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 is a Diverse City
Aurora has Large Economic Engines
Aurora has Significant Infrastructure Investments

1. Water is pumped from wells near the South Platte River near Brighton.

2. Water is piped to a man-made basin, where it percolates through sand and gravel, much like a natural aquifer. The water is then piped 34 miles through three pumping stations to a treatment facility north of Aurora Reservoir.

3. At the treatment facility, the water is softened to remove excess calcium and magnesium.
More Employees Need to Live in Aurora

- 115,356 people employed in Aurora
- 74% live outside of Aurora
Aurora Needs More Diverse Housing and Types of Places
AURORA

Aurora Needs Higher Average Incomes
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:
3 353,108
   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

133
Languages spoken by students in Aurora Public Schools

20.2%
Foreign-born residents

32
Countries represented in the Aurora Global Fest fashion show
AURORA
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
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
Young Professionals & Employees of Large Companies
Settlers & Spenders

Realtors
Gate Openers
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
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.
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.
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

MLK Library

"Unglued"

Florence Square

Vintage Theatre
Colfax, Anschutz and the Innovation Campus
“Aurora Places” Along Light Rail

Community

Aurora Line
urban unexpected.

FORWARD-thinking

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
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
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
ONLINE SNAPSHOT: SMAP

• Community Assets
ONLINE SNAPSHOT: SMAP

• Development Priority Site
ONLINE SNAPSHOT: SMAP

• 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
ONLINE SNAPSHOT: SMAP

• 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

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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

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<td><strong>Key Actions</strong></td>
<td>• Improve Schools</td>
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<td><strong>Primary Assets</strong></td>
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KEY PLAN RESEARCH AREAS

Sustainable Economy
Community Heath
Environmental Sustainability
Housing
Diversity and Equity
Q: HOW BEST TO APPROACH DEVELOPING THE PLAN?
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...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
1. PLACETYPES

Green Innovation
1. PLACETYPES

Downtown
1. PLACETYPES

Downtown
1. PLACETYPES
1. PLACETYPES
2. Q OF L COMPONENTS

Describes the things that matter most to people

Walkbility, 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
TRANSPORTATION & MOBILITY

Bike and Pedestrian Mobility
TRANSPORTATION & MOBILITY

Bike and Pedestrian Mobility

Pedestrian Crashes
- 5-9 Pedestrian Crashes
- 10-14 Pedestrian Crashes
- 15-19 Pedestrian Crashes
- 20+ Pedestrian Crashes

Sidewalk Service Gap
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

Images of best practice in different places:
- Bikes as an example...
- Pedestrian crossing as an example...
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!!