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**PLANNING AND ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING
MINUTES**

Date: June 15, 2022

Time: 8:30 am

Members Present Chair: Councilmember Danielle Jurinsky, Vice Chair: Councilmember Dustin Zvonek, Councilmember Angela Lawson

Others Present Adrian Botham, Alicia Montoya, Alison Lueck, Andrea Amonick, Andrea Barnes, Ari Muca, Becky Hogan, Bob Oliva, Brad Pierce, Brandon Cammarata, Brian Duffany, Brian Rulla, Bruce Dalton, Cathy DeWolf, Daniel Krzyzanowski, Daniel Money, David Schoonmaker, Diana Rael, Garrett Walls, Gayle Jetchick, Gregg Johnson, Jacob Cox, Jake Calegari, Jason Batchelor, Jeannine Rustad, Jeffrey Moore, Jennifer Orozco, Jessica Prosser, Julie Patterson, Karen Hancock, Kim Kreimeyer, Liz Fuselier, Marcia McGilley, Marisa Noble, Marvina Redding, Mathew Wasserburger, Melissa Rogers, Melvin Bush, Michelle Gardner, Mindy Parnes, Rachel Allen, Rachid Rabbaa, Sarah Wile, Scott Berg, Shannon Fender, Sunny Banka, Susan Chapel, Swirvine Nyirenda, Tod Kuntzelman, Trevor Vaughn, Victor Rachael, Yuriy Gorlov

1. CALL TO ORDER

2. APPROVAL OF MAY 11, 2022 DRAFT MINUTES–COUNCIL MEMBER JURINSKY

2.a The minutes were approved.

3. GENERAL BUSINESS

3.a **BAB Request to Council to initiate a study measuring the viability of creating a centrally located large performing arts venue (and associated entertainment district) within the City of Aurora**

Summary of Issue and Discussion:

Andrea Amonick, Manager Development Services / Garrett Walls, BAB Chair, Shannon Fender, BAB Member

Garrett Walls and Shannon Fender presented the BAB (Business Advisory Board) request to initiate a study regarding a centrally located performing arts venue within

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the city. Aurora does not have a large venue arts, entertainment, and culture district with a performance space that is on par with a city of its size. These could be cultural and revenue generators for the city to attract visitors. The BAB is requesting an evaluation of the possibility of bringing in revenue by creating another District for arts, entertainment, and culture in the city. The survey will identify cost, potential, locations, types of venues, types of audiences, and funding.

Parker Colorado has the PACE Center which will have an ongoing summer concert series. Glendale broke ground on a multi-million entertainment district that has areas for families, dining, entertainment venues, and concert venues. Colorado Springs is breaking ground on their amphitheater called The Sunset. Commerce City has Dick's Sporting Goods Park that can seat up to 25,000 for concerts. Arvada has the Arvada Center for arts, humanities, and education. Denver has Mission Ballroom that can be utilized for concerts and may be rented for weddings, galas, tradeshow, corporate meetings, etc.

BAB has been working with Andrea Amonick and her team. Planning staff Daniel Krzyzanowski and Mindy Parnes have been discussing viability options, possibly within the city center, Ward II, and Ward VI.

- Council Member Zvonek expressed his support and stated that having a cultural arts complex is a boost for the city and helps keep the sales tax revenue within Aurora. He mentioned that the operation costs could hopefully be augmented by the tax paid for through SCFD (Scientific and Cultural Facilities District). He also mentioned that staff can consider private investments through companies and foundations to build the center. Garrett Walls mentioned that the city contributes to the SCFD, but only Denver venues are considered Tier 1 recipients of SCFD funds. Aurora is receiving less than \$1 million and has a few venues in Tier 2 and Tier 3.
- Andrea Amonick mentioned that Aurora does not get a fair share of the SCFD funds. She noted that the city has a designated cultural arts district on Colfax but is not of the scale of Tier 1 which could be more centrally located. She added that Visit Aurora is supportive of the idea of exploring the proposed center. She mentioned that the city needs more facilities to serve as entertainment facilities for the people coming in.
- CM Lawson expressed her support. She mentioned that they should also maintain the arts district in Northwest Aurora, and it is important to have both cultural areas.
- CM Lawson mentioned she would want input from George Peck, Daniel Lehman, and Stephanie Hancock who is the president of the Aurora Cultural Arts District. She expressed her support for the study.
- Melvin Bush mentioned that there have been smaller venues such as the Anschutz pop-up. He said that they could also study how many of the smaller venues are utilized and if there are opportunities to expand them. He added that the old town, Stanley, and Montview are vital areas.

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- Bruce Dalton said that he supports the survey and would like to be part of the process. He mentioned that he presented to the PR+ Committee (The Public Relations, Communications, Tourism, Libraries, Boards & Commissions & Citizen Groups Policy Committee) focusing on a new entertainment district. He said that Ward III or City Center would be viable places, and Ward II may have a chance through private development. He added that the Broncos' new stadium would be a good place in Ward II. He stressed that Visit Aurora fully supports the cultural arts district on Colfax Avenue and that Aurora is large enough to have more than one entertainment district.
- B. Dalton added that they have good relationships with the developers of Mission Ballroom and Tim White, the investor of Stanley Marketplace who would be open to conversations. He highlighted the difficulties of supporting businesses or entertainment with just local residents. He stressed the importance of marketing the entertainment districts to visitors to generate revenue for the city.
- CM Jurinsky agreed with B. Dalton. She stressed that they also need to keep public safety as a priority to attract people into Aurora. She mentioned the space at Aurora Mall that could be turned into a theater.

