

**PLANNING AND ECONOMIC DEVELOPMENT (PED)
POLICY COMMITTEE MEETING
April 10, 2019**

Members Present: Councilmember Francoise Bergan, Chair, Councilmember Johnny Watson, Vice Chair, Councilmember Marsha Berzins

Others Present: George Adams, Andrea Amonick, Stephenie Baca, Andrea Barnes, Jason Batchelor, Bob Bengen, Scott Berg, Melvin Bush, Frank Butz, Tim Gonerka, Karen Hancock, Leigh Hettick, Chance Horiuchi, Kevin Hougen, Vinessa Irvin, Gayle Jetchick, Chris Johnson, Andrew Klien, Daniel Kryzanowki, Dennis Lyon, Dan Money, Mindy Parnes, Jose Rodriguez, Julie Patterson, Sarah Wieder, Jonathan Woodward, Anita Bauer

APPROVAL OF MINUTES

February 13, 2019 minutes were approved.

UNIFIED DEVELOPMENT ORDINANCE

Summary of Issue and Discussion:

Karen Hancock, Planning Supervisor provided a summary of information presented at the December 2018 Planning and Economic Development (PED) Policy Committee. The specific topics from the Committee included the ground rumble overlay (which was removed from the UDO); descriptions of Incentives for Affordable Housing Structures; Approval Criteria for Development Applications (housing impacts); Map designations of commercial nodes in Subarea C (showing on a map, but not the zoning map); Landscape Buffers (rear-facing homes); and Report of Testimony at November 14th Planning & Zoning Commission (item was tabled).

Based on direction from the PED meeting, a series of workshops with the Home Builders Association (HBA) were scheduled January 10th through February 7th. Two meetings were added (February 21st and February 28th) to assure that all topics were vetted. Detailed agendas, which included proposed changes, were sent prior to those meetings for review by stakeholders. Summaries were provided after the meetings to document what had been discussed and what edits were made.

The items reviewed included Residential Permitted Use Table; Mixed Use Permitted Use Table; Dimensional Tables; Map Designations of commercial nodes in Subarea C; Single-Family Attached vs. Small Lots; Specific Definitions; Clarifications: Current vs. Proposed standards; Landscape Buffers for rear-facing homes on major streets; and Process and Procedures. The participants agreed that we all need manuals for more guidance that include fact sheets and checklists.

Staff received a preview document from the consultant team on April 1st, which is currently under review. A new UDO draft for public comment will be posted to the City's website by May 1st, 2019. Staff will report back to PED in May/June. In June/July timeframe, staff will take the UDO to the Planning and Zoning Commission for a final public hearing, and in July/August, staff request to forward the UDO to City Council as part of the final adoption process. The proposed schedule was agreed to by the Committee.

Chair Bergan complimented the team on the work done thus far. Vice Chair Watson asked if the new manuals would include information for business customers and other commercial entities. Mindy Parnes, Planning Manager, answered that manuals are tailored to customers who are applying for the type of specific plans being submitted. The consultants and developers involved have both commercial and residential expertise. No up or down zonings have been made as a result of this effort.

Outcome: Staff will work scheduled items.

Follow-up Action: Staff will work scheduled items.

2018 DEVELOPMENT REVIEW ANNUAL REPORT

Summary of Issue and Discussion:

Vinessa Irvin, Development Assistance Manager, gave an overview of the workload and performance measures for 2018. Revenue increased, and \$1.1M was added to the fund balance at the end of 2018. Workloads remained strong, similar to 2017. Civil Engineering reviews increased during 2018. The planning workload looks to have been reduced, but the major applications actually saw an increase in 2018. In most areas, stable or slight increases were seen. Pre apps remain stable with nominal increase in 2017, which is a guide for the next 12 to 18 months. Expectations are to remain strong for the next 2 to 3 years. Performance measure goals are being met in most areas. There are 110 staff conducting development review, with only a few vacancies to be filled. The number of staff approved is sufficient with the possible exception of Public Works engineering. Management is currently looking closely to determine if another FTE may be necessary or if an adjustment in workload can alleviate the current situation. Staff continues to review our processes with an eye on improvements. Focus has been on Accela. Tentative go-live is this fall. Part of the plan is to provide training, internally and externally to make the transition as seamless as possible.

