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

Date: December 7, 2022

Time: 8:30 am

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

Others Present Councilmember Steve Sundberg, Councilmember Francoise Bergan, Adrian Botham, Andrea Amonick, Andrea Barnes, Becky Hogan, Blake Fulenwider, Bob Oliva, Brad Pierce, Brandon Cammarata, Brian Rulla, Cathy DeWolf, Chance H., Daniel Krzyzanowski, Daniel Money, David Schoonmaker, Gayle Jetchick, J Orozco, Jason Batchelor, Jeannine Rustad, Jeffrey Moore, Julie Patterson, Leah Ramsey, Marcia McGilley, Marisa Noble, Martha "Alicia" Montoya, Megan Waldschmidt, Melissa Rogers, Melvin E Bush, Michelle Gardner, Mindy Parnes, Rachel Allen, Scott Berg, Stephen Rodriguez, Tod Kuntzelman, Tom Blevins, Yuriy Gorlov

1. CALL TO ORDER

2. APPROVAL OF November 9, 2022, DRAFT MINUTES–COUNCIL MEMBER JURINSKY

2.a. The minutes were approved.

3. GENERAL BUSINESS

3.a. Who is Aurora: Demographics and Data Overview

Summary of Issue and Discussion:

Daniel Krzyzanowski, Planning Supervisor

Daniel Krzyzanowski and Andrea Barnes presented this item. On average, Aurora has added 5,000 people to the population per year. However, there was a 4% population growth from 2019 to 2020 which added 17,000 people to the city. In 2022, the Planning Department, Public Works, and IT calculated the 2020 estimate which revealed the 398,000-population count. Aurora makes up 13% of the 2.9 million

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population of the Denver Metro Area. Based on the data, 58% of Aurora's population identifies as white, which has gone down from 63% in 2020. Looking into ethnicity, 30% of Aurora residents identify as Hispanic or Latino. According to Census Bureau data, 20.6% of Aurora residents identify as foreign-born, with Mexico being the most common birthplace of Aurora residents. 30% of Aurora residents who are 25 years and older received a bachelor's degree or higher which is lower than the 45% of the Denver Metro Area. 23,000 residents are veterans, which is 8% of the total population. They mostly served in the Vietnam and Gulf war. 10% of veterans are Hispanic and Latino and 89% are males.

For both Aurora and the Metro Area, most of housing is single units detached or attached. In addition, there are those that fall into the 2 to 9 or 10 to 19 units which are small apartment buildings or fourplexes. There are also larger apartment complexes with 20 or more units. Mobile homes make up 2% of Aurora's housing stock. Between 1970 and 1989, there were over 35,000 units built per decade. It is recommended that homeowners continue to invest in their homes and the city to support aging and established neighborhoods to ensure housing stock quality. Over the past decade, 20,000 housing units were built. For housing units built between 2015 and 2021, there is a concentration in Southeast Aurora. Central, East, and Northeast have seen growth from 2020 to 2021. Currently, housing is being developed throughout the city. There are also small infill subdivisions and apartment complex redevelopments done. Currently, Aurora lags behind the Metro Area in terms of home value. The actual sale price for homes in Aurora in the last year is in the \$450,000 to \$500,000 range which continues to grow. The average household size is about 2.83 people which is larger than the Metro Area and the average in the state.

The data on employment does not reflect Aurora-based jobs, but rather, the employment of people living in Aurora. The largest concentrations of employment are in education, healthcare, professional, scientific, and management services, retail, trade, construction, accommodation, and food services. Aurora has a smaller portion of residents working in education, healthcare, and management services compared to the Denver Metro Area. However, Aurora has a larger portion working in retail, trade, and construction. The Median Household Income for Aurora is lower than the Metro Average. There is a higher proportion of the Aurora population in the income brackets lower than \$100,000 a year and a smaller proportion of those above \$100,000 a year compared to Metro Area averages. 113,000 workers are employed in Aurora but live outside of Aurora, while about 138,000 live in Aurora but leave the city for work. This results in a net outflow of about 25,000 workers a day. This shows that Aurora has a talented workforce that leaves to find employment elsewhere. It represents an opportunity for Aurora to continue to attract employers to where talent lives. Southeast, Northeast, and Eastern Aurora are the quickly growing areas with interest to developers, the business community, and retailers. Havana Corridor is also an important transportation and commercial area in addition to the I-225 corridor.

