



# City Center Vision and Development Framework

Public Meeting #1

Thursday, August 6, 2020

6:30 to 8:00 PM

# Meeting Agenda

1. Welcome from Councilwoman Marsha Berzins
2. Introductions
3. Project overview
4. City Center overview
5. Guest speakers
6. Next steps

# Meeting Notes

- This meeting is being recorded and will be posted on the project website: **[auroragov.org/citycenter](http://auroragov.org/citycenter)**
- If time permits, there may be an opportunity for questions or comments from attendees.
- Please complete the **online survey** that will be distributed via email to participants.



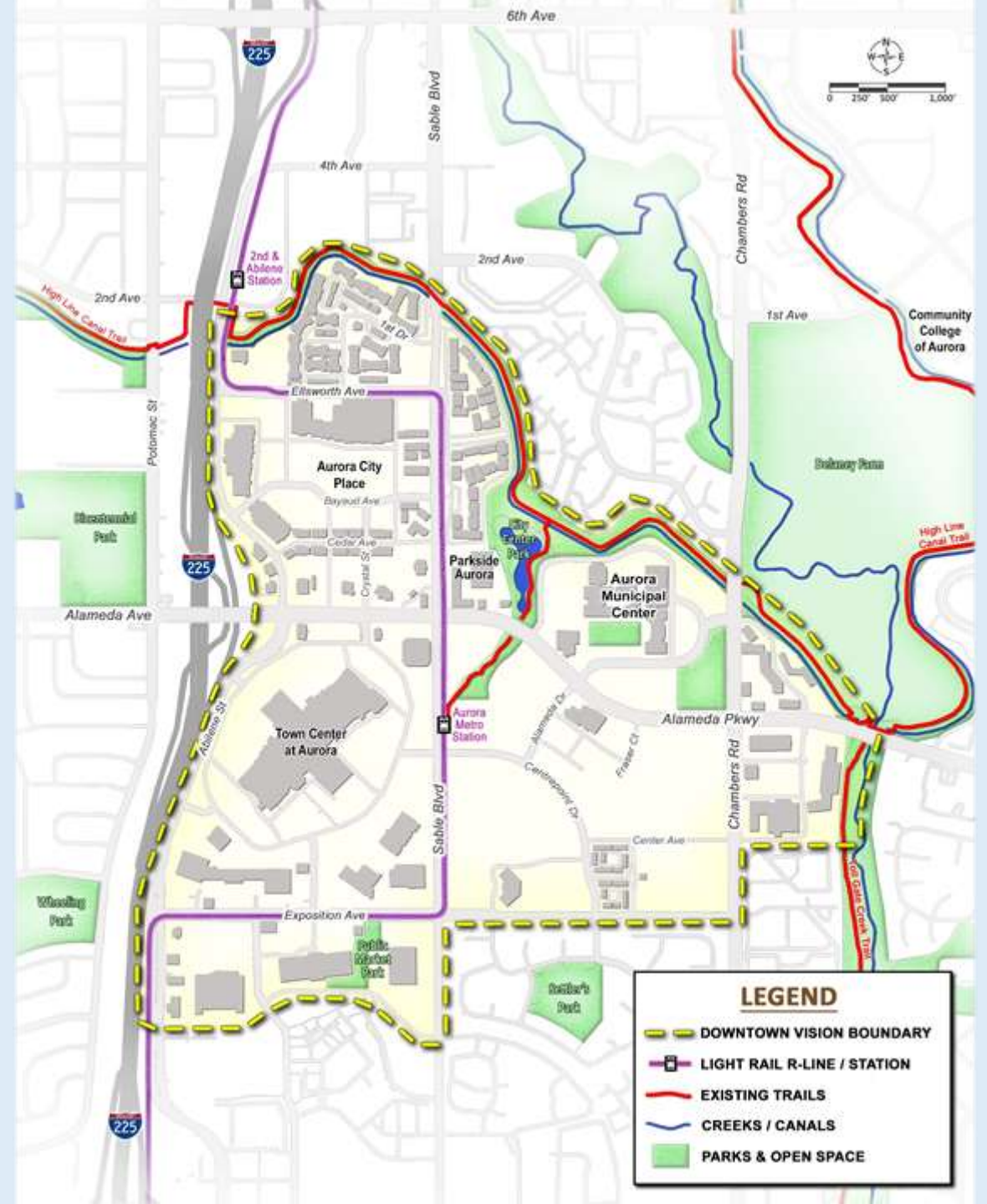
# Project Overview

# Project Summary

- Assess current conditions, opportunities, and challenges within area.
- Engage the public about their desires for City Center's future.
- Identify a vision and development framework for future growth.
- Create a planning document to help guide development and public improvements.

# Study Area

Focus of study is on area east of I-225, north and south of Alameda Avenue



# Project Schedule

- Project initiated April 2020
- **Online public meeting #1** **August 6**
- Online public meeting #2 Fall (date TBD)
- First draft plan document released Fall
- Public meeting #3 Winter



# City Center Overview





## City Center History

Aurora's population reached 100,000 in 1972.  
Aurora Mall opened in 1975.

# Planning Vision


Since the early 1980's, City Council has seen the area as a...

***“unique opportunity...to provide intense mixed-use development with excellent transportation service to and within a creatively planned urban center.”***



# Planning Chronology

- 1981 City Center Zone District
- 1981 City Center Financial Feasibility Analysis(BBC Consulting)
- 1982 City Center Urban Renewal Plan
- 1991 City Center Future Direction
- 1992 City Center Existing Conditions Background Report
- 1992 City Center Market Feasibility Analysis (THK Consulting)
- 1993 City Center Special Study Session by Aurora City Council(Design Workshop)
- 1994 City Center Urban Design Plan
- 1997 Transit Oriented Communities Initiative(case study on City Center); consultants)
- 1998 Emerging Concepts for City Center (new I-225/Alameda interchange)
- 2000 Aurora City Center Sketchpak (Communication Arts)
- 2001 City Center Vision Statement(new City Hall and plans for light rail)
- 2002 City Center Light Rail Transit Study (Civitas Consulting)
- 2003 Aurora Comprehensive Plan
- 2005 Aurora Centrepont Master Plan (dense, mixed use walkable downtown on 70 acres)
- 2009 City Center Urban Renewal Plan
- 2009 Aurora Comprehensive Plan
- 2014 Metro Center Drainage Improvements
- 2014 Metro Center/RTD Parking Study
- 2015 City Center Station Area Plan
- 2015 DRCOG Transportation Improvement Program Award
- 2018 Aurora Places Comprehensive Plan

The image shows the 'Aurora Places' logo, which consists of a red location pin icon with a white letter 'A' inside, followed by the text 'AURORA PLACES' in a bold, sans-serif font, and the tagline 'planning tomorrow's city' in a smaller, lowercase font below it. To the right of the logo is a collage of several small photographs showing various urban and natural scenes from Aurora, including buildings, parks, and residential areas.

