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Broomfield. . .

today and tomorrow



In its attempt to put together a balanced picture of the city's growth, ENTERPRISE 2 talked to representatives of area banks and with the Chamber of Commerce, whose primary concern is with the commercial and industrial development of the city. Their opinions form the basis for the conclusions drawn in the following story.

In the Spring of 1957 the city of Broomfield was in its economic infancy. It was a small bedroom community conceived and executed by a private developer - Turnpike Land Company. It had no commercial area save the Empire Savings Bank, which still stands at its original location on Midway Boulevard. The shopping center had not been built and there was no occupied office space. Residents, then numbering approximately 1800, shopped and worked outside the city. There was no mail delivery and, at that time, no formal plan for incorporation as a first class city.

Twenty-two years have passed and the events foreseen by Broomfield's original developers have come to pass. Like a child, moving through life's stages, the city is getting ready to leave puberty and move on toward adulthood. The old homes that have served as offices for many businessmen will be vacated in the next

twenty years to fall to the wrecker's ball. New office complexes will replace them, providing space for the services needed to maintain a healthy and growing commercial industrial residential complex.

Traffic patterns will change as other business and residential areas develop around the city. Fields of wheat and broomcorn will become shopping centers. New schools will be built and recreation facilities will be improved and expanded.

The City of Broomfield, Colorado may be on the threshold of its finest hour as a city. It is appropriate that those who live and work here take time to examine the city as it exists in 1979 and take a look down the road toward the future as it nears the turn into the twenty-first century.

Why would a family want to move to Broomfield? Marvin Owens, President of Broomfield State Bank mused over his coffee. "It's a small, clean, pleasant community," he said. "It has the small town advantages reflected in the feeling of citizens that they are close to their city government. The mayor, the council and most of the city officials are part of neighborhoods they govern." Owens remarked also on the cultural advantage Broomfield citizens enjoy, located as they

are between Denver and Boulder. Extensive modern health care services were also cited as a plus. "The vitality of the community is good," said Owens, adding, "Broomfield is fortunate to have had good city government since its inception. There are those who might debate that, but I feel that by and large planning and zoning have been excellent."

City government was a universal concern of all of those interviewed. Its role in devising a healthy tax structure and its record with regard to dealing with developers and industrial investors were named as things which might possibly be considered problem areas.

Chamber of Commerce Executive Vice President Sherry Collins noted that Broomfield's sales tax is the lowest in the metro area. "I don't think most people know that they can take advantage of the city's 4½ percent tax rate when purchasing things like furniture or appliances which are delivered," she said. Asked whether or not she felt that the sales tax should be a primary source of revenue for the city, she replied, "Absolutely."

Collins observed that the majority of the 8000 industrial workers who come to Broomfield daily live somewhere else.