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The Planning Department has several interactive online maps on the website with the most recent ACS data. There is also a Certificate of Occupancy map which shows COs over time throughout the city and other maps related to housing, property information, commercial development, and development applications. The Data and Demographics website also has new ACS data. Data Services also manages major residential and non-residential project maps which are updated twice a year to show the progress of development in the city. A City of Aurora Factsheet is also prepared and available to the public. Moreover, the Data Services Group and the Planning Department constantly help others with data and mapping needs.

- CM Zvonek suggested changing the dynamics of the worker inflow-outflow to be a long-term vision and economic strategy of the city. He requested for further information on how the number of single-family units compares to other states. He mentioned that there were conversations regarding state priorities and the challenge that Colorado has due to construction defect laws. D. Krzyzanowski mentioned that the worker inflow-outflow has real effects on economic development, job growth, job attraction, and transportation. He added that there are a lot of single-family homes given that Aurora is more suburban. He mentions that they can dig deeper into the worker inflow-outflow data and comparisons of housing.
- CM Lawson mentioned that there is more worker influx in Denver due to the job variety. She commented not everyone living in Aurora works in the bioscience, medical, or Boeing field which results in them looking for employment in other areas. She stated that there has been a lot of focus on growth in the Southeast, however, there has been a lack of infill projects. She stressed the importance of having a transportation grid to attract employment.
- CM Jurinsky asked for further clarification on the number of workers in Aurora. D. Krzyzanowski explained that there are 40,000 that live and work in Aurora and 113,000 working in Aurora but living elsewhere. CM Jurinsky asked how they came up with the 153,000 workers in Aurora. D. Krzyzanowski explained that the data is from the US Census Bureau which has an extensive database that ties your residence with your place of business through IRS records.
- CM Jurinsky asked if the Census Bureau considers people with multiple jobs. D. Krzyzanowski says that they can look deeper into their methodology.
- CM Jurinsky said that the construction and service industries do not necessarily require bachelor's degrees. She requested further information on the number of trade licenses in Aurora. She highlighted that the number of bachelor's degrees in the city does not describe the level of education. D. Krzyzanowski said that they will further look into certifications, training, or licenses people hold and those opportunities in the city.
- MPT Bergan asked if there is a way to track retail establishments leaving and coming into the city. Bob Oliva clarified that they track business coming into Aurora. However, they have difficulty tracking businesses closing or leaving due to a lag on when they stop paying for their licenses. MPT Bergan suggested including in the presentation the number of retail establishments moving in and

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out of the city. B. Oliva stated that they are preparing this and will be presenting it soon.

Outcome:

Information Only.

Follow-up Action:

None required.

4. MISCELLANEOUS MATTERS FOR CONSIDERATION**4. a. Aurora Economic Development Council**

- Yuri Gorlov

Yuri Gorlov mentioned that Aurora has grown 75,000 people but has only added around 9,000 or 10,000 housing units. J. Batchelor said that this may not be accurate. The current data is only preliminary, which staff is still validating. He mentioned that Aurora prepares its own internal population estimate, which is most likely better than what the Census uses. Aurora tracks its COs and it did not have 9,000 housing units added over two years. He mentioned that the Census Bureau produces a separate estimate in addition to the American Community Survey. He highlighted that the data is confusing and is not as accurate as what is done by staff.

