On the Map, US Census Bureau

Economic Conditions

# Living and Working in Littleton

## Share of Residents Whose Job is Located in their City



*Lodi, California, and Castle Rock, Colorado, are farther out from the downtown urban core of their metro areas than many of the other cohort communities — longer commute times factor into the higher shares of residents who live and work in their city.*



## Impact of Remote Work

Nationally, in-person office activity averaged less than 50% than pre-pandemic conditions across ten leading metro areas in May 2023, highlighting the continued effects of hybrid and remote work patterns in downtown commercial districts as more people work in their homes.

Before the pandemic, approximately 11% of Littleton's residents worked in the city. These figures are likely even higher nowadays when accounting for hybrid and remote work patterns. While relatively on par with its cohort communities, strengthening this share can benefit the city economically. Similarly, remote and hybrid workers living in Littleton bring increased spending capacity to the city's businesses as spending patterns remain closer when people work from home.

Note: The above data reflects 2019 insights for all job types. In-person office occupancy data is provided through Kastle, a leading key fob and security company that manages commercial office buildings nationwide.  
Source: On the Map, US Census Bureau, Kastle

# The Littleton Market

This market snapshot highlights key metrics that articulate commercial real estate conditions. These metrics include overall supply and inventory, rent trends, vacancy trends, and net absorption.

**Overall, Littleton offers more affordable real estate options within the larger region,** with lower retail and office but slightly higher vacancy rates for those two sectors. Littleton's predominately Class B and C spaces and older inventory contribute to these lower rates.

**Multifamily rents are slightly above the region, but vacancy rates are lower,** indicating strong demand for multifamily housing.

Industrial vacancy rates are extremely low in the city, significantly below the region, and rents are much higher, indicating strong demand for industrial inventory in the city.