The meetings for UDO went very well, consultants were extremely involved, and provided great comments. The Building Department helped open Gaylord on time with 63,000 inspections performed. Public Works Engineering Division received certifications for APWA in 2018 (a 2 year accreditation) and AIS for the Building Division is a 3 year accreditation. Vice Chair Watson mentioned these accreditations should be put out in the water bills or some other method to the public. Councilmember Berzins mentioned she met Bob Sweeney, who would like to have mention not just in the Centennial news, but the Villager newspapers as well.

Outcome: For informational purposes only.

Follow-up Action: For informational purposes only.

NE STAKEHOLDERS AND ICSC GENERAL RETAIL UPDATE

Summary of Issue and Discussion:

Tim Gonerka, Sr. Retail Development Manager, explained that he was asked by Councilmember Gruber to provide an overview, and that there will be an upcoming Study Session on the topics shown in this presentation. Mr. Gonerka introduced Frank Butz, the new Retail Project Manager who has been working with him as an intern, but has been hired for the new retail position in the department. This position was requested by this Committee and the Council.

Mr. Gonerka gave an overview of the Northeast Aurora retail meeting held a couple weeks ago to discuss the City's goals and visions with the stakeholders involved. The conversation intended to cast a vision for NE Aurora. Property owners were in attendance, with the idea to get them thinking as a bigger group. They have been focused on their own myopic views, understandably, but we wanted a chance to share how they could work with us as well as each other and to cast some City vision, specifically for retail.

Chair Bergan asked for an example of what he meant by the myopic view, to which Mr. Gonerka gave an example of how everyone has a town center, and all the town centers are anchored with a grocery store. Not everyone is going to get a grocery store, and the question becomes now what are you going to do with your town center and retail space.

Mr. Gonerka explained strategy the behind the meeting, that the slides the Committee was seeing was not necessarily what was being presented to this group. As a summary of the overall presentation, it was decided to

call it a retail conversation instead of a vision. The Councilmembers' introduction set the expectations of the meeting. Mac Callison, Planning Supervisor, spoke about transportation, and George Adams, Planning Director, spoke about how 64th Avenue might work as an example of how the City and the developer could work together on the design of a project. Mr. Gonerka pointed out that retail is the last thing the developers wanted to think about at this stage, because retail at the earliest will be implemented be 5 to 7 years out. The message was that they should plan now to get the kind of retail that is desired down the road. The International Council of Shopping Centers (ICSC) RECON show was discussed and details were given on how they could get involved.

Key facts presented were: Retail is important to us because 54% of the City revenue comes from retail sales tax. This represents about a third of the City. Every retail sales tax dollar generates 0.25% for additional police and fire budgets. The Northeast development area will represent new development that will increase the size of Aurora by over a third. The new area will need to carry its operational/budgetary weight. Doing it wrong now affects Aurora's future success and vitality and the City's and property owners' ability to serve new residents. Doing things well means more income for both the private and the public sectors. The metro area is watching and we want to do it right. Aurora is the future of development in the metro area for the next 10 to 20 years.

Mr. Gonerka provided tactics driving the City's overall retail program with some key points, explaining that the goal is to be proactive within the real estate community (hence, the reason for this meeting.) Our goal is to be active, be unexpected, push the envelope, cast a vision, and stand out from other municipalities. It was pointed out that if you aren't bringing us projects that line up with these City goals, then you should expect push-back. Trends have been updated from last year as the physical needs of retail are changing drastically and the new projects will need to reflect those changes. Retail is changing and future development must be forward thinking.

What is being created is a city within a city. The area will have 100,000 to 150,000 people. Expectations for that kind of an area are not to have all the same kind of housing, and the same goes for retail. The goal was to push the vision about what is successful and how they should think about this presently and in the future.

There were 2 main items that came out of the researched data presented. Desired retailers are looking for an average household income of \$75,000. The developers must consider how expensive a house must be to be to support that average income? The builders are proposing homes costing about \$415,000 and that's where they want to be. Data showed that to have the retail desired for this area, the target income must be about \$119,000 as a median, and the average house will need to be priced at \$450,000. The idea is that statistically you can't build a low income house and expect to attract high-end retailers.