The most frequent stakeholder comment throughout the comprehensive planning process was the city's need for a “real downtown”, a place that is uniquely Aurora and serves as the center of community pride, activity, and identity.

# A Civic Center

Police Station, 1977-79

Central Library, 1982

Courts and Detention  
Center, 1989

Arapahoe County Building,  
2001

Municipal Center, 2003

Museum Addition, 2014



# Transportation and Parks / Open Space Connections

RTD FasTracks R Line & Aurora Metro  
Center Station, 2017

Alameda pedestrian underpass/  
Highline Canal Trail connection (with  
regional drainage improvements), 2017



# POPULATION

## ESTIMATED POPULATION:

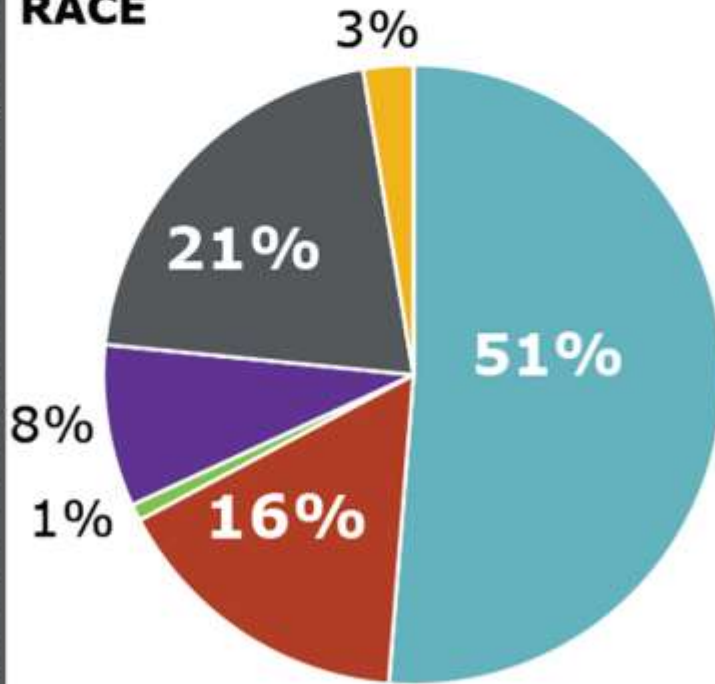
**36,258**

## ETHNICITY



*Study Area:*  
**36%** Hispanic or Latino  
*City of Aurora:*  
**28%** Hispanic or Latino

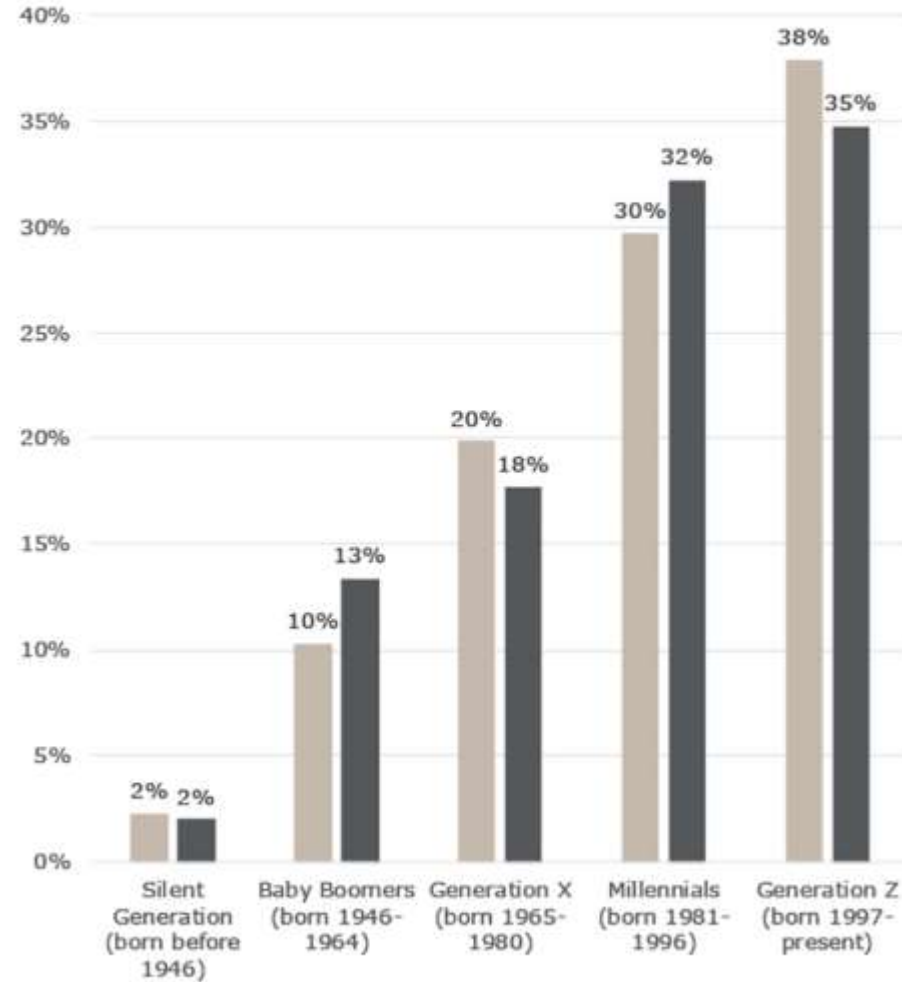
## RACE



- White
- Some other race
- American Indian and Alaska Native
- Asian
- Black or African American
- Two or more races