## Littleton's Commercial Real Estate Supply



**6.6 million SF Office**



**12,580+ units Multifamily Rental**



**13.1 million SF Retail**



**3.9 million SF Industrial**

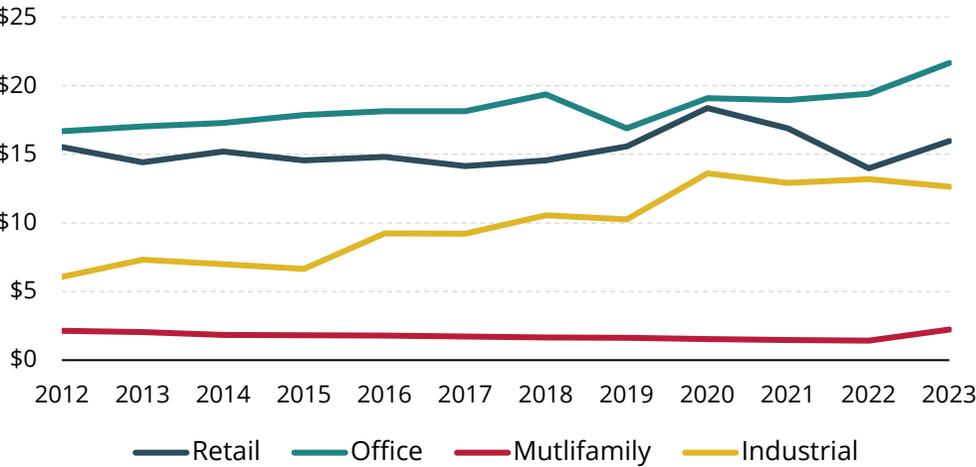


# The Littleton Market Insights

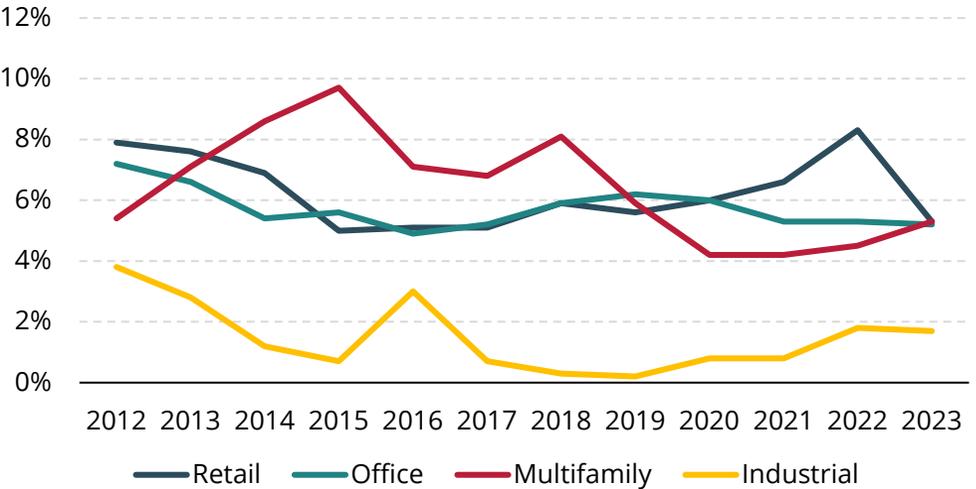
**Over the past five years, Littleton has seen relatively stable commercial rents.** Retail rents declined slightly from 2020 and the Covid-19 pandemic. Multifamily rents have also exhibited a slight decline. Industrial rents have been more stable in that time, slightly increasing since 2017. **Overall vacancy rates have been relatively stable over the past five years, with retail demonstrating the most volatility.** Industrial vacancy has remained low since 2012, and multifamily vacancy rates tend to increase when new supply comes to the market. Retail and office vacancies have remained around six to eight percent since 2012.

Q1 2023	Rent		Vacancy		Annual Net Absorption	
	Littleton	MSA	Littleton	MSA	Littleton	MSA
<b>Retail</b>	<b>\$15.96</b>	\$19.87	<b>5.3%</b>	4.0%	<b>33,059 SF</b>	409,054 SF
<b>Office</b>	<b>\$21.66</b>	\$24.31	<b>5.2%</b>	15.2%	<b>3,645 SF</b>	-1,078,337 SF
<b>Multifamily</b>	<b>\$2.22</b>	\$2.10	<b>5.3%</b>	6.6%	<b>352,126 SF</b>	2,337,720 SF
<b>Industrial</b>	<b>\$12.63</b>	\$9.55	<b>1.7%</b>	6.4%	<b>44,749 SF</b>	374,801 SF

Rent Trends (2012-2023)



Vacancy Rate Trends (2012-2023)



Note: MSA refers to the Denver MSA. Retail rent reflects NNN rents including direct and sublet rents. Data reflects both direct and sublet vacancy. Trend data reflects annual Q1 data. Source: Costar (2023)

# Further Retail Market Insights

**Littleton's retailers not only play a key role in the city's tax base but contribute to the city's loved character, amenities, and atmosphere.**