Vice Chair Watson commented that if we are expecting 100,000 to 150,000 residents in this area, the average salary of a retail worker would be about \$25,000 a year. With the houses costing \$450,000 for a house, where are these people going to live. He said Aurora will continue to be the bedroom community for all the other metro areas.

Karen Hancock then introduced Andrea Barnes, who was very helpful in setting up the data, and said the data team were continuing to work on information related to the slides on demographics and data for the area.

Part of the overall vision for this area is a major employment center with high paying jobs. We currently have Karcher going in, Porteos has a number of projects, major employment centers that are not your traditional office. The office market is changing. The type of projects that our developers are doing are not your typical office space. Majestic is exploding. Their first user we can't really talk about, but it will be similar to Karcher where it will be a mix of higher paying jobs. Typically, retail will follow houses. That will still be true, but we

are seeing some thought going into the project to service specific employers with the idea that they will support them.

Southeast will be like a model for the northeast for what worked, what didn't. Conversations are currently underway about what the vision should be for this area. It was important for the City to say up front that we have a vision and want to have a conversation about that. The audience was receptive to the idea. Mr. Adams commented that there is around 85-95% consistency with what we are talking about and the developers are thinking in this area. A joint effort and vision creates more value for both the developers and the residents of the City. We are interested in all the stakeholders being successful. After the meeting, Mr. Gonerka said they've never heard a City say they are committed to their success. Another positive result was that after the presentation, the developers had lunch together and talked about their projects together, where traditionally they would have been more competitors.

Mr. Gonerka provided an update on the ICSC. We are in the same booth as we were last year. We are taking the largest team that we have had, 9 people. In 2018, a City team of 8 attended for 2 ½ days, 2 City dinners, and a Colorado party. There were approximately 250 meetings, including scheduled, walk-up, and impromptu meetings at events outside the booth. The meetings were with 36% Developers, 27% Commercial Brokers, 21% Retailers, and 16% others. (Municipalities, architecture /engineering, development-related services), an increase of +8% from meetings at (2017) last year's conference.

Attendees for 2019 include Bob LeGare, Mayor; Jim Twombly, City Manager; Dave Gruber, Council Member, Tim Gonerka, Development Services (Retail), Melissa Rogers, Development Services (Urban Renewal), Jacob Cox, ODA; Bill Keever, GIS/IT; Frank Butz, Development Services (Retail) and Stephenie Baca, Development Services (Retail).

Areas of focus for RECON will include N/NE, City Center, HIP Neighborhood, SE Restaurants & Entertainment, and NW Aurora/East Colfax. Key Brokers, New Retail & Opportunities, Developers/Out of State, Landlord/Developer Relations, Announce New Projects- City Center in particular, Projects of Interest/Opportunity Zones/Problem Spots, Build on the Buzz. Meeting interest to date is high and well ahead of last year.

Chair Bergan mentioned developer renderings being part of the booth when she attended. The goal is to bring the developer's renderings from the Northeast. This may be turned into a bulletin board, but this year we are using the A-poles that can be moved around. Vice Chair Watson asked that we include a rendering of the Spaceport, future home of space command somewhere in the booth. Mr. Gonerka said that we would be slightly updating the booth design, and will focus on a major redesign later this year for next year. The ICSC team will have information on opportunity zones as well. We expect a significant amount of interest in the N/NE areas as retailers are trying to make their plans now, and get conversations going on potential locations and sites. The more people understand now how we are planning to develop the area, the sooner we can have more committed conversations for the future.

The undeveloped Woodbury City Center site is open to new potential developers now. The current owners have an interest in selling. Andrea Amonick, Aurora Development Services Manager, commented how the key is to get the right kind of development partners. We have been sending potential leads to the owners. This property's availability is good news, and for brokers this should be a hot topic in the marketplace and at convention. Brokers like to hear about new things, so this will be good for us. For the convention, the City's goals are to meet with key brokers and developers. We will also try to meet with owners and developers who manage/own retail properties in Aurora and have discussions with them about concerns, plans, or questions that they might have. In general, we will use RECON to announce new projects, areas of interest, problem spots, renovations,

and build on the buzz by controlling our own story. The most satisfying result from last year was that we are heard brokers describe opportunities in the City utilizing our terms.