## AGE DISTRIBUTION

over time



**HOUSING UNITS:**  
**13,646**

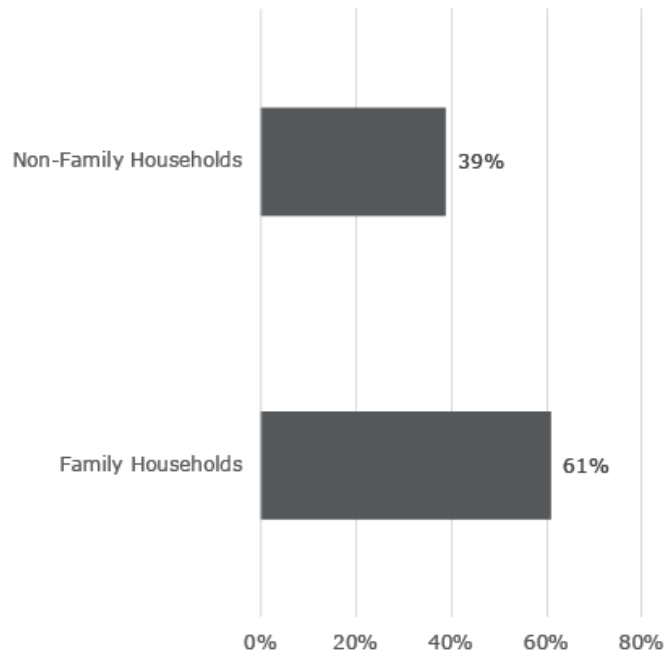
**HOME OWNERSHIP:**



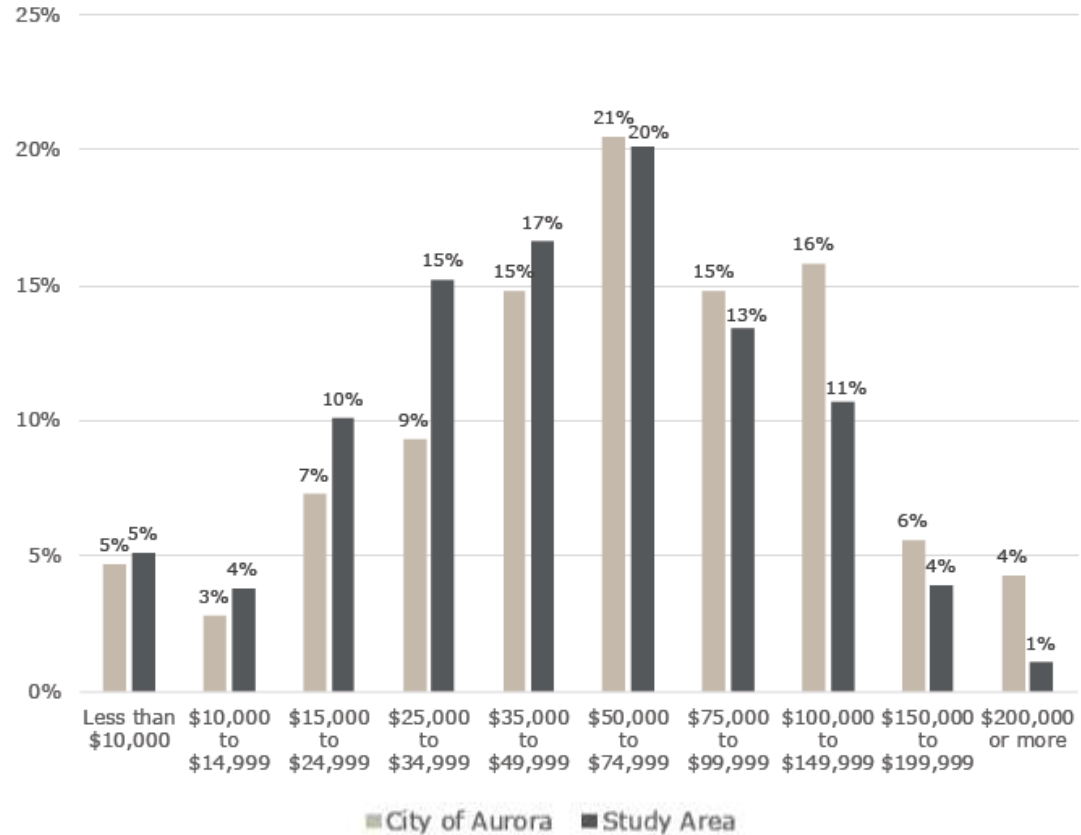
**40%:** Owner Occupied

**60%:** Renter Occupied

**HOUSEHOLD TYPES:**



**HOUSEHOLD INCOME:**



**MEDIAN HOUSEHOLD INCOME:**




**Study Area: \$52,304**

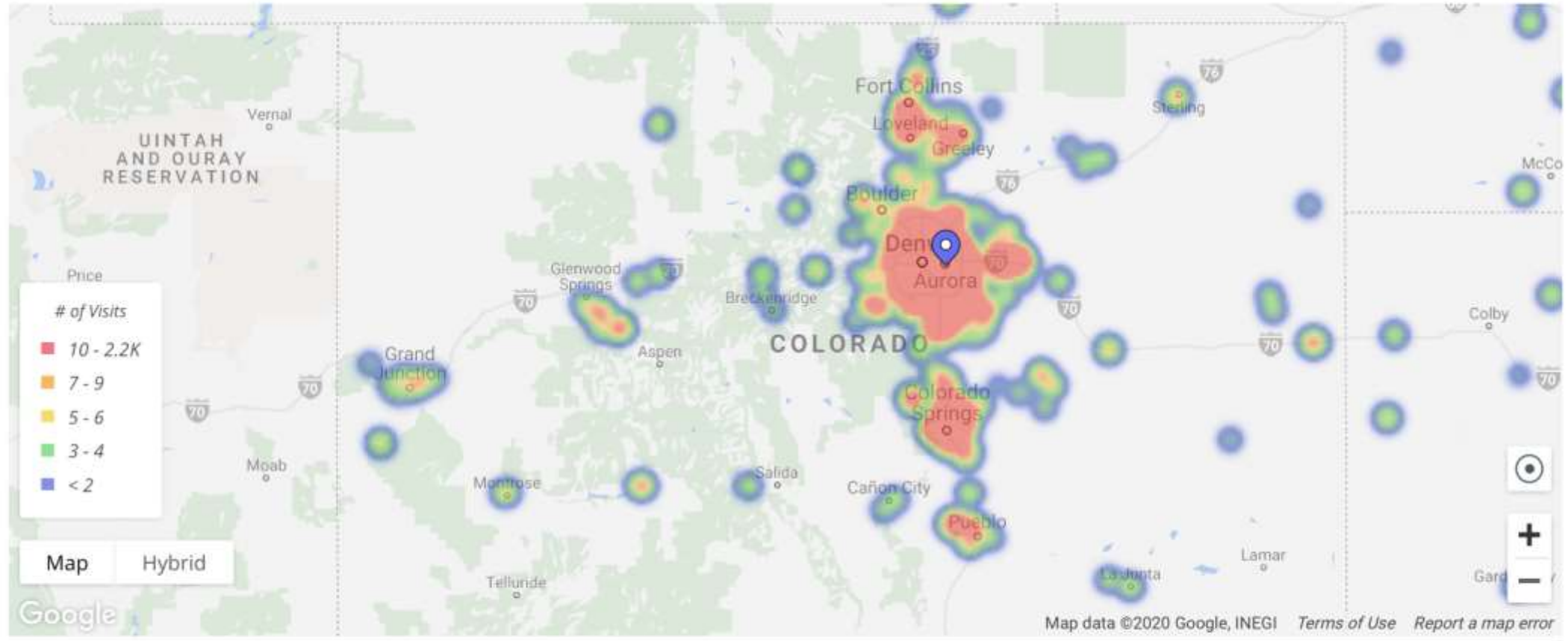
**City of Aurora: \$62,541**

2018 American Community Survey 5-year Estimates

## Trade Area - Home Location

 Customize

 BJ's Restaurant and Brewhouse / E Cedar Ave



Showing Home | Unique # of Visits | At least 1 visit | May 1, 2019 - Dec 31, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))




