



News  
Release

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**FOR IMMEDIATE RELEASE**

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### **North College Marketplace Breaks Ground in Ceremony October 1**

The public and media are invited to attend the groundbreaking ceremony for the North College Marketplace on Thursday, October 1, 2009 at 2:30 p.m. The groundbreaking will occur at the new retail development site, east of North College Avenue, on Willox Lane. Mayor Doug Hutchinson, City Manager Darin Atteberry, and City Council members join City staff, Loveland Commercial, and the North Fort Collins Business Association to kick off the project's development.

The 26-acre shopping center is anchored by a 123,000 square foot grocery store and also includes a bank, liquor store, dry cleaners, hair salon and several restaurants. Lease activity is expected to increase with construction officially underway. North College Marketplace's scheduled opening is spring 2011. The development occurring in Fort Collins's north gateway is welcome news. The Fort Collins Urban Renewal Authority (URA) is providing eight million dollars to fund public infrastructure including road improvements on North College and Willox Lane adjacent to the project and wetlands mitigation and enhancements to the north and east of the project.

The URA is a governing board of the City of Fort Collins that leverages private capital investment, using tax increment financing in private development projects and public improvement projects to improve blighted areas. The Urban Renewal Authority is supporting multiple projects in the area including an office building for the Rocky Mountain Innovation Initiative on Vine Drive and Union Place, a mixed-use project on the northwest corner of Willox.

For more information on the Urban Renewal Authority visit [www.renewfortcollins.com](http://www.renewfortcollins.com).  
To learn more about improvements along North College Avenue, visit [www.fcgov.com/northcollege](http://www.fcgov.com/northcollege).

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