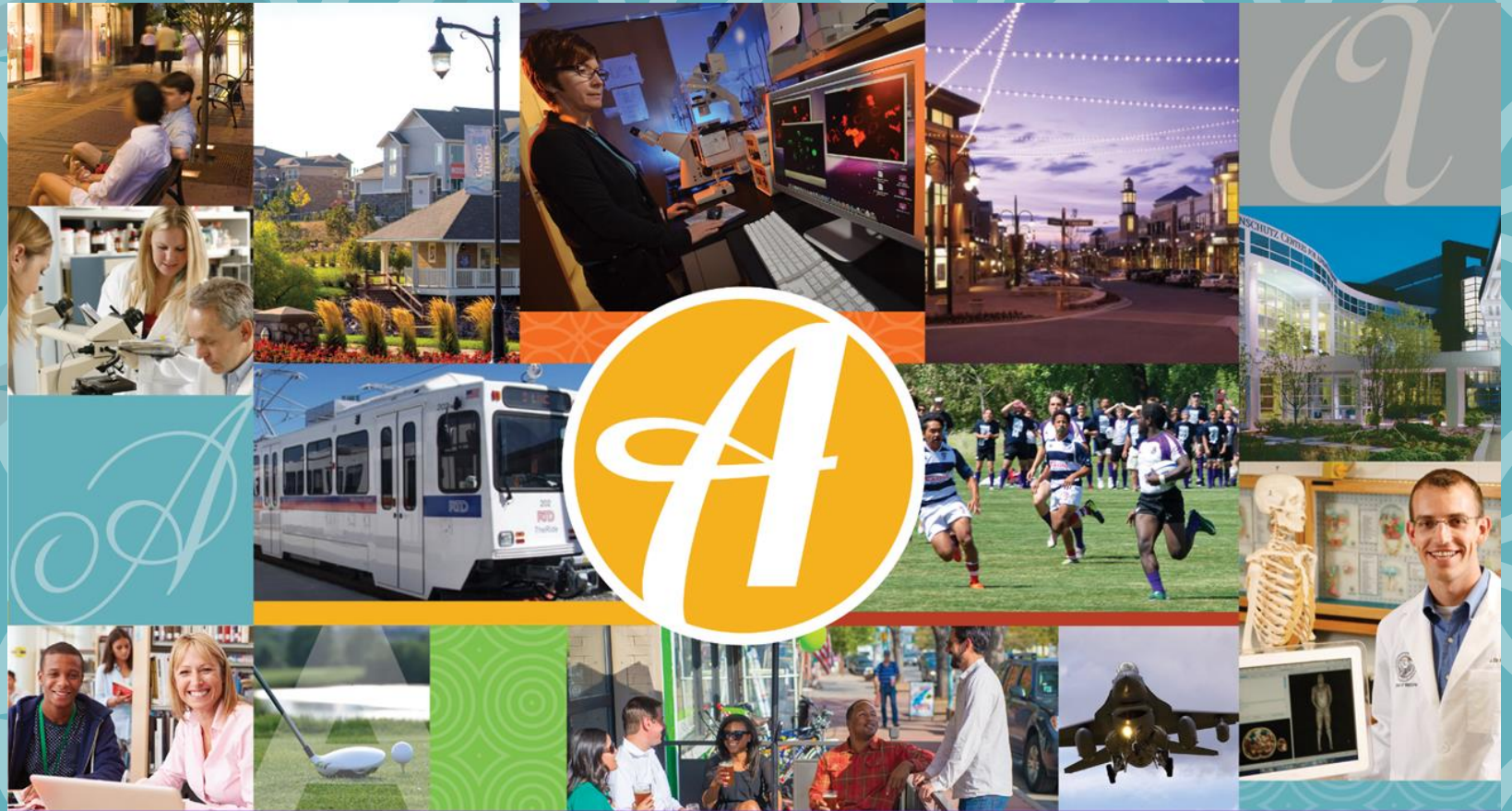


Aurora, Colorado



WORTH DISCOVERING

CALL IT BUZZ. CALL IT PROGRESS. CALL IT THE NEXT BIG THING. People choose to live in Aurora because Colorado's third largest city is accessible, innovative and strong. It is a city that will surprise you. If you think you know Aurora, think again. Aurora is a city worth discovering.



auroraworthdiscovering.com

AURORA

**A City in Transition, Building the
Diverse City of Tomorrow**

AURORA

Aurora is a Large City



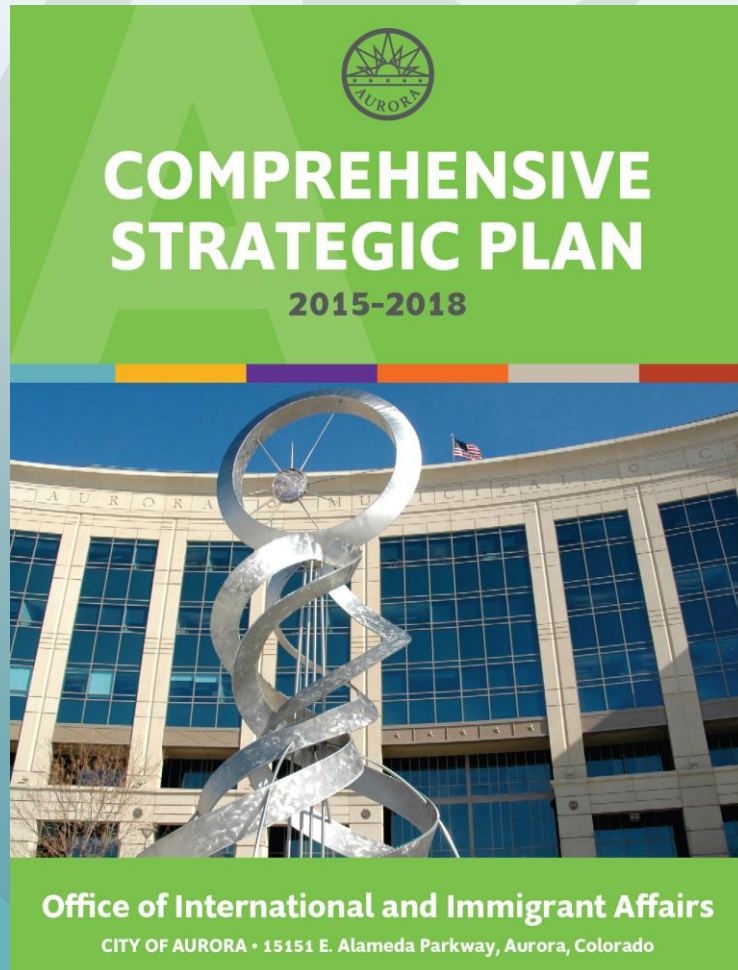
Saint Louis



Pittsburgh

AURORA

Aurora is a Diverse City



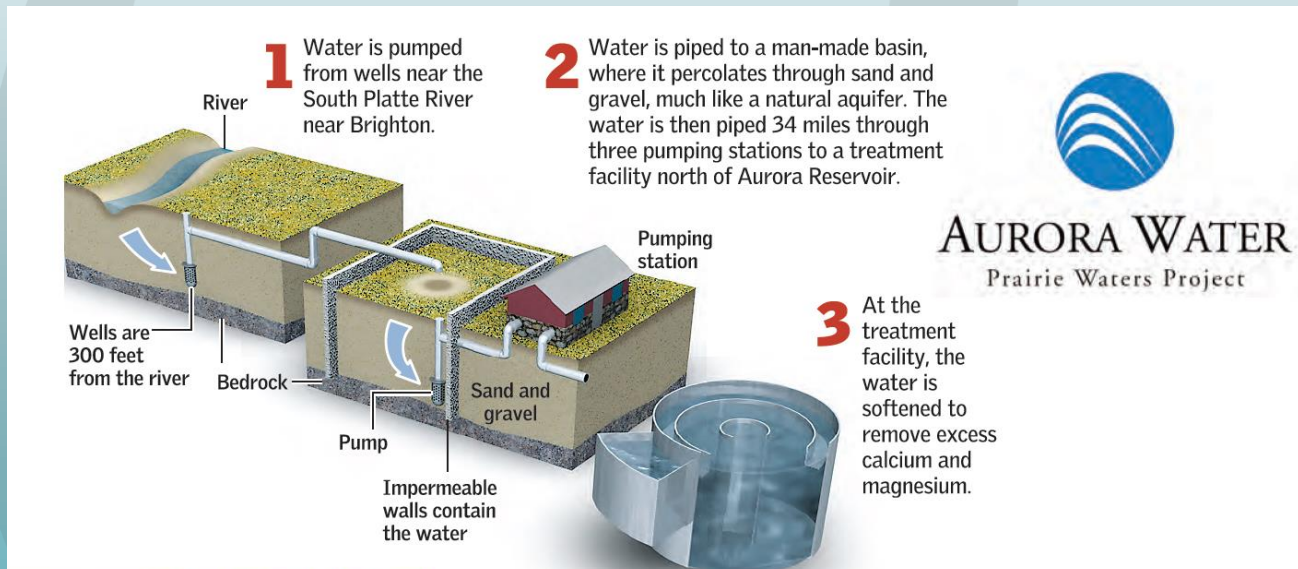
AURORA

Aurora has Large Economic Engines



AURORA

Aurora has Significant Infrastructure Investments



AURORA

More Employees Need to Live in Aurora

- 115,356 people employed in Aurora
- 74% live outside of Aurora

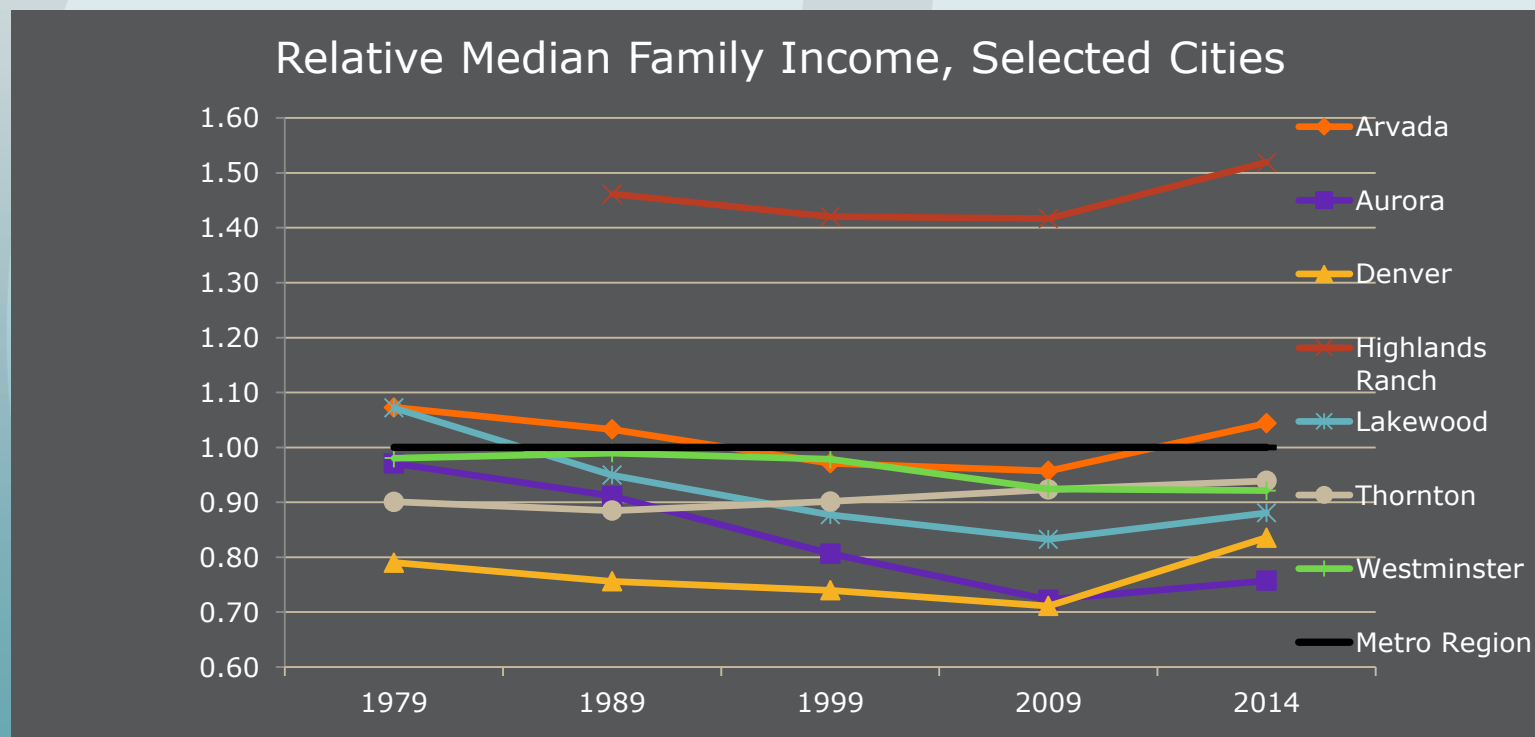
AURORA

Aurora Needs More Diverse Housing and Types of Places



AURORA

Aurora Needs Higher Average Incomes



AURORA

A large, light blue, stylized lowercase letter 'a' that serves as a background logo. It has a thick stroke and a decorative swirl at the top.