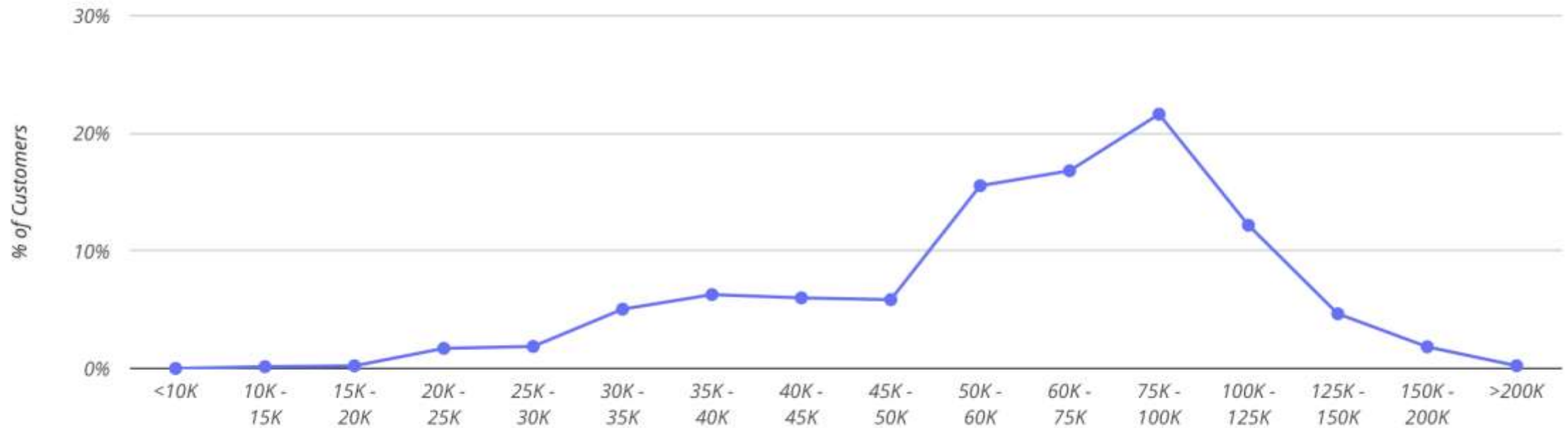
*Popular restaurants and destinations have the ability to draw visitors from well beyond the immediate neighborhood.*



## Average Household-Income (USD)

 Customize

 BJ's Restaurant and Brewhouse / E Cedar Ave



% of Visits | May 1, 2019 - Dec 31, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

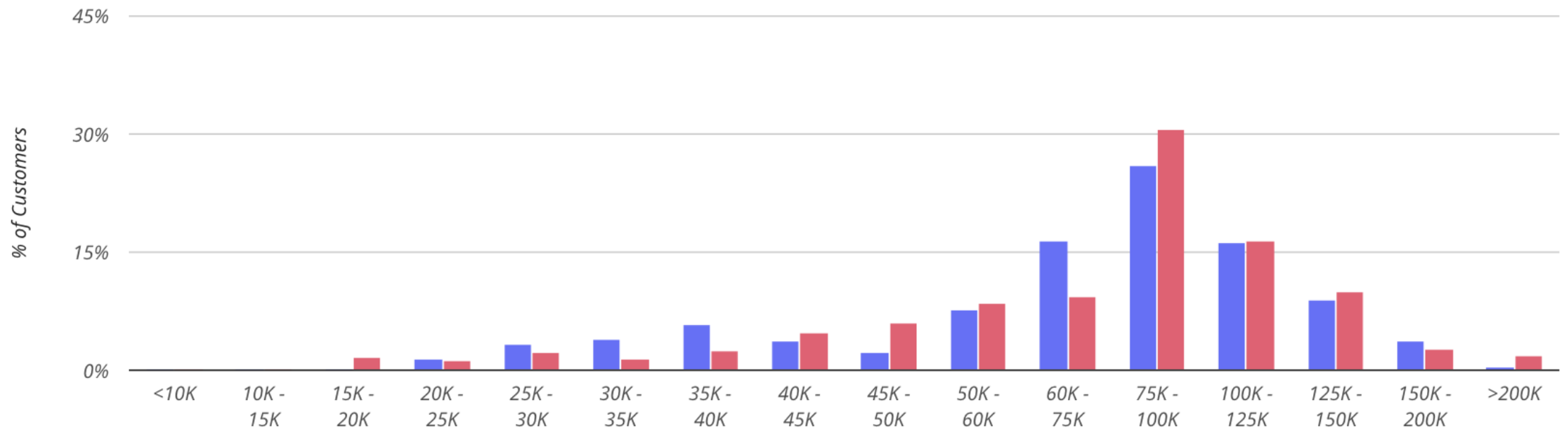


*12 of 20 area restaurants appear to draw more visitors in the \$75,000 to \$100,000 income range than any other income category.*

## Average Household-Income (USD)

 Customize

● Raytheon Aurora / Hughes Dr      ● Northrop Grumman / E Exposition Dr



% of Visits | May 1, 2019 - Dec 31, 2019

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



*Employees associated with nearby employers often have typical incomes higher than local residents.*

# Recent and Coming Projects

Parkside at City Center  
(redevelopment of Alameda Center)

Raising Cane's

In-N-Out

Courtyard by Marriott

Fieldhouse USA



Given **energy and interest** in the area,  
the **changing retail landscape**,  
the Federal **Opportunity Zone designation**, and  
the **new property owners and developers**,  
it is an opportune time to engage the public in a  
community conversation about the future of  
City Center.



# Guest Speakers

# Guest Speakers

- **Travis Parker** City of Lakewood Belmar
- **John Burke** City of Westminster Downtown Westminster
- **Scott Vollmer & Tim Fredregill** Milender White Parkside project
- **Kevin Hougen** Aurora Chamber Business growth and development
- **Bob Oliva** City of Aurora Retail and restaurants
- **Daniel Krzyzanowski** City of Aurora Housing
- **Yuriy Gorlov** Aurora EDC Office and employment
- **Bruce Dalton** Visit Aurora Hospitality and entertainment
- **Daniel Krzyzanowski** City of Aurora Branding, Marketing, Organization



# Travis Parker

Planning Director,  
City of Lakewood

Topic: **Belmar**



An aerial photograph of Belmar, New Jersey, showing a mix of commercial buildings, residential areas, and a golf course. The word "BELMAR" is overlaid in large, bold, orange letters across the center of the image. The background shows a grid of streets, various sized buildings, and green spaces.