Outcome:

The Committee unanimously approved this item.

Follow-up Action:

None required.

3.b. Northeast Aurora Fiscal Impact Analysis Project Update**Summary of Issue and Discussion:**

Karen Hancock, Principal Planner/ Brian Duffany, Economic Planning Systems Inc.

Karen Hancock provided an update on the Northeast Aurora Fiscal Impact Analysis Project. In a January study session, the project was presented to initiate a fiscal impact analysis to include an additional 12 square miles into the city's planning annexation boundary. This is to estimate revenue generated by new development and the cost to provide city services. In 2021, a property owner requested the annexation of a property located outside of the planning and annexation boundary. Given the larger geography, the city has more opportunity to look at infrastructure and land use more broadly. The current planning and annexation boundary was adopted into Aurora Places. To change this, an amendment to the comprehensive plan must be approved by the supermajority of the council. Only non-residential land uses are permitted in the area due to DEN and the Colorado Air and Space Port. City Council unanimously approved the request. Economic and Planning Systems (EPS) were hired to take cost and revenue data to model the fiscal impact of adding the 12 square miles.

The planning staff and the consultant used the Colorado Air and Space Port Area Plan to develop a land-use matrix that provides the foundation for the city service departments to estimate service capital costs and revenues. Staff will use case studies

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from Commerce Center, Center Tech, etc., and special case studies representing schools, science and technology incubator facilities, airports, and service garages. These studies will estimate employment density, transportation networks, wastewater and water infrastructure, and police and fire service levels. Aurora Water included high water use in their infrastructure model. The land-use categories are broad enough to include different types of possible development. It will be a reasonable basis to estimate fiscal impact.

Currently, the development services department is working with the consultant to finalize service level data that are needed to model the fiscal impact. The planning staff will prepare the amendment to the comprehensive plan, the city attorney staff will prepare the ordinance, and the consultant will prepare the Fiscal Impact Analysis Summary. This summary will be included in Council Packets for review of the amendment to the Comprehensive Plan per the UDO (Unified Development Ordinance). The item will be presented to the fall PED meeting to review the draft ordinance to amend Aurora Places. Then, a public hearing will be held at the Planning and Zoning Commission followed by the study session if approved.

- CM Jurinsky asked for clarification regarding the small business incubation. K. Hancock stated that CM Marciano asked staff to include small business incubator uses during the January Study Session. She added that they have included schools, education, small businesses to large industrial uses in the land use matrix to ensure the mix of land uses.
- CM Lawson asked how transportation will be implemented as the land is being annexed into the city. K. Hancock said that Public Works is working on the transportation and mobility model. She added that the area is 95% in the Northeast Transportation Area Study and is one of the reasons why the area was proposed. Public Works is also estimating the transportation networks based on the land-use matrix. They are looking at transportation networks for Center Tech and Majestic and using them as case studies for the area.
- CM Lawson asked if they would use NEATS (Northeast Area Transportation Study) to define how they will do the annexation and build through with the matrix. K. Hancock confirmed this and said that they will apply the case studies to ensure that there will be an adequate transportation network.
- CM Lawson mentioned that the study was done a long time ago. She asked if it still meets the guidelines and if there are revisions that need to be made. K. Hancock said that the transportation information will be in the PED packet in the fall meeting, but it is not done yet. She added that CM Lawson can let them know if she would like brief updates. CM Jurinsky said that they can give transportation updates at any time.

Outcome:

The Committee unanimously approved moving this item forward to study session.

Follow-up Action:

Staff to place this item on a study session in the fall 2022.

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4. MISCELLANEOUS MATTERS FOR CONSIDERATION

CM Jurinsky mentioned that Michael Sheldon reached out to her to have the Town Center of Aurora be on the agenda for a presentation. Jeannine Rustad said that she is handling it and asked for a time. CM Jurinsky said that M. Sheldon asked for help finding a date to ensure that the client can prepare the presentation. J. Rustad said that she will directly communicate with M. Sheldon.

4. a. Aurora Economic Development Council

- Jonathan Woodward:

NO REPORT

4.b. Havana Business Improvement District

- Chance Horiuchi:

Chance provided a brief update and submitted the same to be included in the minutes.

4.c. Aurora Chamber of Commerce

- Kevin Hougen:

NO REPORT

4.d. Planning Commission

- Melvin Bush:

The Planning Commission approved the increase in the allowable length of multi-family units to 600 ft. verses the previous 250 ft. limit.

4.e. Oil and Gas Committee

- Brad Pierce:

NO REPORT

4.f. Business Advisory Board

See item 3.a.

4.g. Retail

- Bob Oliva:

NO REPORT

4.h. Small Business

- Elena Vasquez:

NO REPORT

4.i. Visit Aurora

- Bruce Dalton

NO REPORT

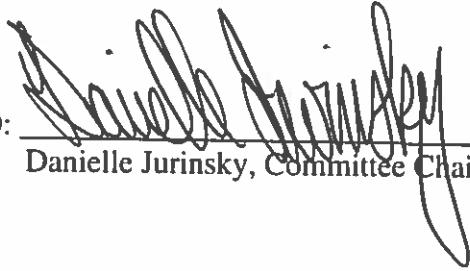
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5. CONFIRM NEXT MEETING DATE

Scheduled for July 13, 2022 at 8:30 AM MT.

6. ADJOURNMENT

APPROVED:



Danielle Jurinsky, Committee Chair