Kim Stuart

Director of Communications

City of Aurora

AURORA

MORE ON WHO WE ARE

Year founded – 1891

Population – 353,108 residents (2060 -637,000)

Population rank – 54th largest U.S. city

Total city budget – \$700 million

Largest employers and impact

Anschutz Medical Campus – 22,000

\$5.6 B (Ski Industry \$5.2 B)

Buckley Air Force Base/Aerospace & Defense - 19,000

One-third of Colorado's Aerospace & Defense jobs

Counties – Arapahoe, Adams and Douglas

School districts – Aurora, Cherry Creek, Douglas & Brighton

By the Numbers:



353,108
2014 population –
third-largest city
in Colorado



154.31
Land area in square
miles (400 square km)
– second-largest city
in Colorado



5,435
Elevation, in feet
(1,656 m)

AURORA

WHO WE ARE AND WHERE WE COME FROM

A richly diverse & global community

Median age – 33.2

Racial/Ethnic makeup:

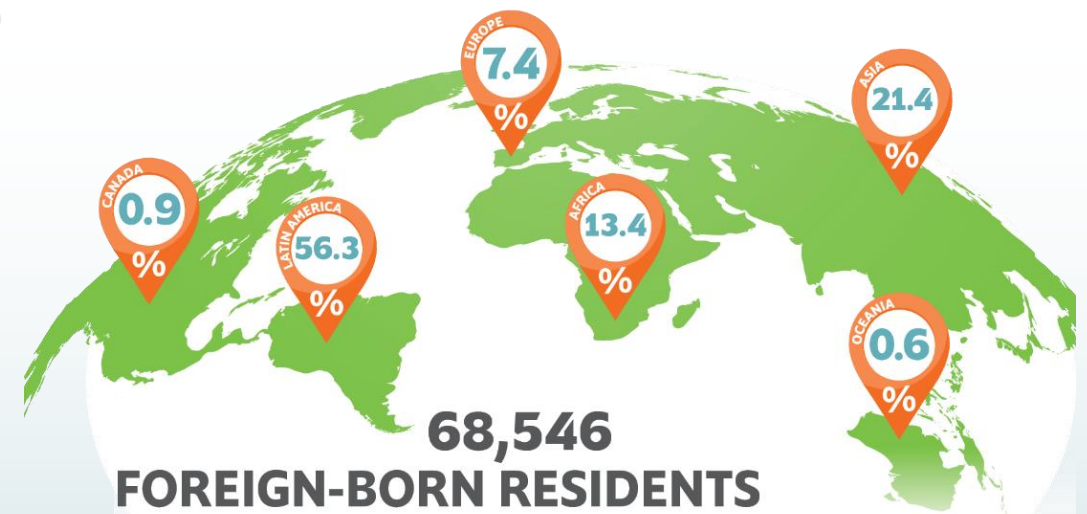
White – 68.5%

Black – 18.6 %

Asian – 6.3%

Other – 6.6%

Hispanic/Latino – 28.9%



68,546
FOREIGN-BORN RESIDENTS

Source: U.S. Census American Community Survey, 2010-14



By the Numbers:

133

Languages spoken by students
in Aurora Public Schools



20.2%

Foreign-born residents

Welcome

32

Countries represented in the Aurora Global Fest
fashion show

AUORA

WHY BRAND A CITY?

Diverse in every way

Build an economically, culturally & physically diverse and sustainable city

Competition to attract

Industry Clusters

Companies and Jobs

Wide Variety of Quality Development

Residents

Visitors

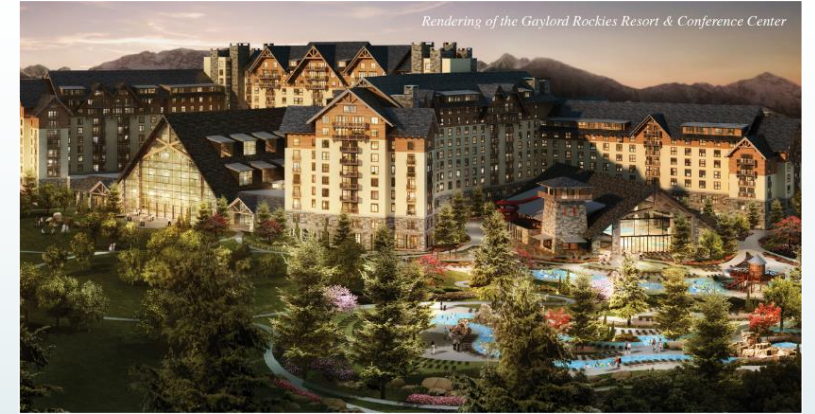
Tell our story and raise awareness

Build a strong city identity

Position for success

Educate on facts

Generate awareness and demand



AUORA RESEARCH HIGHLIGHTS

Bias and misinformation to overcome

Perceptions often don't match reality

Branding & Marketing aimed at raising awareness and informing people about the facts



AURORA BRANDING & MARKETING



Identity

City assets, programs, signage
publications, and collateral
Speeches and communications
City website redesign
City social presence

Market Aurora Partners

City of Aurora
Aurora Economic Development Council

Visit Aurora
Aurora Chamber of Commerce
Anschutz Medical Campus
Fitzsimons Innovation Campus
Stanley Marketplace

Paid Media

Print
Radio
Out of home (transit)
Digital (online/social)

Events

Cherry Arts Festival @ Stanley
The Big Wonderful
Colorado Association of Realtors Conference
Anschutz Campus Block Party
City Signature Events

Education

Employee Training & Engagement
City Leadership Forum
Employee Benefit Fairs
Anschutz Outreach
Realtor/Industry Associations

AURORA REACHING IMPORTANT AUDIENCES

**Young Professionals &
Employees of Large Companies**
Settlers & Spenders

Realtors
Gate Openers

AURORA IMPORTANT AUDIENCES - REALTORS



MAYOR STEVE HOGAN AND THE AURORA CITY COUNCIL WOULD LIKE TO INVITE YOU TO TOUR THE CITY THAT'S CHANGING THE GAME IN METRO AREA REAL ESTATE.

Come see firsthand the transformations taking place in Aurora, and how the city's developments are making Aurora neighborhoods some of the hottest in the nation right now.



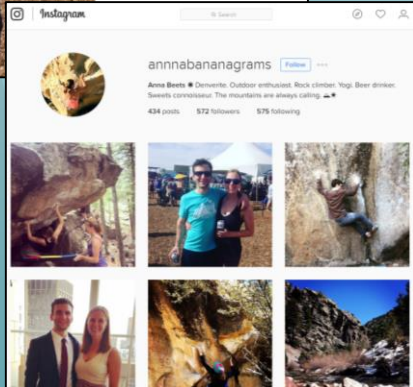
2016 Realtor Tours & Annual Conference

“ I am amazed with the economy and business potential of Aurora.”

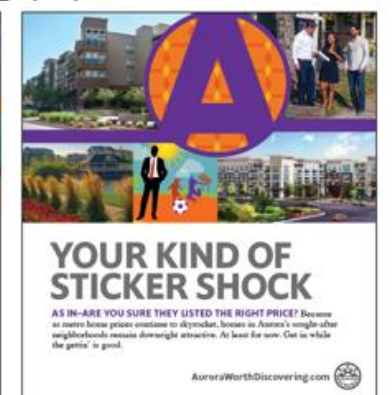
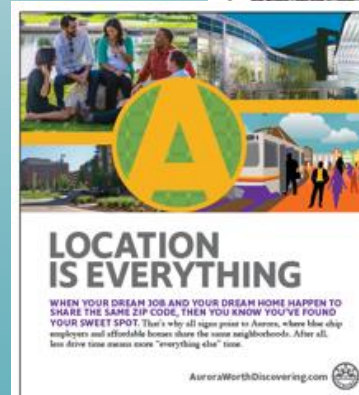
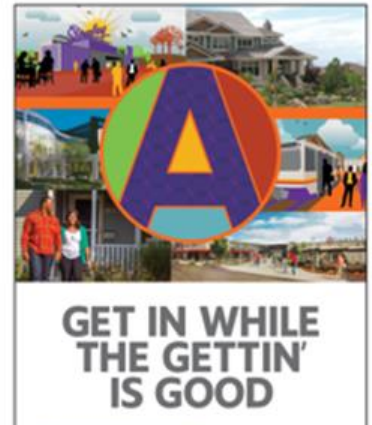
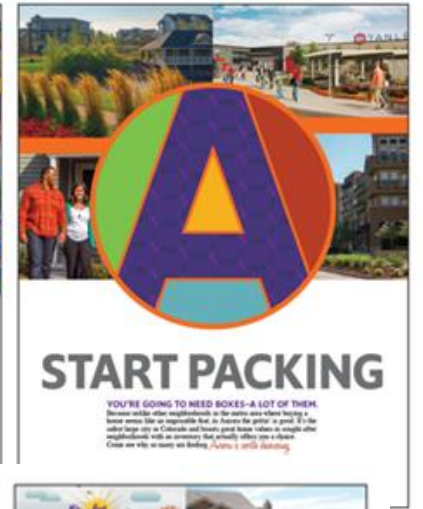
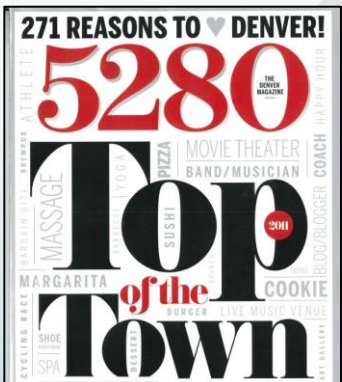
“I was impressed with the foresight and planning that is going into the projects in Aurora.”

AURORA

IMPORTANT AUDIENCES – YOUNG PROFESSIONALS & LARGE COMPANY EMPLOYEES



AURORA PAID ADVERTISING

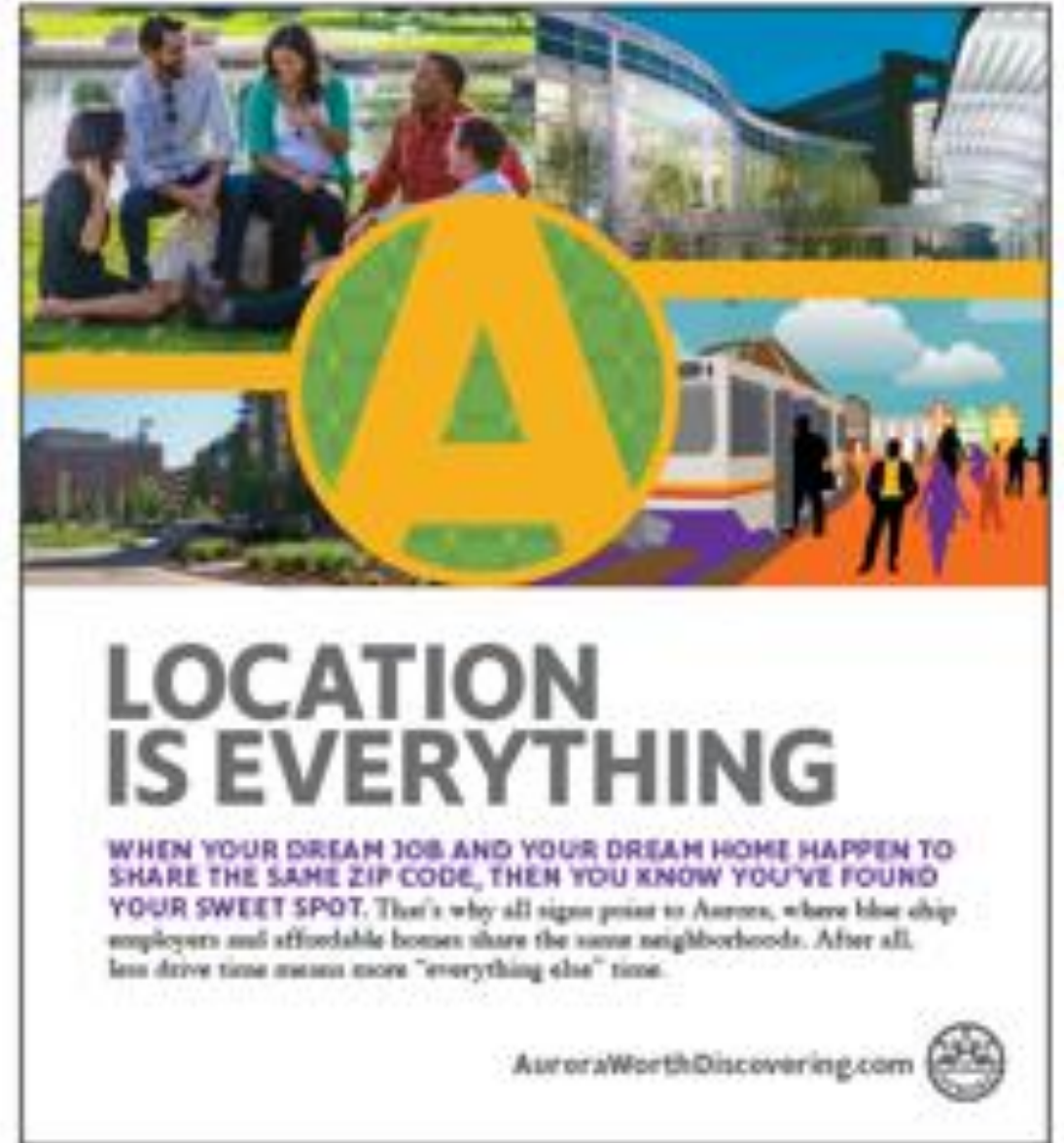


AURORA

Location is everything

When your dream job and your dream home happen to share the same zip code, then you know you've found your sweet spot.


That's why all signs point to Aurora, where blue chip employers and more affordable home share the same neighborhoods. After all, less drive time means more "everything else" time.