# BELMAR



# Belmar – Before Reinvestment

- Villa Italia Mall
  - Opened in 1966, flourished into early 1980s
  - 1.4 million square foot enclosed regional center (104 acres)



# Belmar – Before Reinvestment

- Gradual decline
  - Center closed in 2001
  - Slowing economy, growing competition and poor maintenance
  - 3 of the 4 anchor tenants had left as well as smaller retailers



# Belmar – Before Reinvestment

- City concerns
  - Spread of deterioration throughout Lakewood's core
  - Property and sales tax decline
  - Difficult to engage developers due to complicated ownership structure (mall and land ownership separate)
  - National trend of stagnating and declining enclosed suburban malls

# Belmar – Reinvestment

- Public Improvements
  - Extraordinary - beyond greenfield development
  - Contaminated groundwater and soil
    - Former uses required remediation
    - Asbestos remediation



**Public/Private Partnership Needed**

# Belmar – Reinvestment



# Belmar – Reinvestment

- Finance Agreement
  - Urban Renewal
  - City waive 2% of 3% sales tax
  - 2.5% Public Improvement Fee (PIF)
  - Repayment of bonds for public improvements:
    - Property Tax Increment
    - 50% of Lodgers's Tax
    - PIF



# Belmar – Reinvestment

## ➤ Timeline

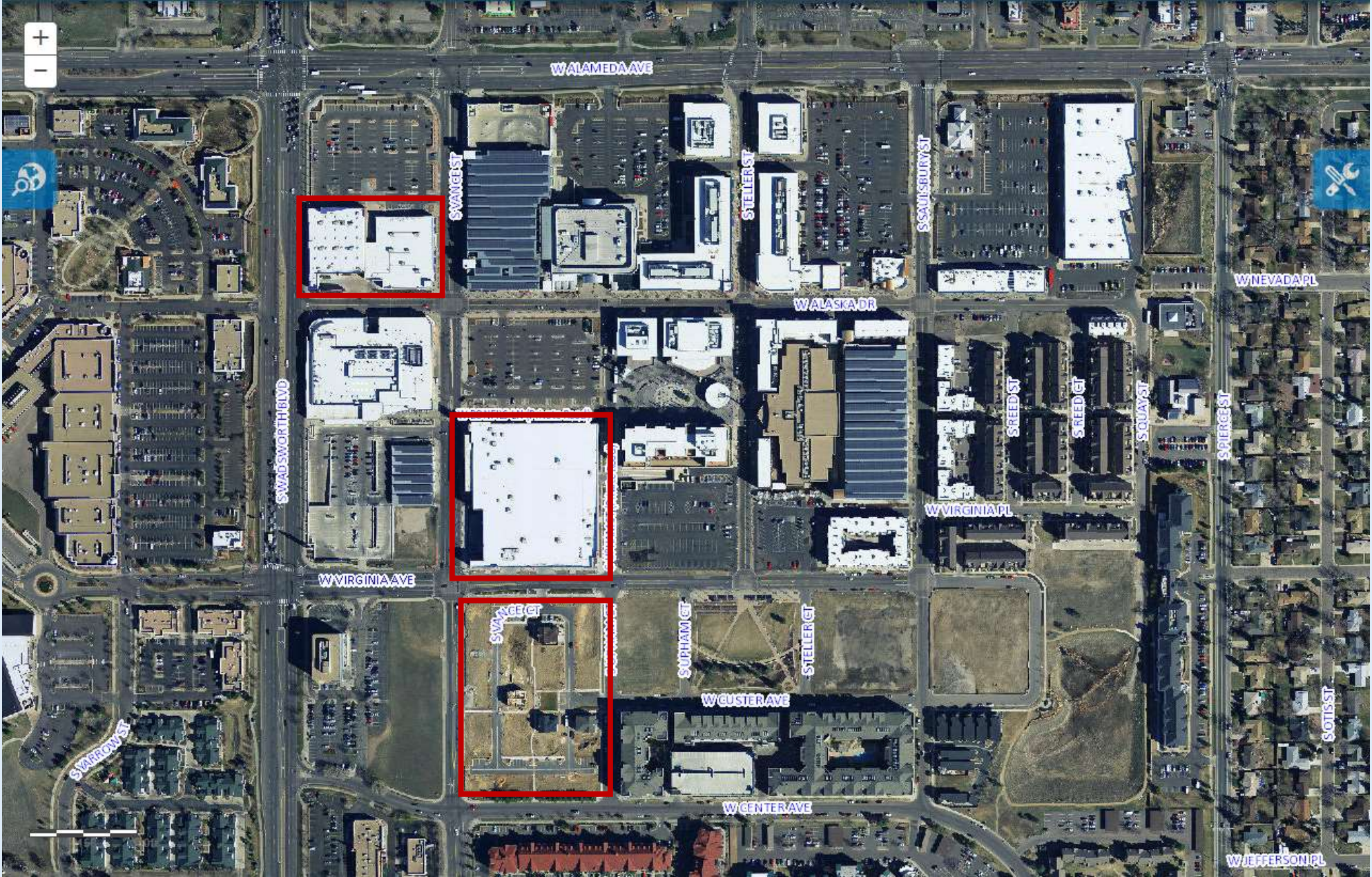
- Purchase of underlying land – Fall 1999
- Urban Renewal Plan – 2000
- Redevelopment Agreement/Public Finance Agreement – 2001
- Mall closure – July 2001
- Demolition/Site work – December 2001
- Initial vertical construction – April 2003
- Phase 1 opening – May 2004
- Bond refinancing - 2013