Y. Gorlov highlighted that Aurora has five of the nine target industry clusters that the Metro District has. However, the city does not have a few sectors such as financial services or tech. He mentioned that there are newer industries coming in and are interested in the city's diversity. He mentioned that Aurora has made several improvements with school districts graduating more students. He commended the Community College System. He mentioned that there are engineers and skilled individuals that have graduate degrees, but there are individuals working with AEDC and other associations without a four-year degree. The city is working with Metro and CSU Global to produce the four-year degrees to bridge gaps given the recent tech company layoffs. He added that aerospace companies are being connected to tech companies that are laying off their talent to hire them into their industry. UCH is also hiring former GeekSquad employees to work as technical assistants for nurses and service the healthcare industry. He highlights that there will be more cross-pollination to be seen in the different industries. Y. Gorlov gave kudos to the GIS department. He mentioned that they implemented and integrated a web portal map into their website which has a link to all other maps in the city. This tool has been used by site selectors, consultants, and project managers. He mentioned that they may have a lot of out-of-state visitors on that site. He added that there may be some opportunities along the E-470 corridor which is getting more amenities that may attract more people.

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The Aurora Economic Development Council's (AEDC) current deal flow is more than double the average of pre-pandemic numbers. They are currently working on 90 deals from a variety of industries such as manufacturing, distribution, aerospace, tech, etc. Port Colorado announced that they are open for business. Prologis has also announced that they are building a million square feet. Moreover, Sun Empire is developing 300 acres. AEDC is working with Beck Hogan regarding hosting a Korean delegation and connecting with Korean companies as they bring on technology and innovative advanced manufacturing. AEDC is also working with others on renewable energy projects that are chasing federal incentives that were approved earlier this year. The Council is concluding a year-long study with an engineering firm to map out the routes, phasing, cost, and demands of water and wastewater. They are also working on film incentives at the state level. AEDC is supporting a task force created by legislation. There is a task force led by Rep. Herod and others working with the Film Commissioner that are trying to expand the program. There are \$30 million worth of incentives available to companies that would want to film and build studios. There are a multitude of trades and skills that from other industries that can go into film. Atlanta has passed an incentive bill that cuts cost up to 20 to 30% for studios, and it created billions of dollars of economic impact. AEDC is looking forward to the economic strategy being discussed at the Winter Workshop.

4.b. Havana Business Improvement District

- Chance Horiuchi:

The Havana BID received a \$157 million re-certification value for the district. This is due to several redevelopments and investments along the Havana corridor with transportation and retail. In the BID's last annual meeting, stakeholders were able to connect with Council and the Mayor to ask specific questions. Argenta will be delivering their first 32 condo units by early January. Moreover, there are several LOIs in shopping centers to be announced in January. David's Bridal and Nana's Dimsum and Bao will be coming to Village on the Park. On December 8th, the last networking event will be held at Nile Ethiopian from 3:00 to 4:30 PM with the City Council, APD, the Mayor, and the DA's office in attendance to talk about retail crime. A drive-in movie will be done at Sam's No. 3 on December 17th. In 2023, Havana BID is bringing back events such as night markets and the Havana Street Global Market.

4.c. Aurora Chamber of Commerce

- Kevin Hougen:

NO REPORT

4.d. Planning Commission

- Melvin Bush

NO REPORT

4.e. Oil and Gas Committee

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- Brad Pierce:
NO REPORT

4.f. Business Advisory Board

- Garrett Walls
NO REPORT

4.g. Retail

- Bob Oliva
NO REPORT

4.h. Small Business

- Elena Vasquez
NO REPORT

4.i. Visit Aurora

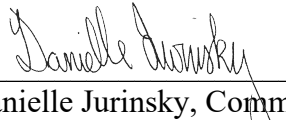
- Bruce Dalton
NO REPORT

5. CONFIRM NEXT MEETING DATE

Scheduled for January 11, 2023, at 8:30 AM MT.

6. ADJOURNMENT

APPROVED: _____



Danielle Jurinsky, Committee Chair