LOCATION IS EVERYTHING

WHEN YOUR DREAM JOB AND YOUR DREAM HOME HAPPEN TO SHARE THE SAME ZIP CODE, THEN YOU KNOW YOU'VE FOUND YOUR SWEET SPOT. That's why all signs point to Aurora, where blue chip employers and affordable homes share the same neighborhoods. After all, less drive time means more "everything else" time.

AuroraWorthDiscovering.com



AURORA

Great things are happening in Aurora, but you have to tell people

When we tell our story, people want to be part of our community, which sets the stage for a successful and sustainable future

AURORA

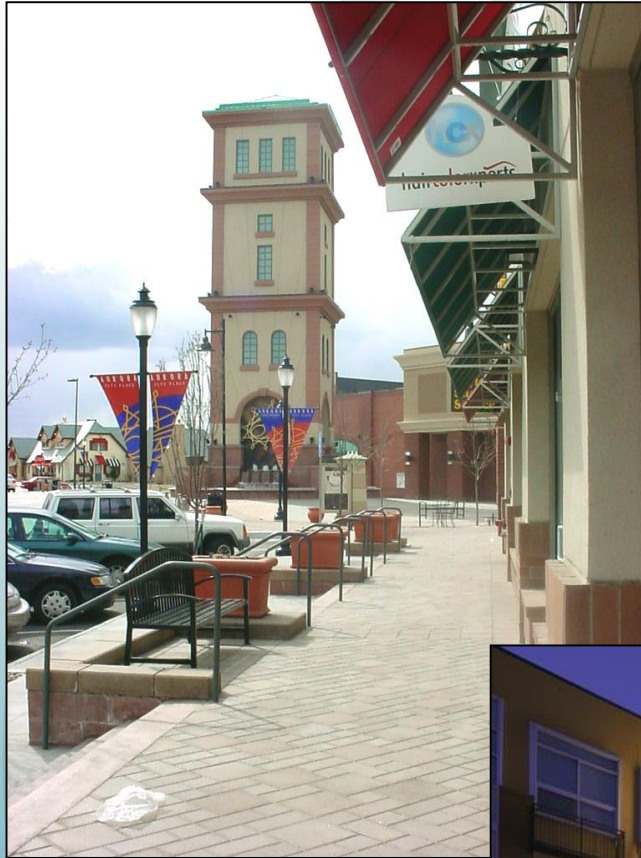
DIVERSITY IN DEVELOPMENT

Andrea Amonick

Manager of Development Services

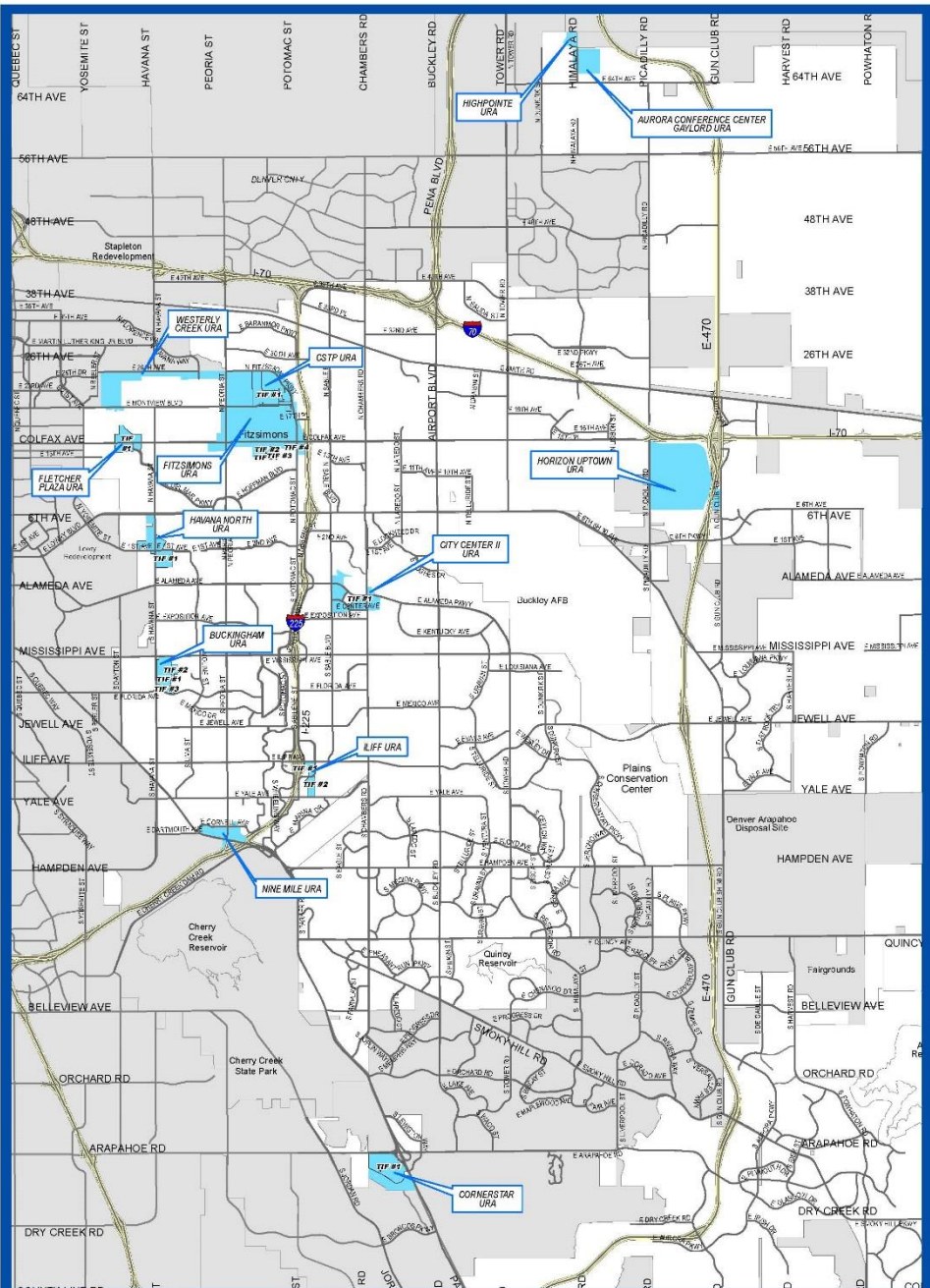
City of Aurora

Stimulating Redevelopment within Targeted Areas

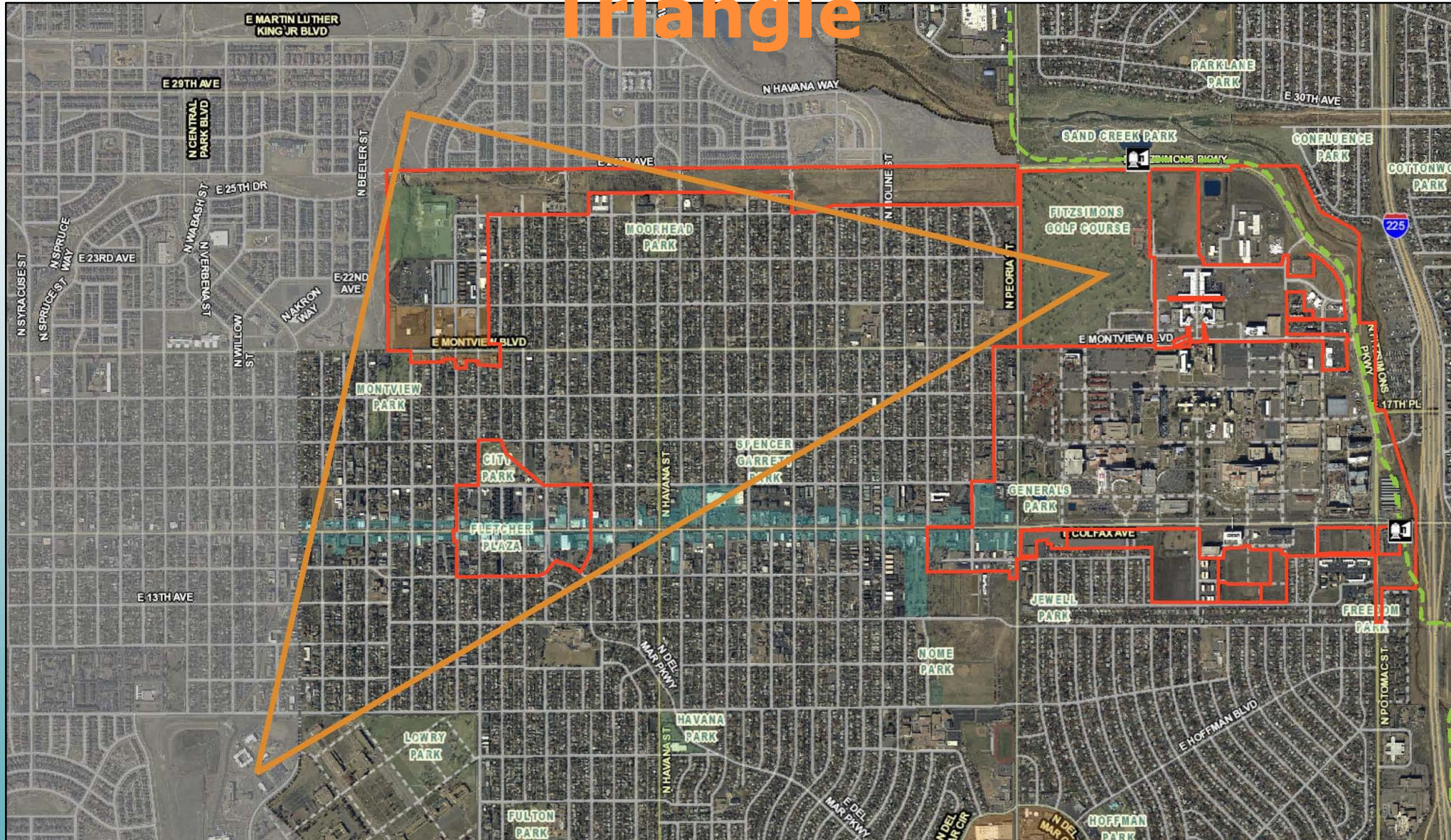


14 Redevelopment Target Areas

- 1) City Center – Sable/Alameda
- 2) Fitzsimons
- 3) Fletcher Plaza
- 4) High Point
- 5) Cornerstar
- 6) Colorado Science + Technology Park
- 7) Buckingham
- 8) Horizon
- 9) Havana North
- 10) Aurora Conference Center
- 11) Westerly Creek Village
- 12) Fitzsimons Boundary Area II – Gateway A & B
- 13) Nine Mile – Plazas 1-4
- 14) Iliff Station



Northwest Aurora Opportunity Triangle



Westerly Creek Village – Stanley Marketplace



- Property purchased in August 2014
- Marketplace concept
- 100,000 square feet of Gross Leasable Area
- Rezoning and Redevelopment (2015)
- Open for Business 2016
- Substantially Complete April 2017

Aurora Cultural Arts District Developments

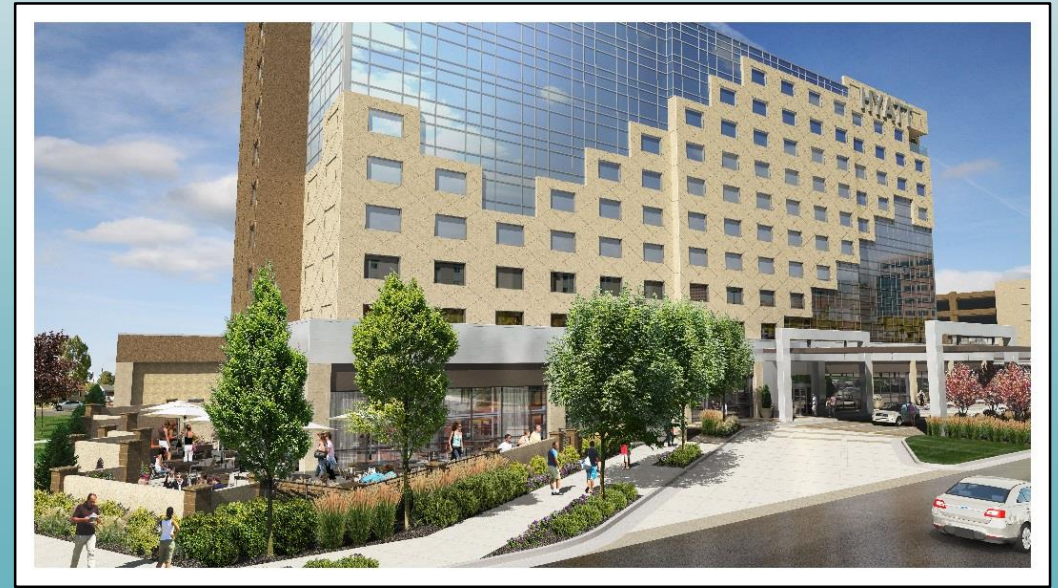
“Unglued”