2008

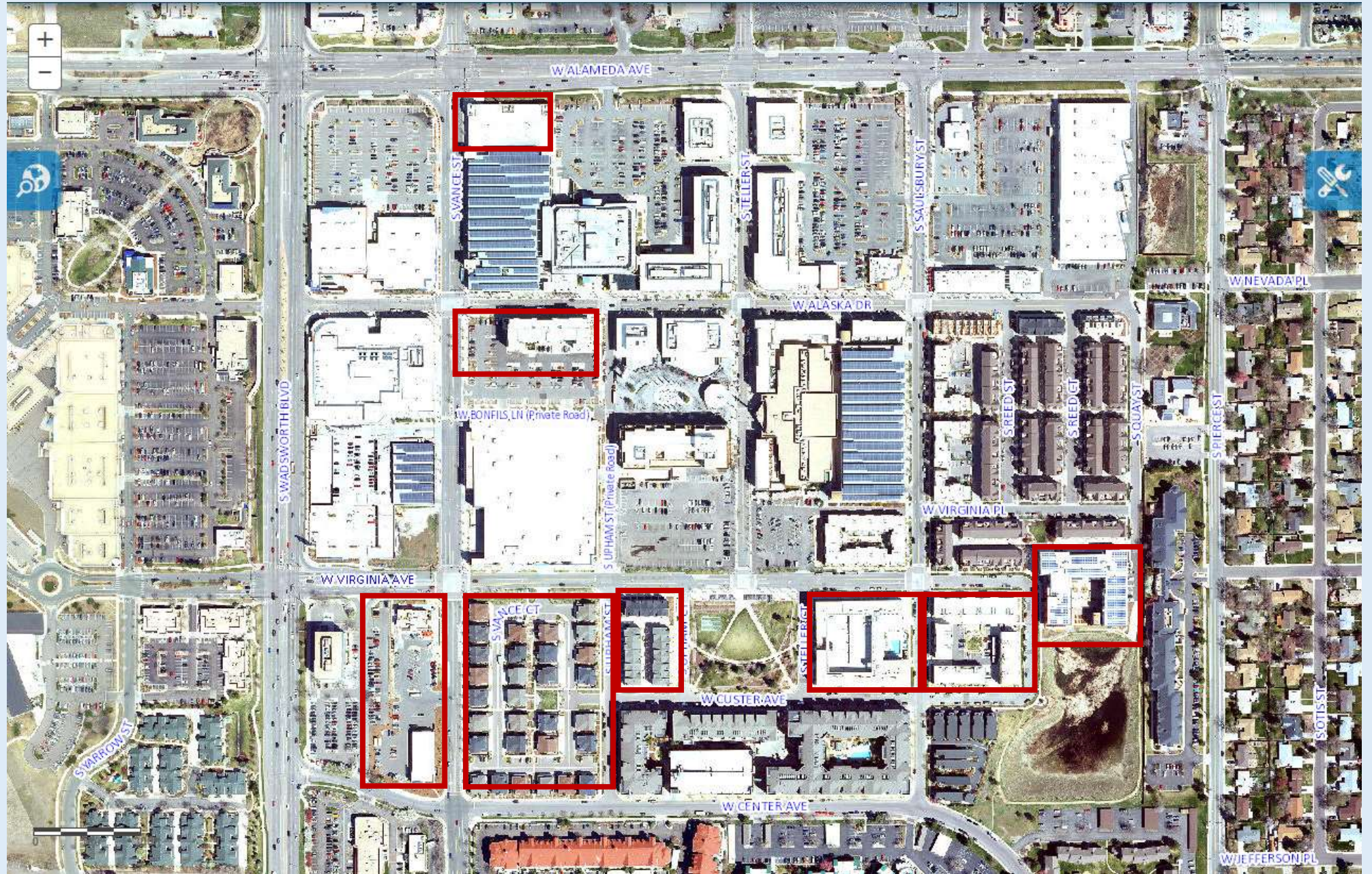




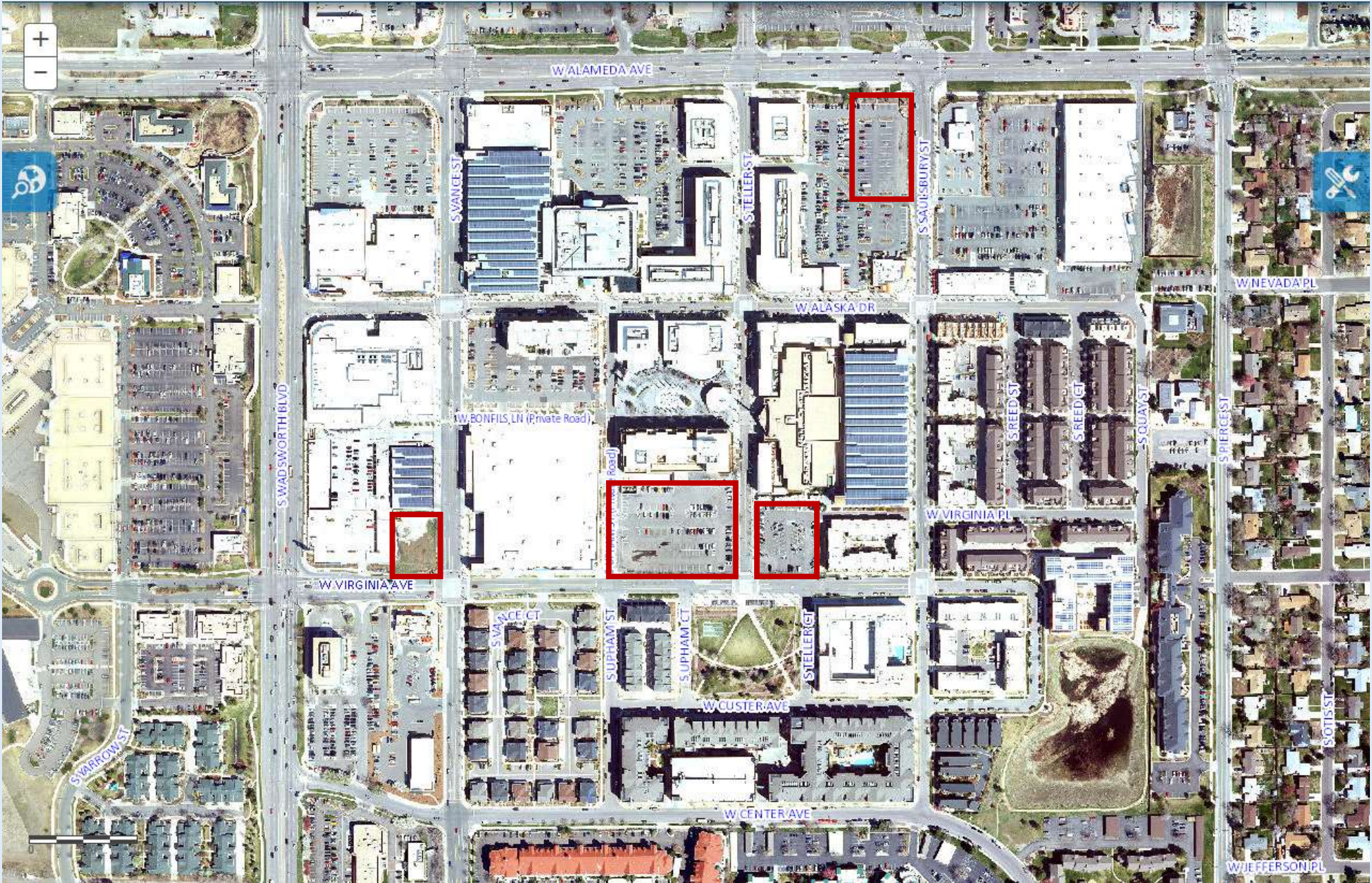
2012



2016



2020



# Belmar – Current Economics

- \$325-\$350 million in gross retail sales
- PIF Generation
  - \$5.4 million
- TIF Generation
  - \$2.0 million