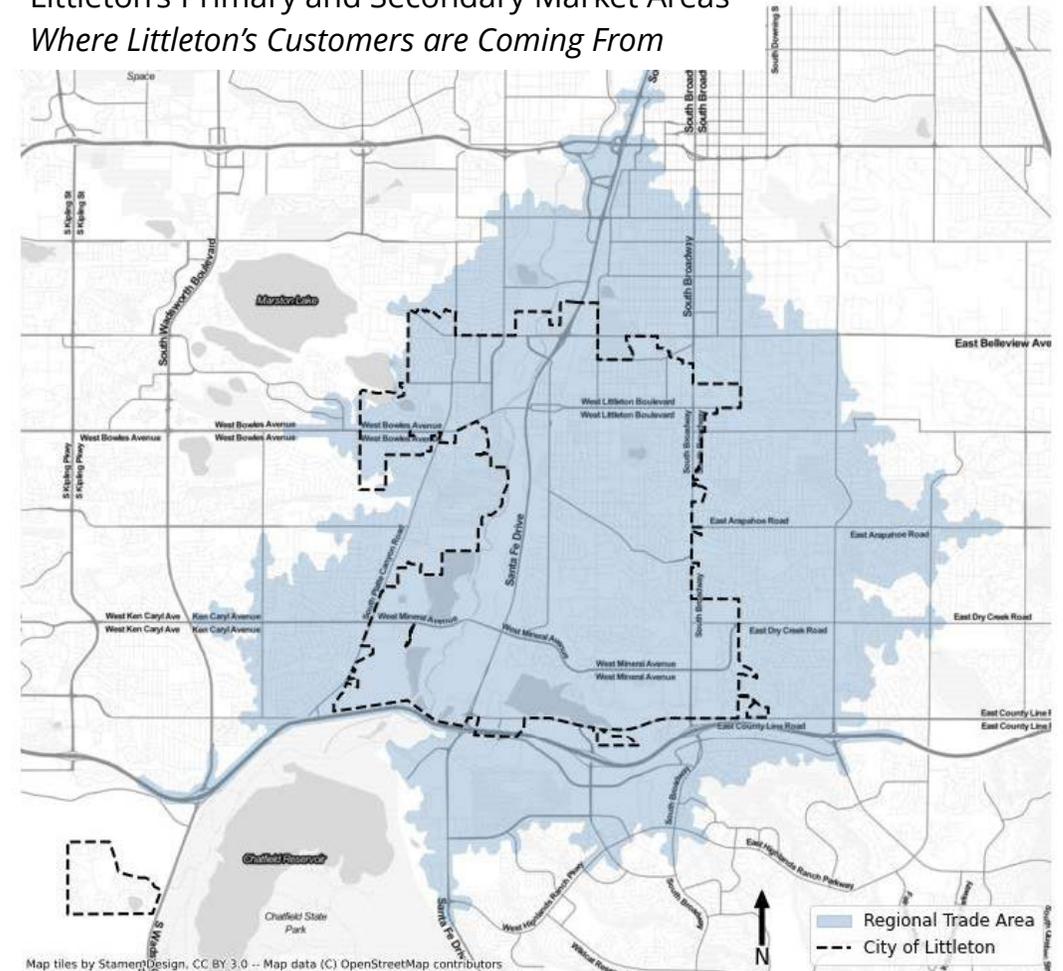
**Littleton residents spend about half of their total retail spending at businesses in the city.** The city's residents spent \$437 million at Littleton's retailers. Opportunities exist to capture additional spending from residents and also continue to bring more visitors as customers for businesses. In 2021, the city elected to increase the sales tax rate, providing Littleton with enhanced fiscal revenue.



*The primary trade area of Littleton's retail businesses is the city boundary of Littleton. The secondary trade area reflects a 10-minute drive from the city, as shown in blue on the adjacent map. Rises in online shopping and delivery services such as Uber Eats and Door Dash affect local shopping and dining preferences and options.*

## Regional Trade Map

Littleton's Primary and Secondary Market Areas  
*Where Littleton's Customers are Coming From*



Recently Completed Studies and Plans

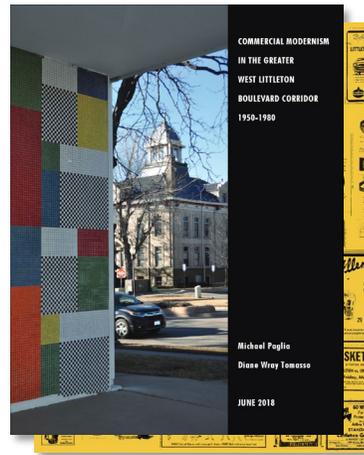
# Identified Economic Development Priorities

## Relevant Studies and Plan

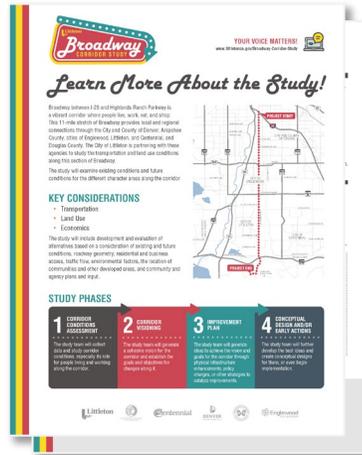
These studies and plans identify key citywide goals and economic development actions and priorities that continue to play an important in economic development decision-making in Littleton.