Florence Square

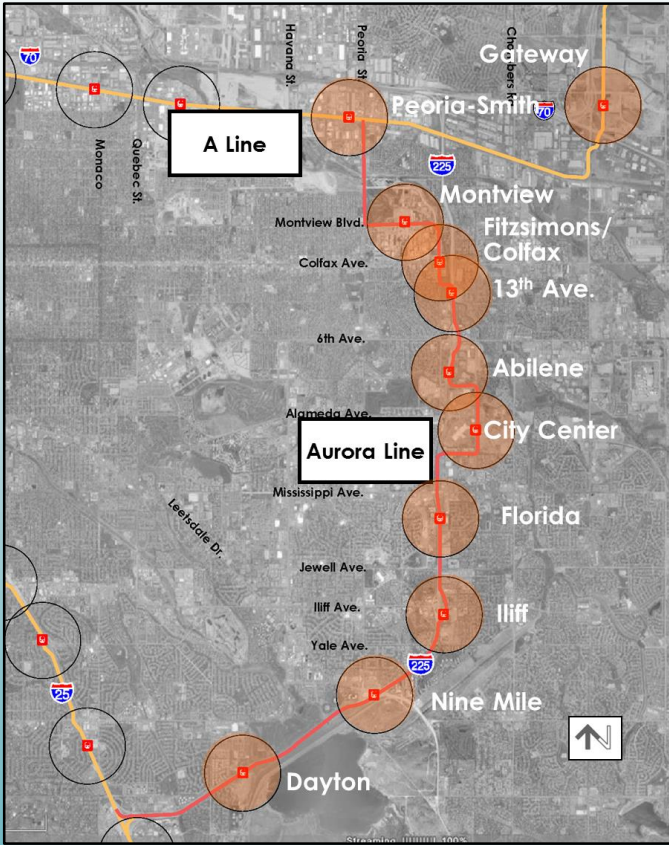


Vintage Theatre

Colfax, Anschutz and the Innovation Campus



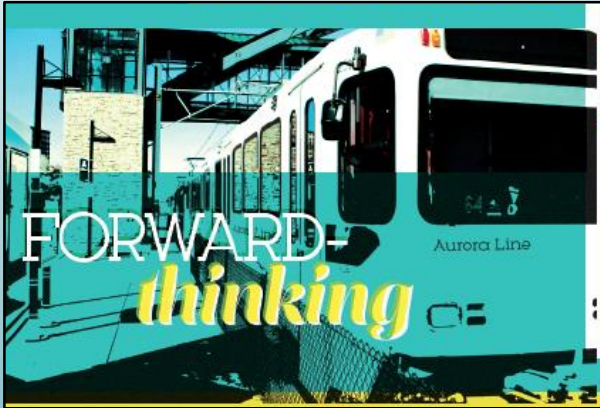
"Aurora Places" Along Light Rail



Community

Aurora Line

urban unexpected.



15 minutes to Downtown Denver

.....

35 minutes to Denver Tech Center

.....

120 minutes to world-class skiing

.....

9 Light Rail transit stations within city limits

.....

15 minutes to Denver International Airport

Redevelopment Areas at TODs

- Five stations in Urban Renewal Areas:
 - Fitzsimons/CSTP
 - Colfax/Fitz II
 - Aurora City Center
 - Iliff
 - Nine Mile
- Transit oriented development (TOD) raises property values.
- Light Rail Open for Business!



TOD Housing: Urban Form and Amenities



- 393 Units of Market-rate rental housing less than ¼ mile from the Colfax Station
- 26,000 square feet of retail renting for over \$35/square foot
- Amenities including saltwater swimming pools and outdoor grilling areas
- Retail includes restaurants, bicycle shop and services.

First Class Retail and Services



City Center – Metro Center and Parkside





Parkside at City Center
NW corner Alameda and Sable



Metro Center Land Uses

City Pointe Metro Center

Aurora, Colorado

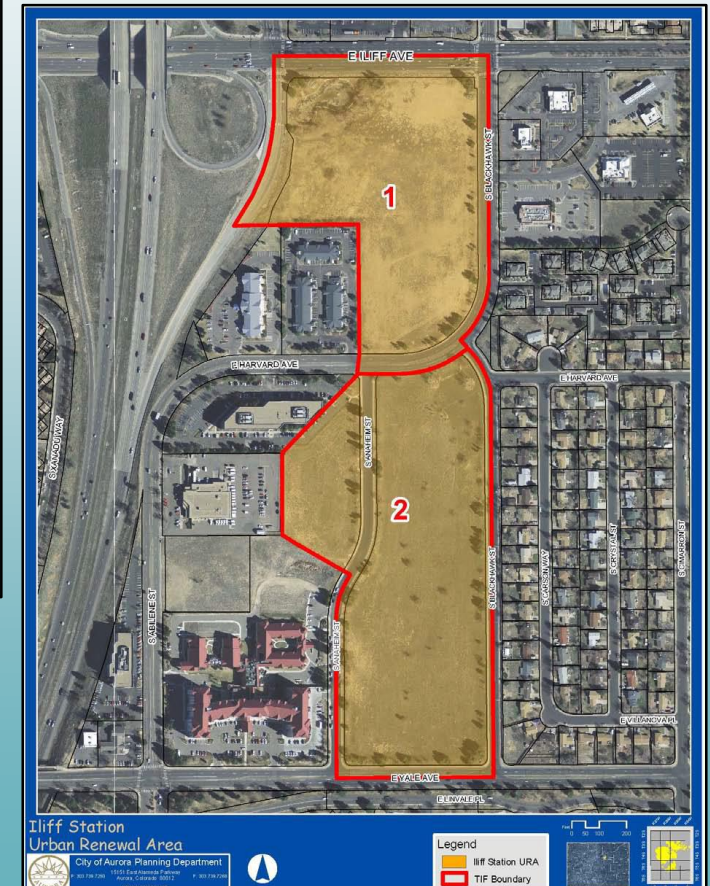
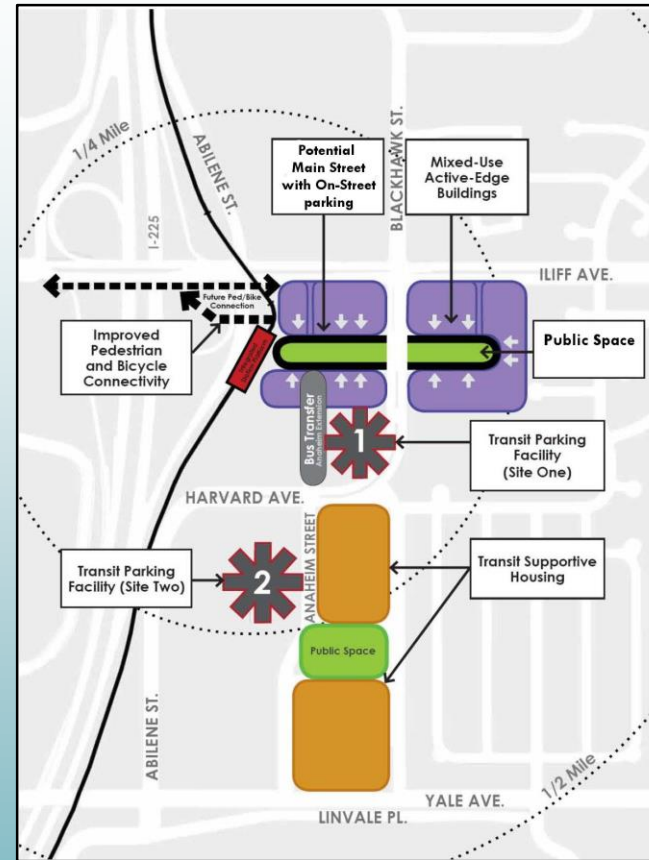


Illustrative Master Plan
2016

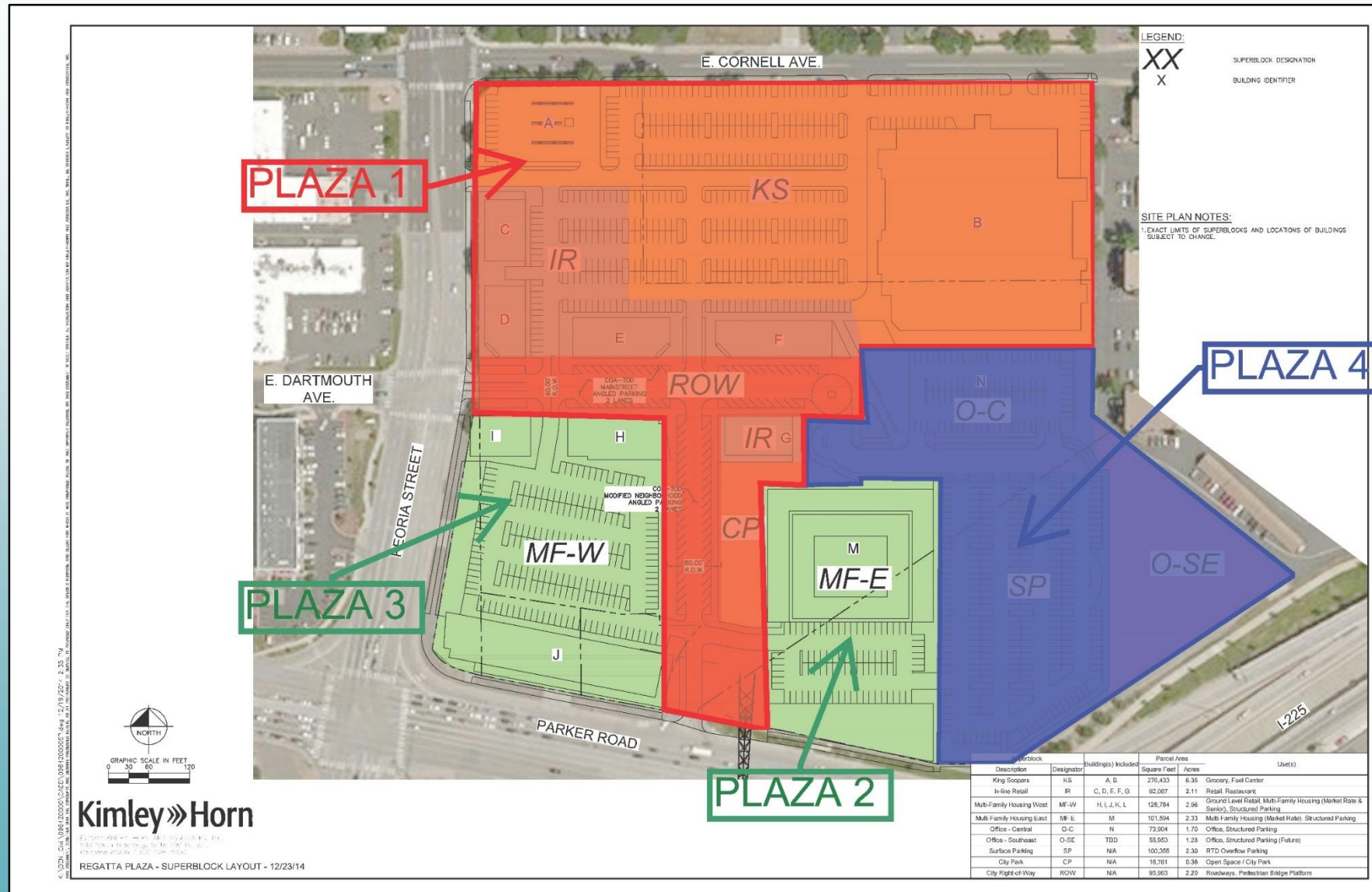


Iliff Station Area

- Urban Renewal Area Approved March 2014
- City constructed a 600 space parking garage
- Housing development for 390 units of housing on southern end of site underway.
- Actively marketing for development of north parcel next to the station. Dense TOD with 60 DU's per acre.



Regatta Redevelopment Proposed Phasing





Building Placement
Main Street Retail
Relocation of Key Bank/Training
Class A and Collaborative Office Space

Character
Varied Occupancy/Uses
Varied Heights with Density
24/7/365 Activity
Streetscape
Landscape



AURORA PLACES

planning tomorrow's city

John Houseal, AICP

Principal | Cofounder

Houseal Lavigne Associates

WHAT IS A COMPREHENSIVE PLAN?

Roadmap for the next 10-20 years

Policy guide for a broad range of topics

Articulation of local aspirations

Context for detailed decision-making

NOT regulatory, though it can inform zoning and development regulations

WHY DO A COMPREHENSIVE PLAN?