# Belmar – Current Economics

- Over 2,500 jobs (approx. 110 businesses)
- Retail : 2m sf (97% occupied)
- Office: 375k sf (88% occupied)
- Over 1,000 residential units



## Belmar – Current Economics

- Leveraged an initial private investment (\$750 million)
- Created \$160 million in public improvements (including an urban park and plaza)
- Reversed trend of deterioration in Lakewood's core
  - Continuation of the development of Lakewood's downtown

# Belmar – Current Economics

- New urbanism development with new infrastructure & amenities
  - 22 blocks – streets, utilities
  - Plaza, park, 10 acres public spaces
  - 2 storm water detention facilities
  - Public Parking – 3 major garages, lots, pay parking on street
  - Sustainability features
- Increased property values by 435% in the project area and 46% in Alameda corridor

# RETAIL & ENTERTAINMENT





# BELMAR STREETSCAPES



# BELMAR PUBLIC PLAZA



# RESIDENTIAL ROWHOMES



# RESIDENTIAL ABOVE RETAIL



BEL  
MAR



# OFFICE ABOVE RETAIL



# Some Considerations

- **If it will be different; prepare everyone for different**
- **Reliably responsive & collaborative**
- **Prioritize connectivity with surroundings**
- **Leave flexibility for future growth**

# John Burke

Downtown Westminster Development and  
Construction Manager,  
City of Westminster

Topic: **Retail and Restaurant**



# Downtown Westminster

An Overview

- City of Westminster



**DOWNTOWN**  
WESTMINSTER



# Westminster Mall in 2010



92nd Ave.

US 36

JC Penney

Harlan St.

88th Ave.

# A place to be



# Master Developer Approach

2007: Master developer #1

2010: Master developer #2

2011: Master developer #3

2012-13: Master developer #4

2014-15: Master developer #5

2015: **Downtown Block by Block**

City and WEDA invest in infrastructure,  
Sell land block by block to a wide range of developers



# Density and Activity



# Alamo Drafthouse – will open again soon...



## Project Summary

- 9-screen theater
- Restaurant/outdoor seating
- Retail & office wrap along Westminster Blvd.

# 8877 Eaton Street Apartments – OPEN! ~ 100% occupied



## Project Summary

- 118 Residential Units
- 27,000 sqft. of Retail Space
- LEED Silver Certified
- 100% Affordable Housing

# Ascent Westminster – OPEN! ~ 50% occupied



## Project Summary

- 255 Residential Units
- 22,000 sqft. of Retail Space
- LEED Silver Certified
- 10% Workforce Housing

# Origin Hotel – Q3 2020



 **ORIGIN**

EST. 1971, DENVER CO  
**TATTERED COVER  
BOOK STORE**  
tatteredcover.com

## Project Summary

- 125-room boutique hotel
- Chef driven Restaurant, retail & event space



# Aspire Westminster – Q2 2021



## Project Summary

- 226 Residential Units
- 38,000 sqft. of Retail Space
- LEED Silver Certified
- 10% Workforce Housing

# Westminster Row – Q1 2022



## Project Summary

- 274 Residential Units
- 17,000 sqft. of Retail Space
- LEED Silver Certified

# Central Square



# Downtown Westminster Residences - ownership



## Project Summary

- 40 unit condominium building
- 34 townhomes
- LEED Silver certified

# Schnitzer West – Office Development



## Project Summary

- 500,000 square feet Class A office
- 3 separate buildings & parking structures

# Infrastructure

- **Parking facilities**
- **Streets & Streetscapes**
- **Park gathering spaces**