Envision Littleton Comprehensive Plan (2019)



Commercial Modernism in the Great West Littleton Boulevard Corridor (2018)



Broadway Corridor Study (2023)



Downtown Littleton Plan of Development (2022)

## Additional Efforts Underway

- Downtown Mobility & Streetscape Improvements Plan (2024) is underway, helping to guide city investment decisions for public realm enhancements, mobility, and connectivity in Downtown Littleton.
- Retail and Mixed-Use Market Analysis (2023) explores citywide retail and mixed-use development conditions and opportunities to help inform future strategies for development.

# Envision Littleton

## Established Economy and Tax Base Goals

**Envision Littleton established the following five goals to continue to improve Littleton's economy and economic development efforts:**

- A focus on the revenue needs of Littleton City government to continue meeting the public service expectations of its residents, businesses, and institutions.
- Continued nurturing of key employment sectors, target industries, and small businesses that expand local job opportunities and contribute to better incomes for those who live and/or work in Littleton.
- Revitalized commercial centers and areas that alleviate obsolete conditions and vacant sites and that meet the contemporary shopping and service needs of Littleton residents and visitors.
- Provision of resources, services, and a conducive regulatory environment to help businesses of all sizes develop and grow.
- A commitment to education at all levels that meets the workforce needs of area businesses.

### Citywide Guiding Principles Established in Envision Littleton:



Remain **ANCHORED** by a firm belief among its residents and leaders of what makes this a truly special place.



Continue to be **AUTHENTIC** and comfortable for both residents and guests.



Be an increasingly **CONNECTED** and accessible place.



Always be a community of **ACTIVE** people who make the most of their city's cultural and natural resource abundance.



Remain **ENGAGED** and civic-minded in all matters affecting the direction and priorities of city government and the community.

# Envision Littleton

## Community Vision

Five years ago, Littleton’s residents echoed these sentiments and the importance of protecting Littleton’s feel. These sentiments continue to reverberate in conversations today.

“I have two sons, one currently of school age, and Littleton schools are some of the best around. Additionally my family and I have enjoyed, even prior to living here, the Downtown Littleton area, trails, Chatfield, basically all that Littleton has to offer. It’s the whole enchilada.”

“Littleton is a great city to live in. It has a nice small-town feel and great amenities, including parks and local shops.”

“The traffic, as is, is unsustainable, in 20 years it will be worse. It has to be addressed.”