Common Community Vision

Coordinated Playbook

Attract Potential Investors

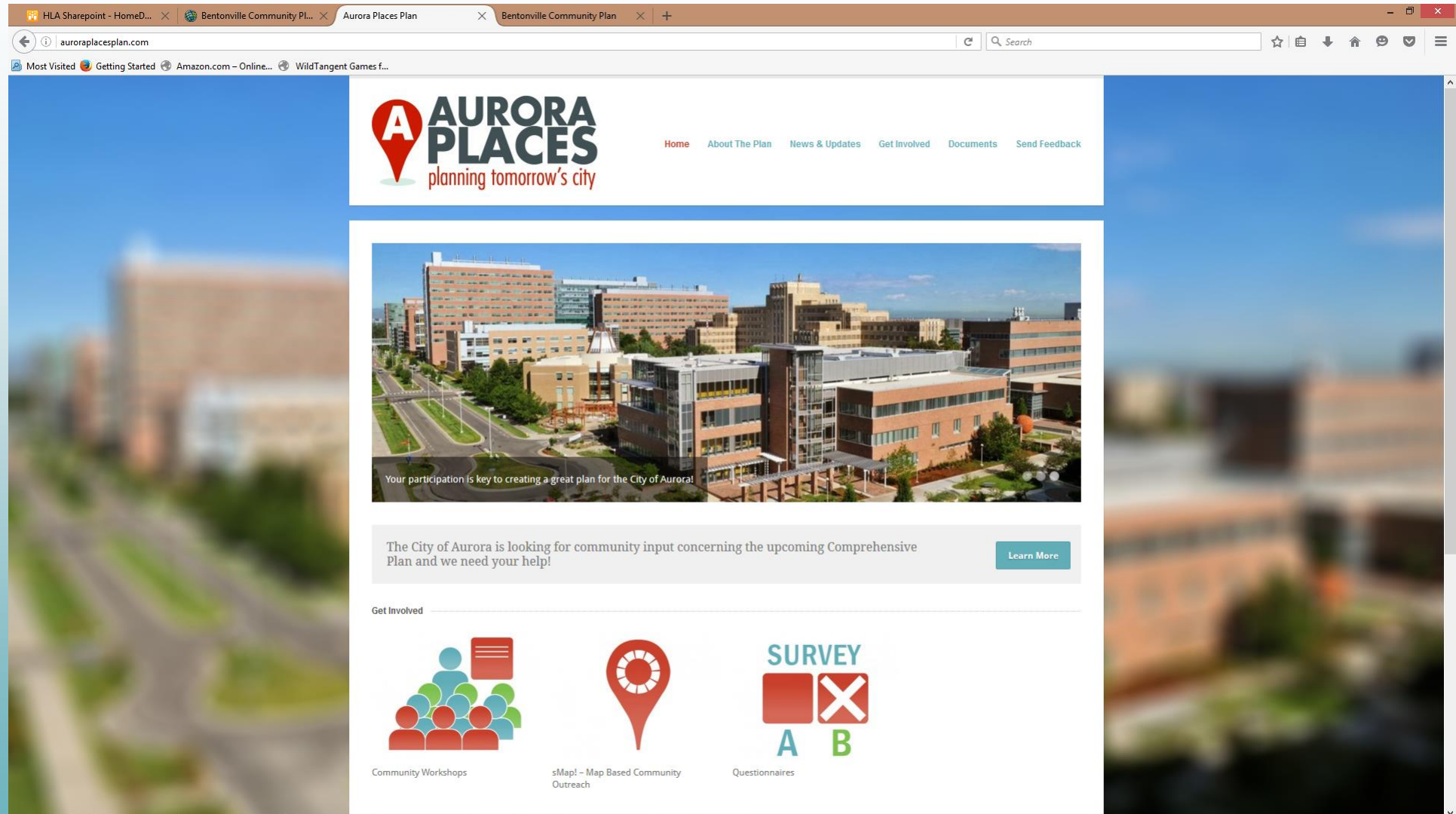
Seek Grant Funding

Plan Municipal Capitol Needs

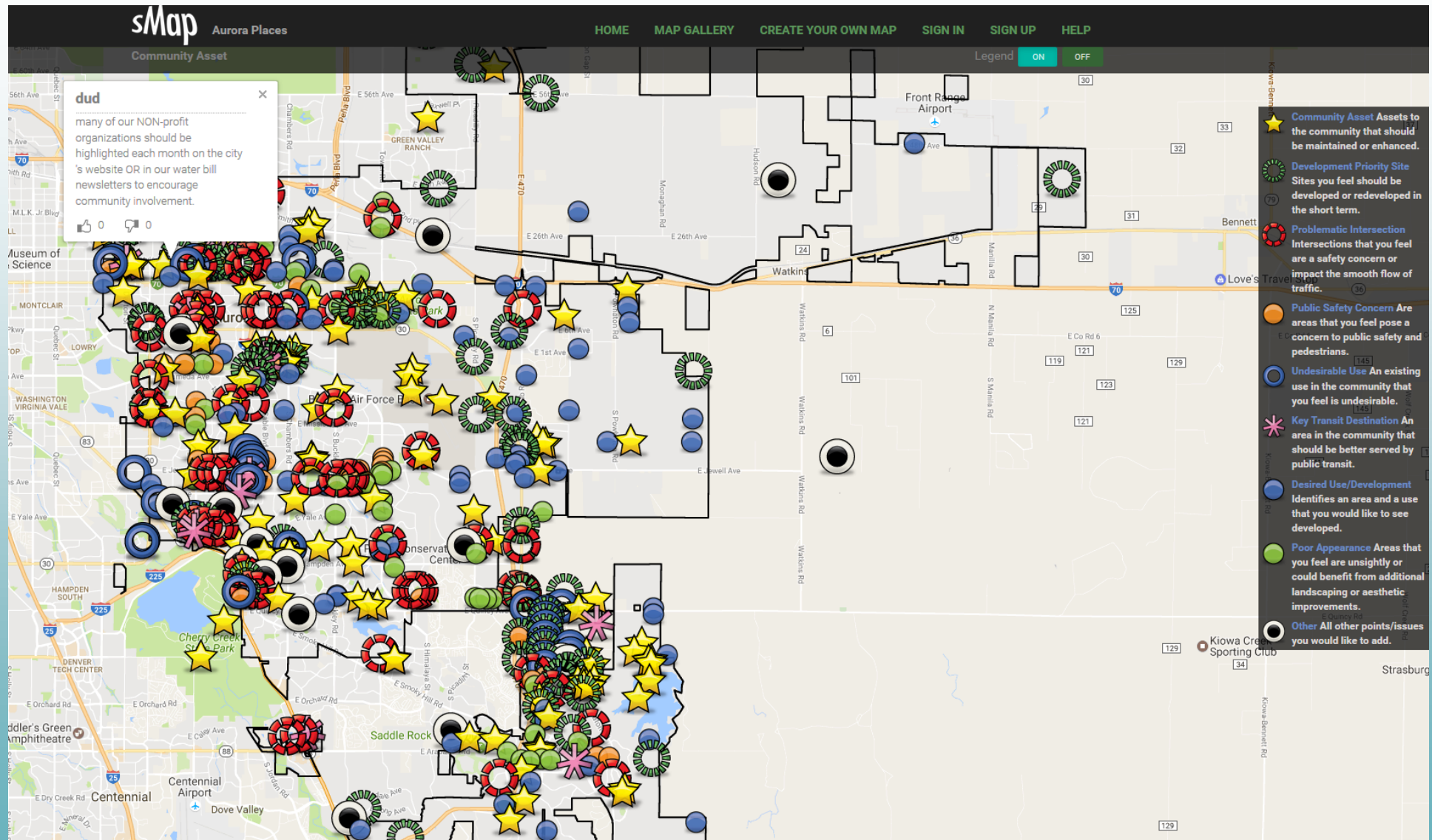
Align Regulations and Policies



www.AuroraPlacesPlan.com

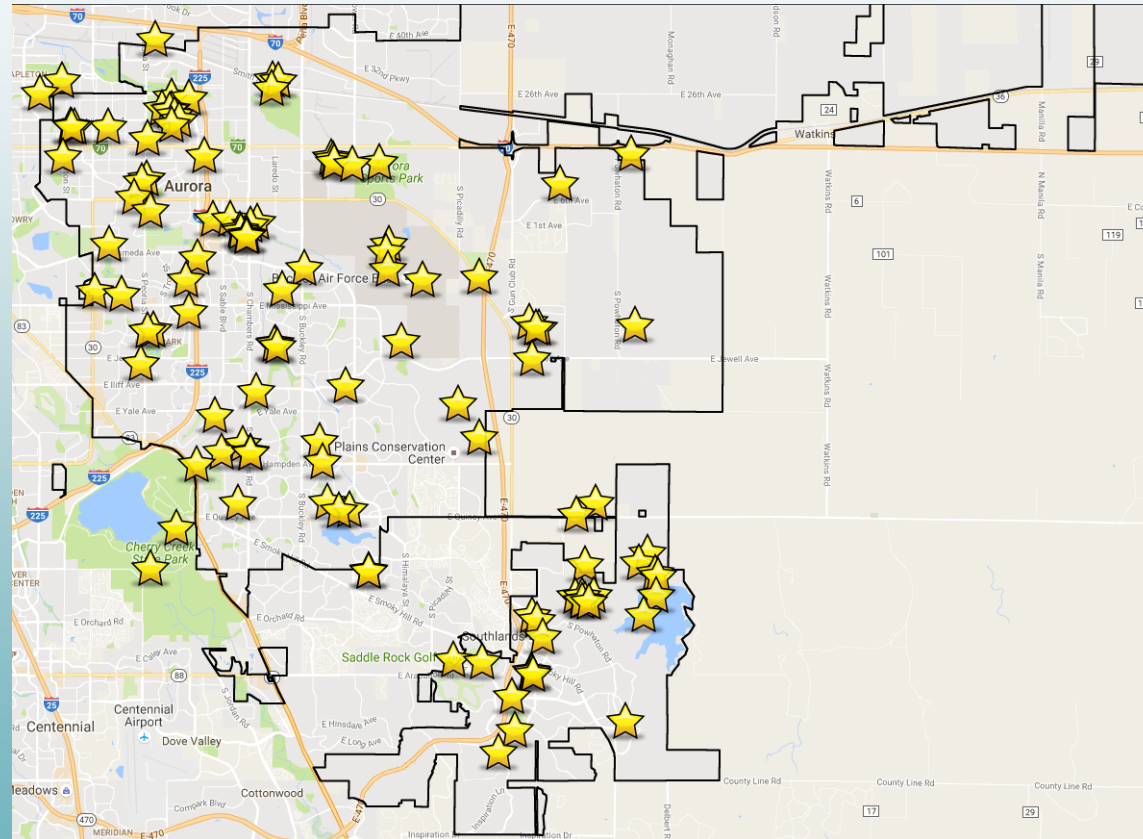


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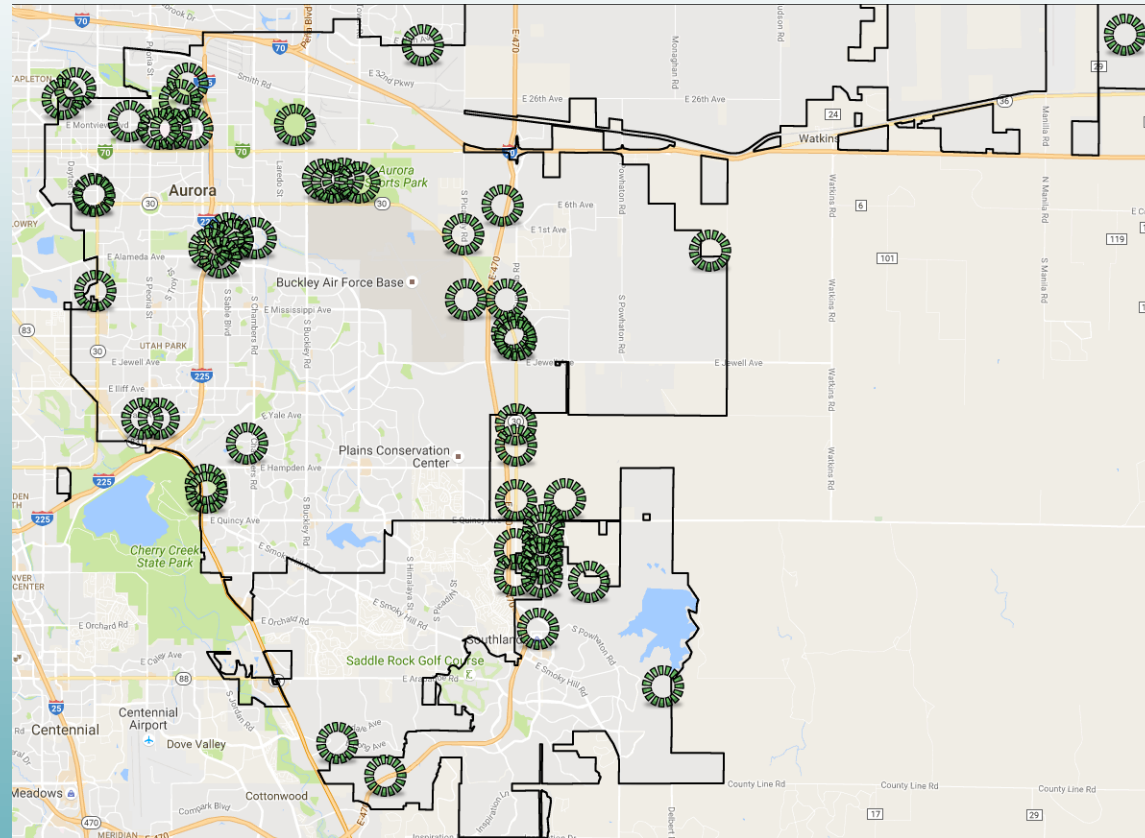
ONLINE SNAPSHOT: SMAP