Vice Chair thanked Mr. Gonerka for working along Colfax for restaurants. Mr. Gonerka would love Council to continue to support and fund the restaurant program in the future and perhaps, look at expanding the program to other areas of the City.

Outcome: For informational purposes only.

Follow-up Action: For informational purposes only.

MISCELLANEOUS MATTERS

Aurora Economic Development Council Update (Jonathan Woodard):

- Last month, attended a conference with site selectors of different markets, Salt Lake City meeting – Chair Bergan asked if meetings are pre-established, they do set up appointments. The last day there were like a speed dating for key industries and how that matches up with Aurora. Mr. Gonerka offered use of a City booth at that event.
- <http://coloradoairandspaceport.com/>

Havana Business Improvement District Update (Chance Horiuchi):

On Havana Street: ARGENTA - 86 townhomes to break ground soon

Bicycle Village/Havana Exchange Shopping Center:

- Milkroll Ice Cream - Coming soon!
- Uncle Joe's Hong Kong Bistro - Coming Soon
- Gianna's Adult Day Care - Now open

New restaurant concept coming to VILLAGE ON THE PARK, next to TJ Maxx and America's Best Optical, Plus Old Navy and 13 new leases

GARDENS ON HAVANA: prospects for 1/2 of Toys R Us space (40k sq ft space), new business inquire for the plot near Chick Fil A, new laser center coming in near Dick's Sporting Goods

- My Favorite Muffin near Safeway & Gibby's
- NEW- Gio Hair Salon, Sunny's Hair Salon Closed, Havana & Jewel
- Living Water Car Wash, Havana and Kentucky Coming soon, ground breaking expected Q2
- KUM & GO, Havana and Yale, former Salvage Restaurant Coming Soon
- Shortline MITSUBISHI Closing, new business to Havana coming soon, will announce at the next PED
- Exotic Bird Emporium, next to Lamar's Donuts relocated to Buckley and Mexico, we tried our best to help them find a space in Aurora
- Lucky China closed, Yunnan Ten Seconds Rice Noodles coming soon (over 700 locations in China)
- Seoul Bbq has added Hot Pot with new owner
- Lee Tailor Shoe Repair closed in King Soopers Shopping Center, consolidated their Parker location with the Aurora location, in business for 30 years on Havana
- Bentley's Pet Stuff closed in King Soopers Shopping Center

Auto Sales tax is up 2.8%

Branding and Identity

- selected 13 new SCULPTURES for the 2019 Art 2C Public Art program with AIPP
- met with Anna Bruce to do canvas wraps of the electric boxes along the BID
- ADI AUTO SPORT - adding a new sign and adding another "On Havana Street" logo panel, near Havana & Jewel

Next board meeting April 18 at 8:30am at Denny's
 9/19 - Board Meeting - Meet and Greet Municipal Candidates
 Save the dates:

- Restaurant Week - Eat On Havana Street
 - May 1-8th, 2019, Wednesday to Wednesday
 - \$500 VISA GIVEAWAY GOING ON NOW AT ONHAVANASTREET.com
 - Plus restaurant gift card giveaways during restaurant week
- Cruzin' Havana Car Show and Poker Run
 - June 8, 2019, 12-6pm
- 1st Concert & FREE hoagie night
 - June 25th, 2019, 6-8 pm
- Gardens on Havana
 - 1250 S Ironton St Aurora, CO 80012
 - Near Maurice's & Xfinity in the Rose Garden

Aurora Chamber of Commerce Update (Kevin Hougen):

- Space Command was announced and Buckley is one of the final 6 to be a possibility
- Traveling a lot with the team at the City, on the board with General Raymond
- Armed forces luncheon 800 people, May 10th scheduled
- May 8th State of the City at the Hyatt
- Awards banquet a few weeks ago
- State Capitol challenges

Planning Commission Update (Bob Bengen):

- Have had a moderate schedule
- Oil and gas pushed out
- No meeting due to inclement weather
- Future schedule will be extensive

Approved: 
 Committee Chair Françoise Bergan

5-17-2019

Date

Next meeting: May 8, 2019