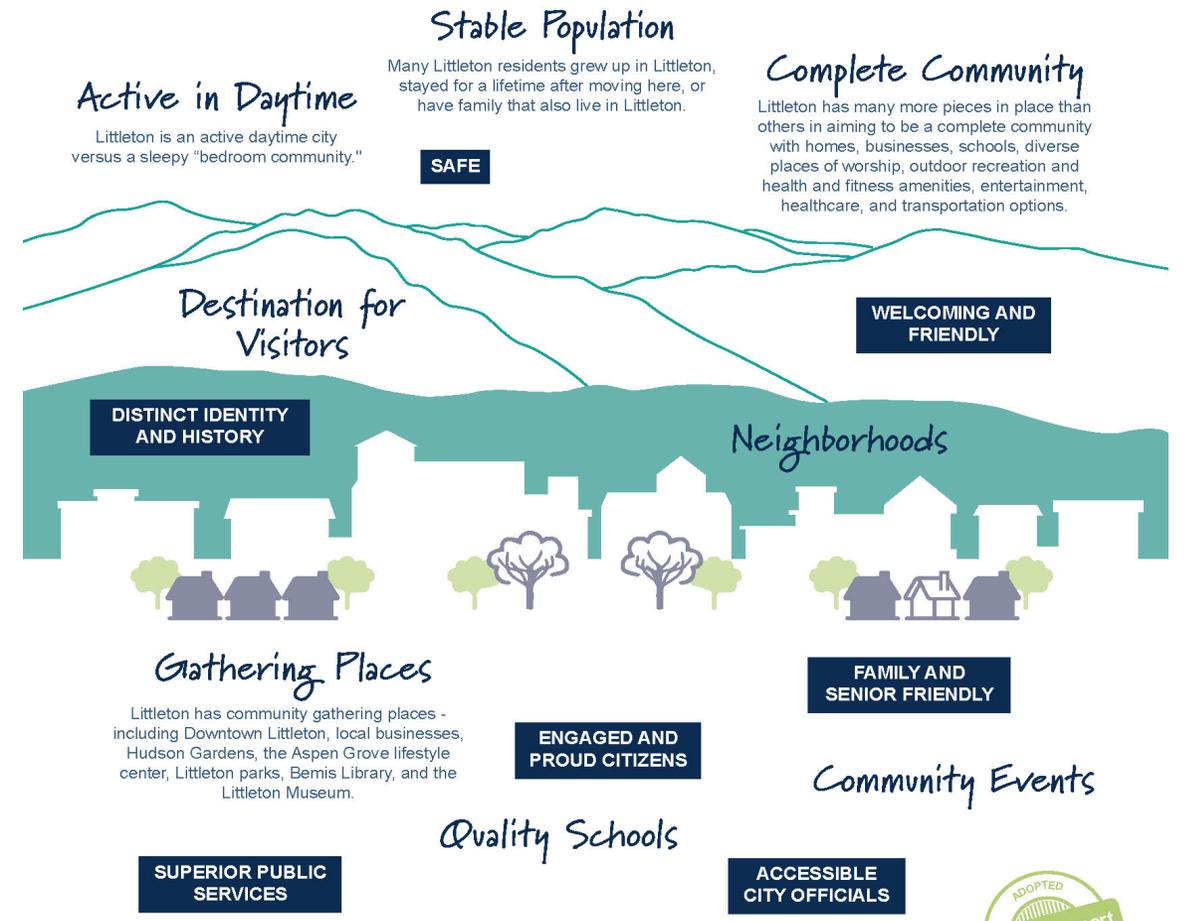
“Crime seems to be going up.”

“Affordability - home prices are making it tough to attract new residents, especially younger working professionals.”

“Littleton is a special place in the greater Denver Metro area. It has maintained its history in terms of community that is reflected in parks, common areas, buildings, walkability, friendliness, etc.”

“I could think of no other city I would wish to live.”

Quotes from Envision survey respondents.



# Downtown Littleton

## A New Model for Enhancing Downtown

**Littleton is launching a Downtown Development Authority (DDA) to support, enhance, and improve Downtown Littleton.** This effort, underway for the past few years, builds upon extensive community engagement and studies to identify and prioritize goals to enhance Downtown Littleton's economic vitality, character, and experience.

### Big Ideas Identified Through Community and Business Engagement



1 Design the next generation of Main Street to benefit and enhance downtown for years to come.



3 Enhance connections to downtown that make it intuitive and pleasant to walk and bike.



5 Increase the amount of events and entertainment options downtown.



2 Create a downtown that is a wonderful place to visit and an excellent place to do business.



4 Manage parking in a way that makes it convenient and easy to park while educating people about parking options.



6 Increase the sense of safety downtown by providing more family-friendly options, activation, lighting, and security.

The DDA's Plan of Development, completed in 2022, offers five **core goals for the DDA** to accomplish the community's big ideas for Downtown, including:

- Beautiful and Welcoming
- Well-Connected
- Improved Parking Experience
- Clean & Safe
- Business-Friendly and Vibrant

# Mid Mod Mile

## Historic Preservation Meets Brand Identity

**West Littleton Boulevard, commonly celebrated as Mid Mod Mile, brings architectural significance and brand identity to the Littleton community.**

Connecting Broadway with Downtown Littleton, this segment features buildings of renowned and celebrated architects of the Modernism era.