- Community Assets

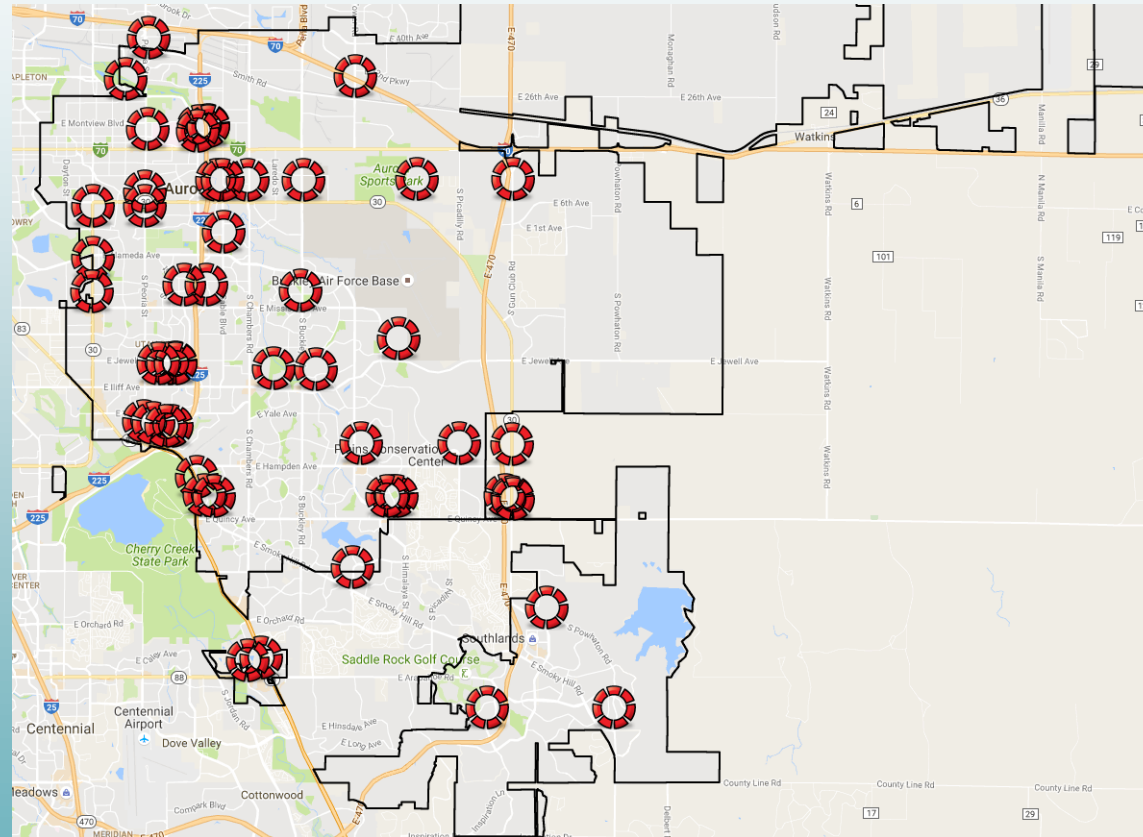


ONLINE SNAPSHOT: SMAP

- Development Priority Site

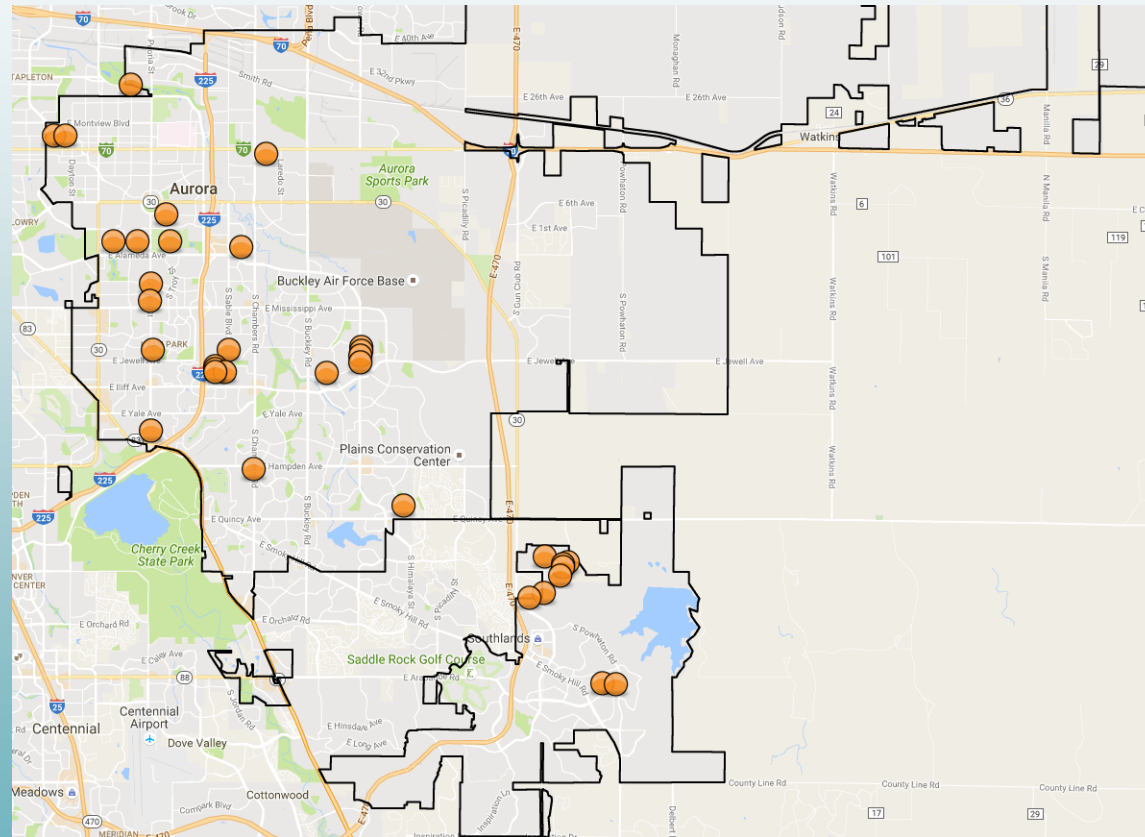


• Problematic Intersection



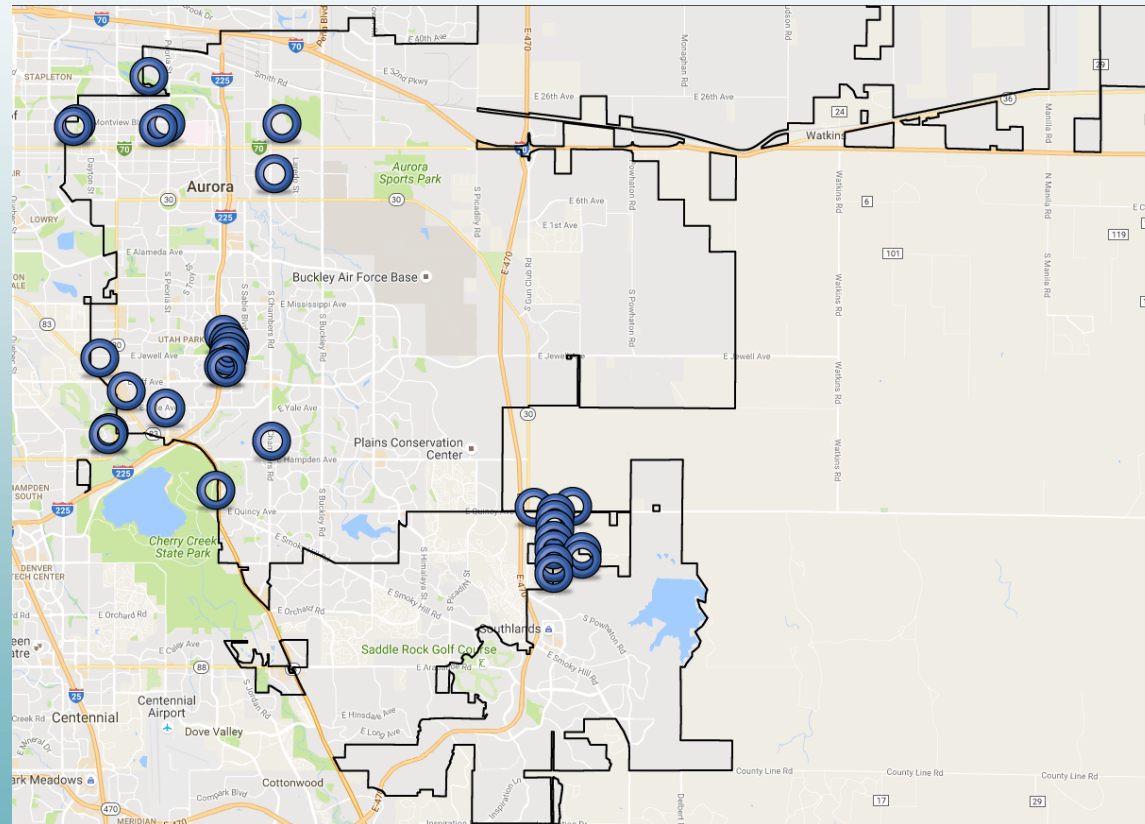
ONLINE SNAPSHOT: SMAP

- Public Safety Concern



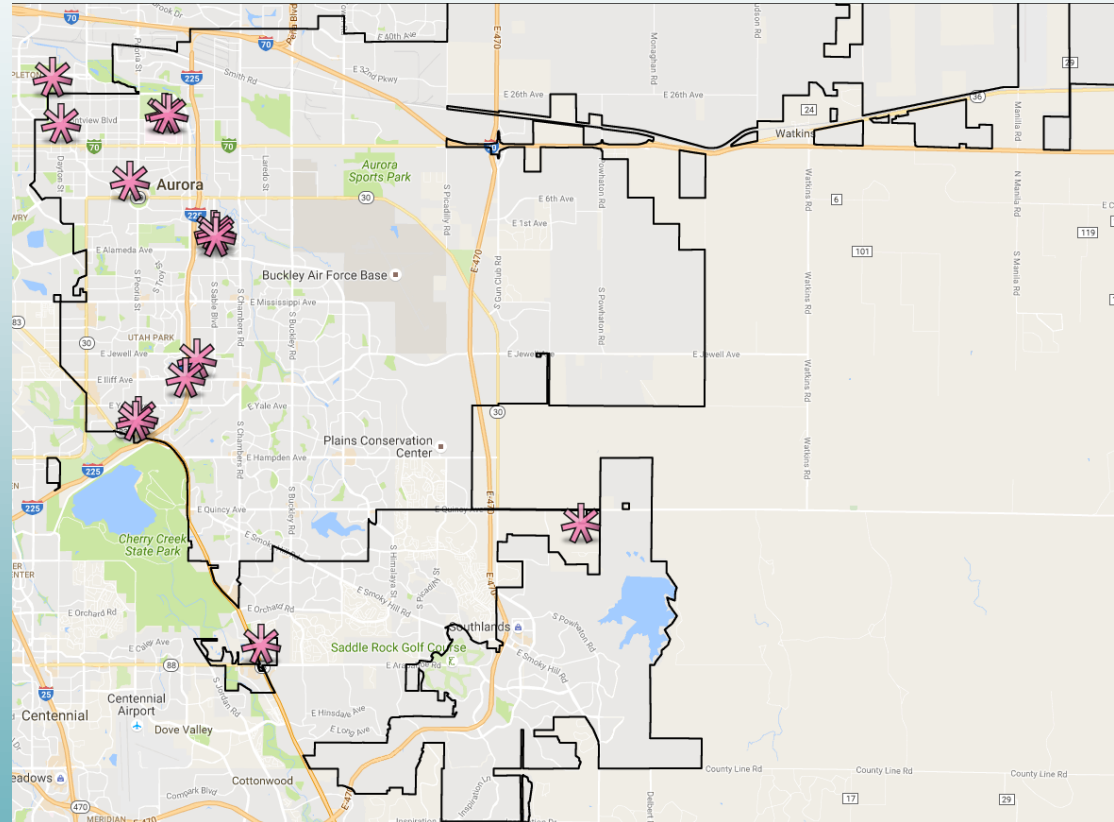
ONLINE SNAPSHOT: SMAP

- Undesirable Use



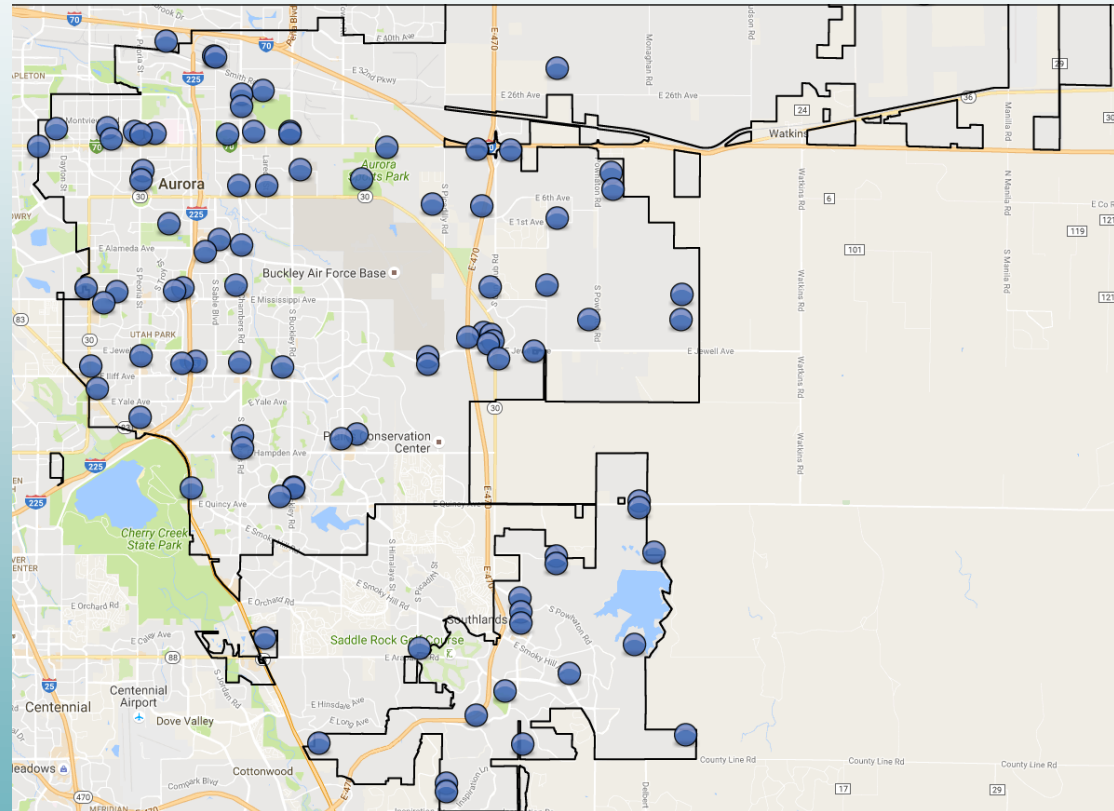
ONLINE SNAPSHOT: SMAP

- Key Transit Destination



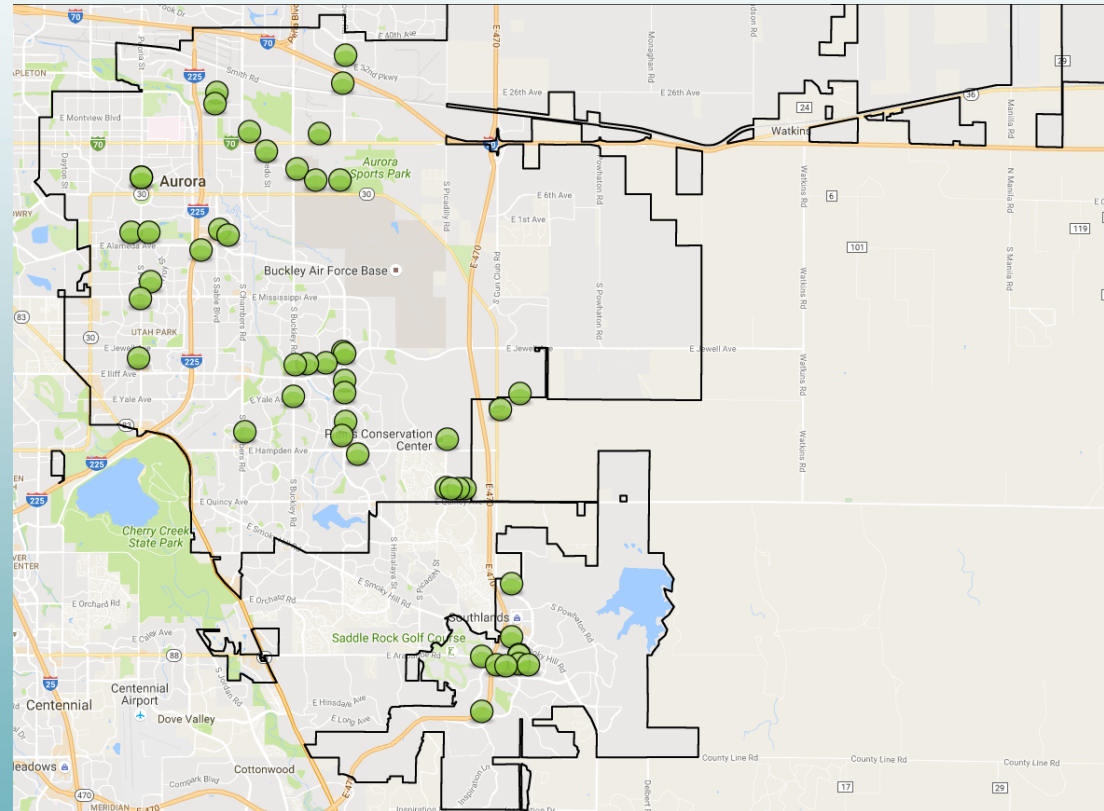
ONLINE SNAPSHOT: SMAP

- Desired Use/Development

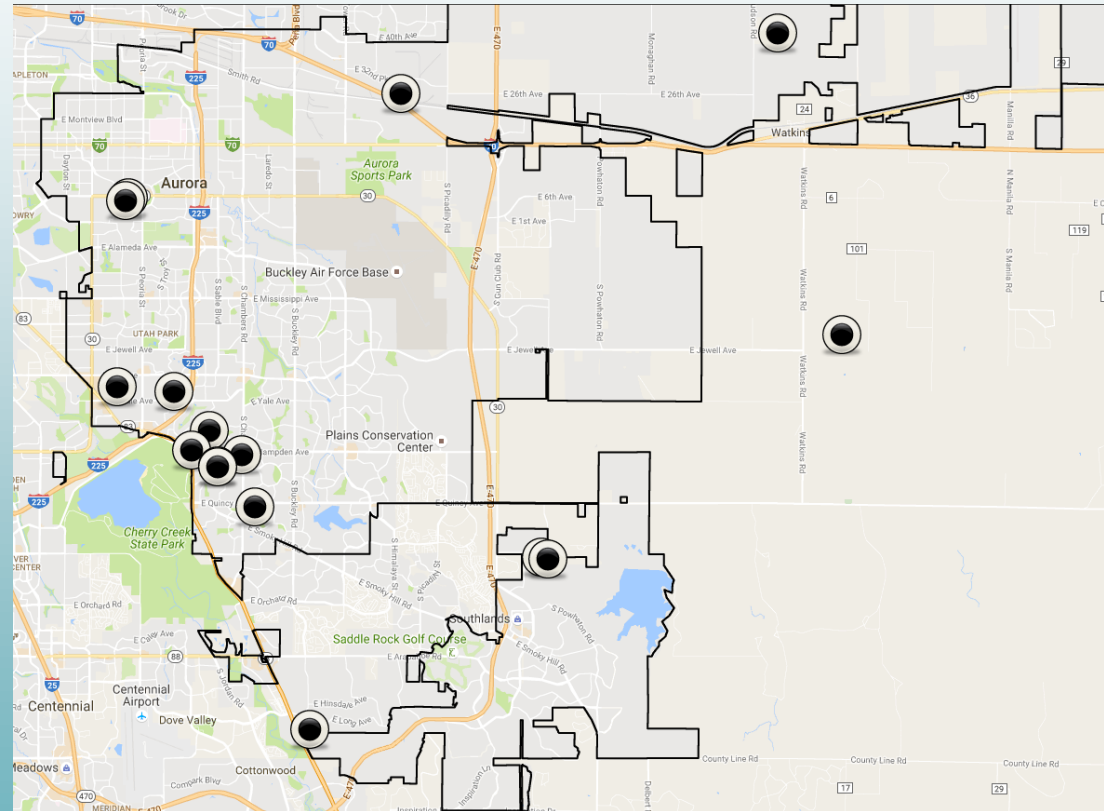


ONLINE SNAPSHOT: SMAP

- Poor Appearance



- Other



PARTICIPATION TO DATE

Community-Wide Workshops - **80**

Community Group/Neighborhood Level Workshops (LOT, DIY) – **1,052**

On-line Participation – **785**

Comments Cards – **438**

English, Spanish, Korean, Amharic, Somali and Burmese

PARTICIPATION TO DATE

Community-Wide Workshops - **80**

Community Group/**Neighborhood Level** Workshops (LOT, DIY) – **1,052**

On-line Participation – **785**

Comments Cards – **438**

English, Spanish, Korean, Amharic, Somali and Burmese

PARTICIPATION TO DATE

...more than

2,365

individuals so far!

HOW WOULD YOU DESCRIBE AURORA?

“A City in Transition”

1. Growing
2. Nice
3. Community

WHY DID YOU MOVE HERE?

Housing Affordability – 33%

Job opportunity – 32%

Schools – 29%

Housing Quality – 17%



73%

*Say things have gotten better in Aurora
since they moved here...*

OUTREACH SNAPSHOT

	Community-wide Workshops	DIY Kit Workshops	Business Workshops	Municipal Workshops
Priority Issues	<ul style="list-style-type: none">• Crime/Safety	<ul style="list-style-type: none">• Poor reputation Image/Identity	<ul style="list-style-type: none">• Crime/Safety	<ul style="list-style-type: none">• Poor Reputation Image/identity

OUTREACH SNAPSHOT

	Community-wide Workshops	DIY Kit Workshops	Business Workshops	Municipal Workshops
Priority Issues	<ul style="list-style-type: none">• Crime/Safety	<ul style="list-style-type: none">• Poor reputation Image/Identity	<ul style="list-style-type: none">• Crime/Safety	<ul style="list-style-type: none">• Poor Reputation Image/identity
Key Actions	<ul style="list-style-type: none">• Improve Schools	<ul style="list-style-type: none">• Improve reputation	<ul style="list-style-type: none">• Improve traffic	<ul style="list-style-type: none">• Improve appearance

OUTREACH SNAPSHOT

	Community-wide Workshops	DIY Kit Workshops	Business Workshops	Municipal Workshops
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Primary Assets	<ul style="list-style-type: none">• Diversity	<ul style="list-style-type: none">• Diversity	<ul style="list-style-type: none">• Diversity	<ul style="list-style-type: none">• Diversity

KEY PLAN RESEARCH AREAS

Sustainable Economy

Community Health

Environmental Sustainability

Housing

Diversity and Equity

Q: HOW BEST TO APPROACH DEVELOPING THE PLAN?

Q: HOW BEST TO APPROACH DEVELOPING THE PLAN?

...embracing the

Placetype

approach...

Q: HOW BEST TO APPROACH DEVELOPING THE PLAN?

...embracing the

Placetype

approach...

1. *Defining City Placetypes*
2. *Toolbox of Quality of Life Components*
3. *Applying Best Practices to Placetypes*

1. PLACETYPES

Describes a “place” within the community

Traditional Neighborhood

City Corridor

TOD Area

Neighborhood Commercial Node

Mixed Residential Area

Production Center

Urban Open Space

1. PLACETYPES



Green Neighborhood

1. PLACETYPES



Green Neighborhood

1. PLACETYPES



Green Innovation

1. PLACETYPES



Green Innovation

1. PLACETYPES



Downtown

1. PLACETYPES



Downtown

1. PLACETYPES



City Corridor

1. PLACETYPES



City Corridor

2. Q OF L COMPONENTS

Describes the things that matter most to people

Walkability, Bikability, Transit Access

Strong, Sustainable Local Economy

Healthy Community

Attractive and Safe Neighborhoods

Quality, Affordable, Diverse Housing

Healthy Community

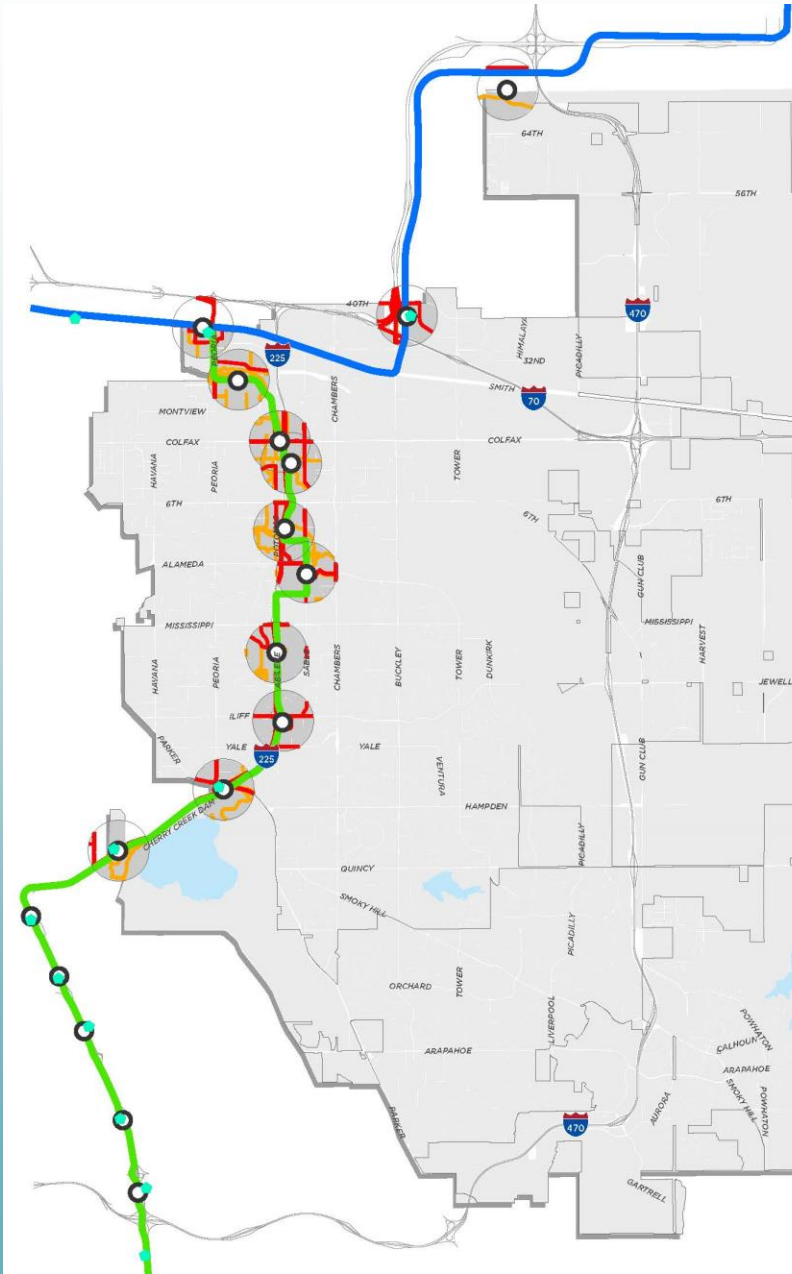
Sustainable/Environmentally Responsible

TRANSPORTATION & MOBILITY

Access to Light Rail Transit

A & R Light Rail Line Connections

- Light Rail Station
- Park N' Ride
- LTR_A_Line
- Light Rail Line
- Bike Route
- Bus Route
- Blocks within 1/2 Mile of Light Rail Station