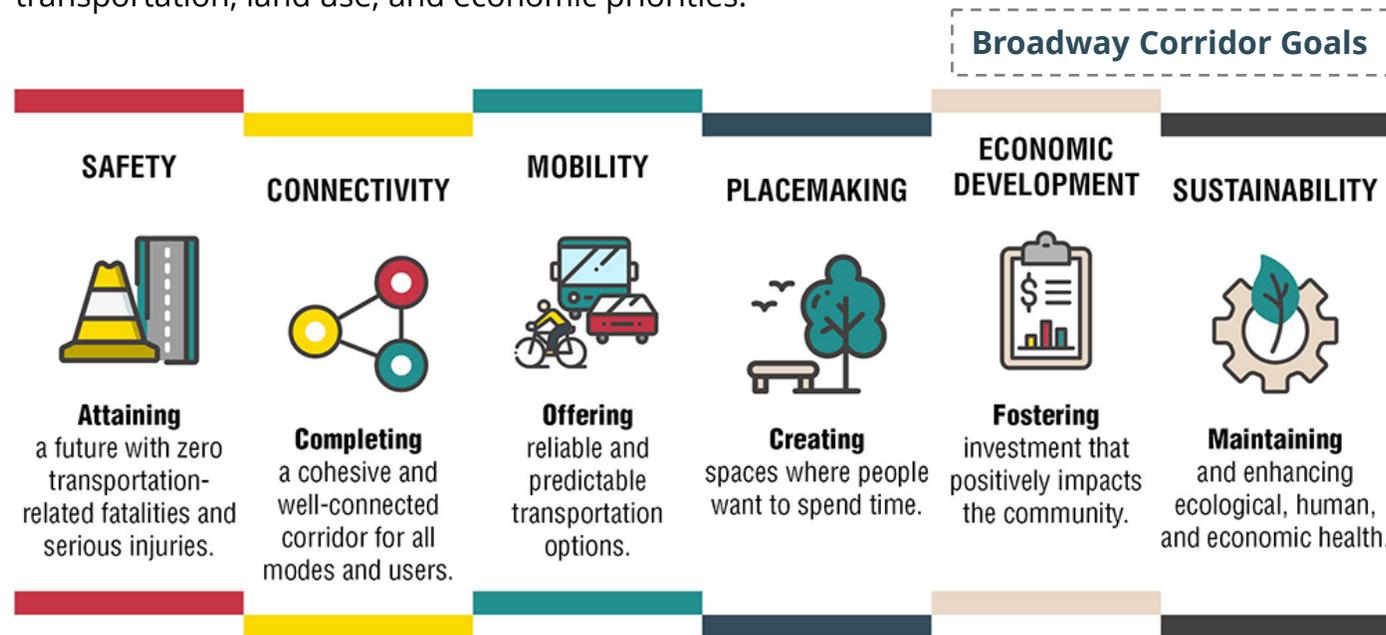
Historic assets, such as Mid Mod Mile, enhance the cultural identity and fabric of communities and can be distinguishing characteristics of places. Littleton's commitment to preserving the architectural conditions of Mid Mod Mile and sharing its significance can continue to broaden economic development efforts in the area.



# Broadway Corridor

## A Regional Corridor

The cities of Littleton, Englewood, Centennial, Denver, and Arapahoe, Douglas, and Denver Counties are partnering to strengthen the vibrancy, mobility, and connectivity of the Broadway Corridor. After establishing a collaborative plan in 2023, these regional partners will implement a series of changes that reflect transportation, land use, and economic priorities.



The Broadway Corridor efforts will influence Littleton's key economic areas, including Downtown Littleton and South Park..

Source: Broadway Corridor Study; City of Littleton. Note, the Broadway Corridor Study is currently underway with anticipated 2023 completion. The identified goals reflect study progress to date. Graphics directly taken from the Broadway Corridor Study.

# Moving Forward

## Planning for the Future of Littleton's Economy

The city's Comprehensive Economic Development Strategy (CEDS) will position the city on its continued path of economic diversity, resiliency, and a vibrant economy that allows people of all backgrounds to live, work, play, and visit Littleton.



**For more information about Littleton's CEDS process, please visit:**

<https://lab2.future-iq.com/littleton-colorado-comprehensive-economic-development-strategic-plan-project/>

**For additional information about Littleton's Economic Development efforts and resources, contact:**

Economic Development Department

[economicdev@littletongov.org](mailto:economicdev@littletongov.org)

Littleton Center

2255 W. Berry Avenue | Littleton, CO 80120

(303) 734-8094

<https://www.littletonco.gov/Business/Economic-Development>