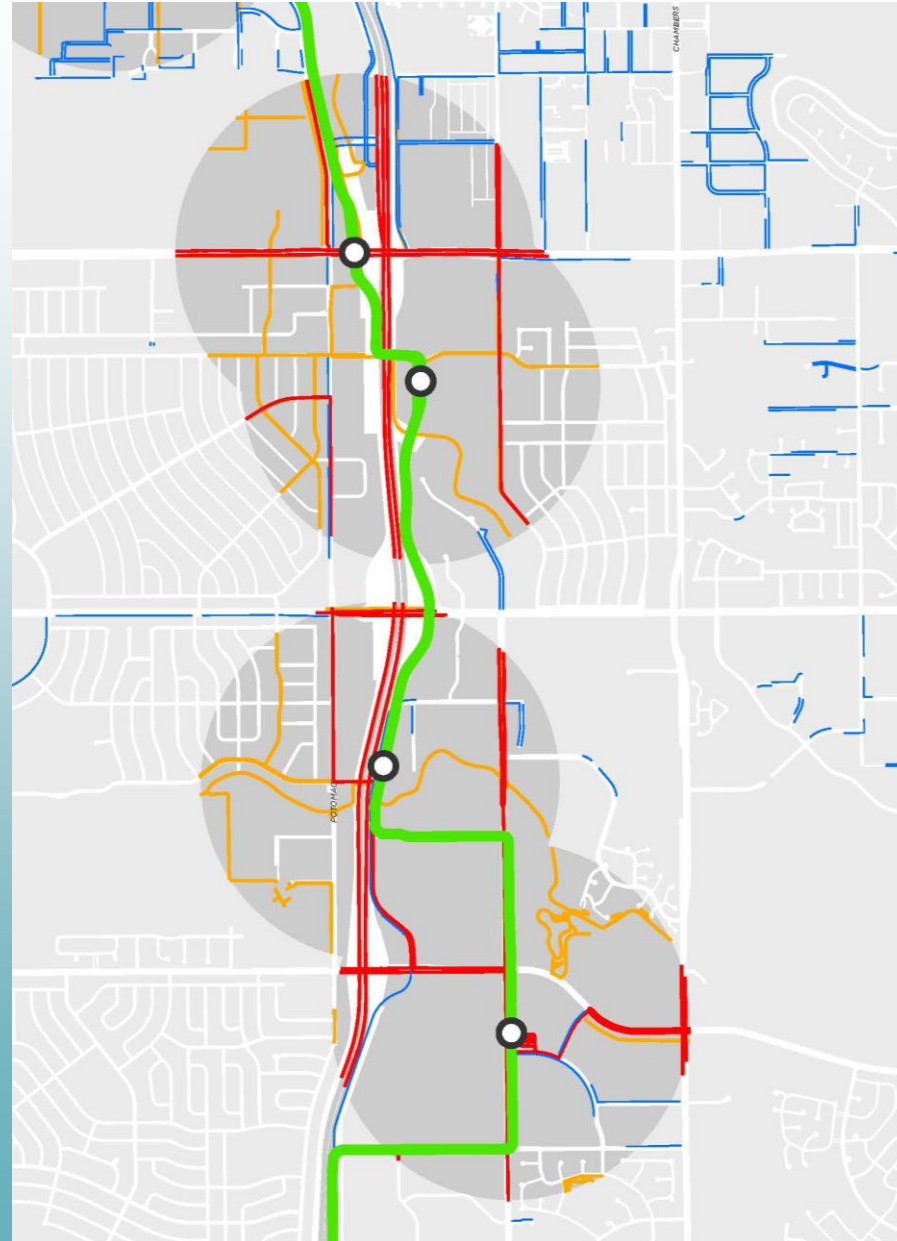


TRANSPORTATION & MOBILITY

Access to Light Rail Transit

Rail Connection View 2

- Light Rail Station
- Light Rail "R" Line
- Bus Route
- Bike Route
- Sidewalk Service Gap
- Blocks within 1/2 Mile of Light Rail Station

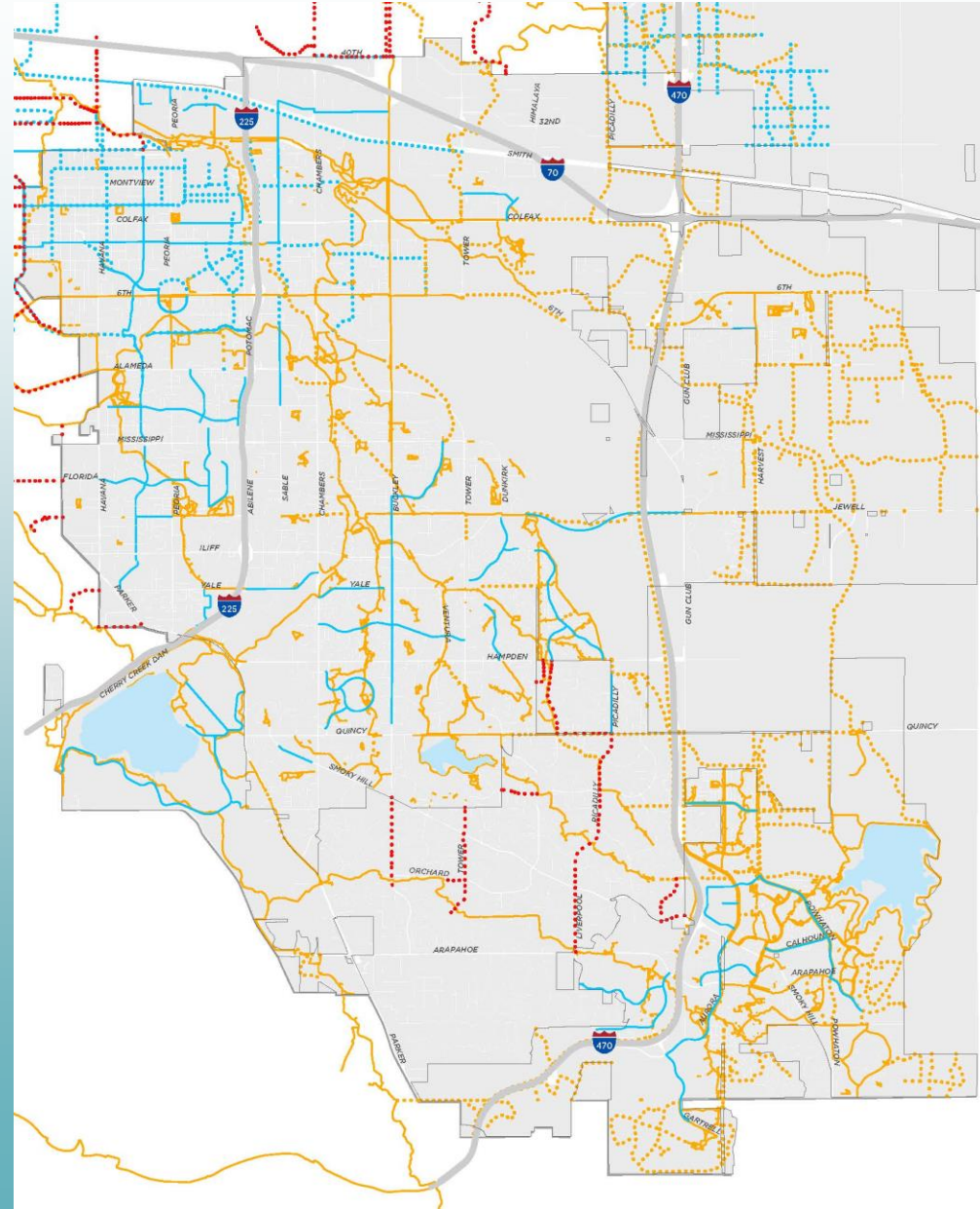


TRANSPORTATION & MOBILITY

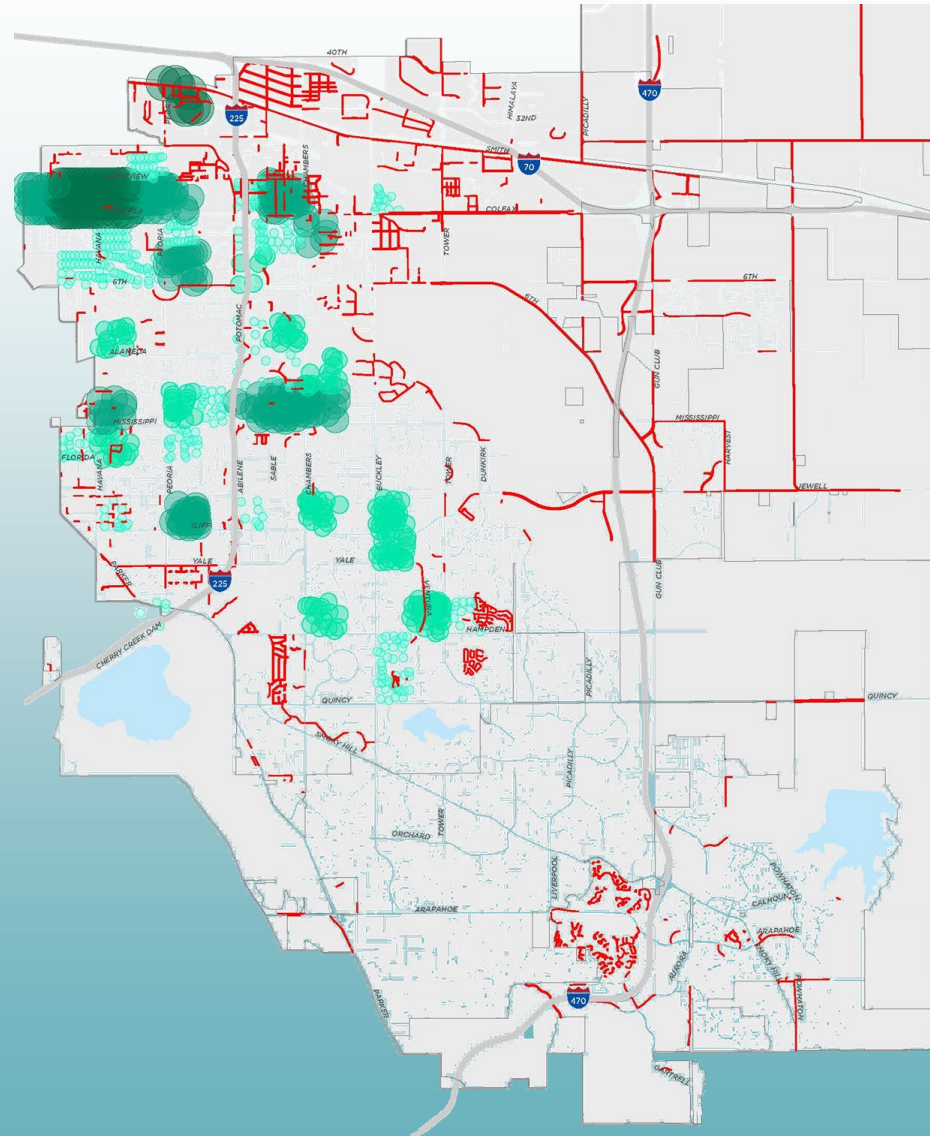
Bike and Pedestrian Mobility

Pedestrian Transit

- Proposed Bike Connection
- Existing Bike Path
- Planned Bike Path
- Existing On Street Bike Facility
- Planned On Street Bike Facility



Bike and Pedestrian Mobility



3. APPLYING BEST PRACTICES

Applying best practices for each Q of L component specifically to each different placetype.

- How to improve housing...
in a neighborhood or a TOD.
- How to improve walkability and transit access...
in a traditional neighborhood and a commercial corridor.

3. APPLYING BEST PRACTICES



ed

















CORE COMPONENTS FOR MOVING FORWARD...



CORE COMPONENTS FOR MOVING FORWARD...

1. WELCOMING, ACCOMMODATING, & CELEBRATING DIVERSITY



CORE COMPONENTS FOR MOVING FORWARD...

**1. WELCOMING, ACCOMMODATING, &
CELEBRATING DIVERSITY**

**2. NEIGHBORHOOD LEVEL APPROACH TO BIG CITY
PLANNING**



CORE COMPONENTS FOR MOVING FORWARD...

- 1. WELCOMING, ACCOMMODATING, & CELEBRATING DIVERSITY**
- 2. NEIGHBORHOOD LEVEL APPROACH TO BIG CITY PLANNING**
- 3. RESPONDING TO COMMUNITY PRIORITIES**



CORE COMPONENTS FOR MOVING FORWARD...

- 1. WELCOMING, ACCOMMODATING, & CELEBRATING DIVERSITY**
- 2. NEIGHBORHOOD LEVEL APPROACH TO BIG CITY PLANNING**
- 3. RESPONDING TO COMMUNITY PRIORITIES**
- 4. ESTABLISHING AURORA PLACETYPES**



CORE COMPONENTS FOR MOVING FORWARD...

- 1. WELCOMING, ACCOMMODATING, & CELEBRATING DIVERSITY**
- 2. NEIGHBORHOOD LEVEL APPROACH TO BIG CITY PLANNING**
- 3. RESPONDING TO COMMUNITY PRIORITIES**
- 4. ESTABLISHING AURORA PLACETYPES**
- 5. IDENTIFYING Q OF L COMPONENTS**



CORE COMPONENTS FOR MOVING FORWARD...

- 1. WELCOMING, ACCOMMODATING, & CELEBRATING DIVERSITY**
- 2. NEIGHBORHOOD LEVEL APPROACH TO BIG CITY PLANNING**
- 3. RESPONDING TO COMMUNITY PRIORITIES**
- 4. ESTABLISHING AURORA PLACETYPES**
- 5. IDENTIFYING Q OF L COMPONENTS**
- 6. APPLYING BEST PRACTICES TO SPECIFIC PLACETYPES**



THANK YOU!!