Thank you



# Scott Vollmer & Tim Fredregill

with Milender White

Topic: **Parkside**







# Parkside

NE CORNER OF SABLE & A LAMEDA

**Light Rail  
Station**

**Sable Blvd**

**Parkside Property**

**Alameda Ave**

**City Center Park**

**High Line  
Canal Trail**

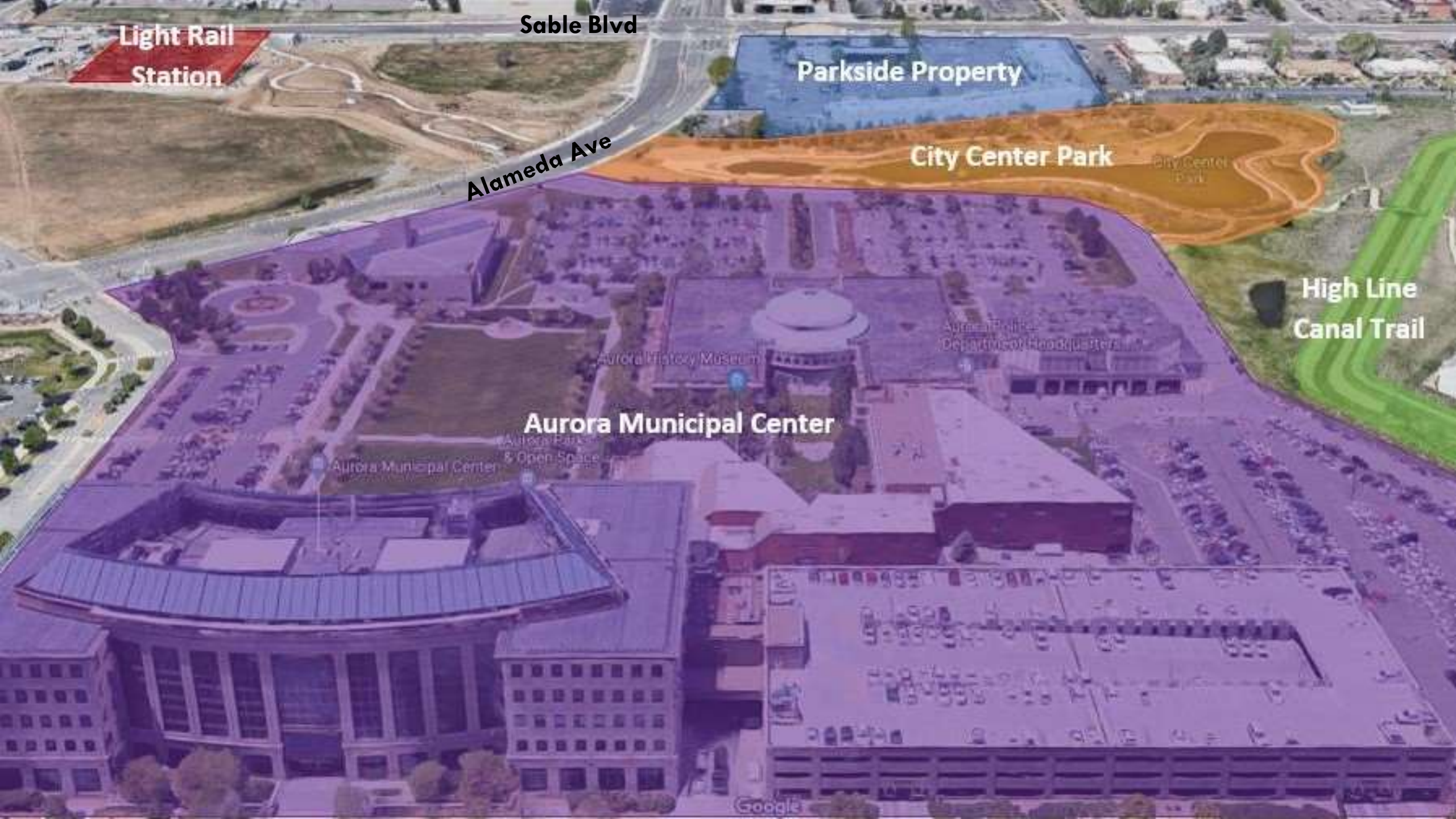
**Aurora Municipal Center**

Aurora History Museum

Aurora Police  
Department Headquarters

Aurora Municipal Center

Aurora Park  
& Open Space



# PARKSIDE SITE PLAN



# VIEW FROM MUNICIPAL BUILDING 5<sup>TH</sup> FLOOR





**CONCEPT RESTAURANTS**



**WELLNESS**



**FITNESS**



**UNIQUE RETAIL**

**OUR VISION:  
BUILDING  
COMMUNITY  
REDEFINING  
RETAIL  
LAUNCHING NEW  
BUSINESSES**



# GROUND FLOOR RETAIL

## RESIDENTIAL BUILDING

216 UNIT

10, 550 SF RETAIL



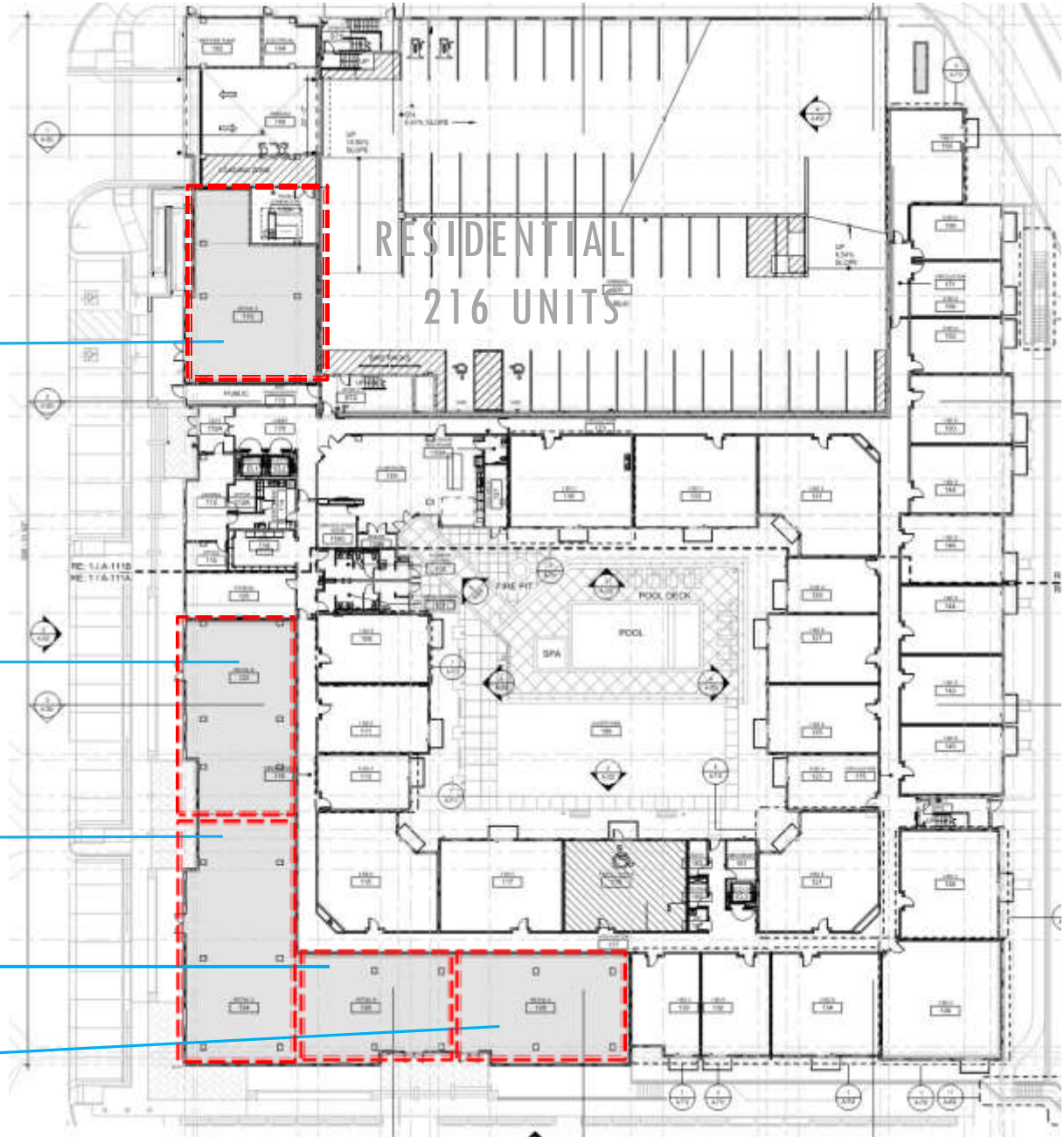
RETAIL E  
2148 SF

RETAIL D  
2124 SF

RETAIL C  
2692 SF

RETAIL B  
1500 SF

RETAIL A  
2086 SF



# RETAIL LEASING PLAN - PARKSIDE

## BUILDING A

2140SF  
1700SF  
2350SF  
2500SF

## TOTAL

8690 SF



## BUILDING B

1000SF  
1000SF  
1000SF  
2790SF  
1310SF  
1400SF

## TOTAL

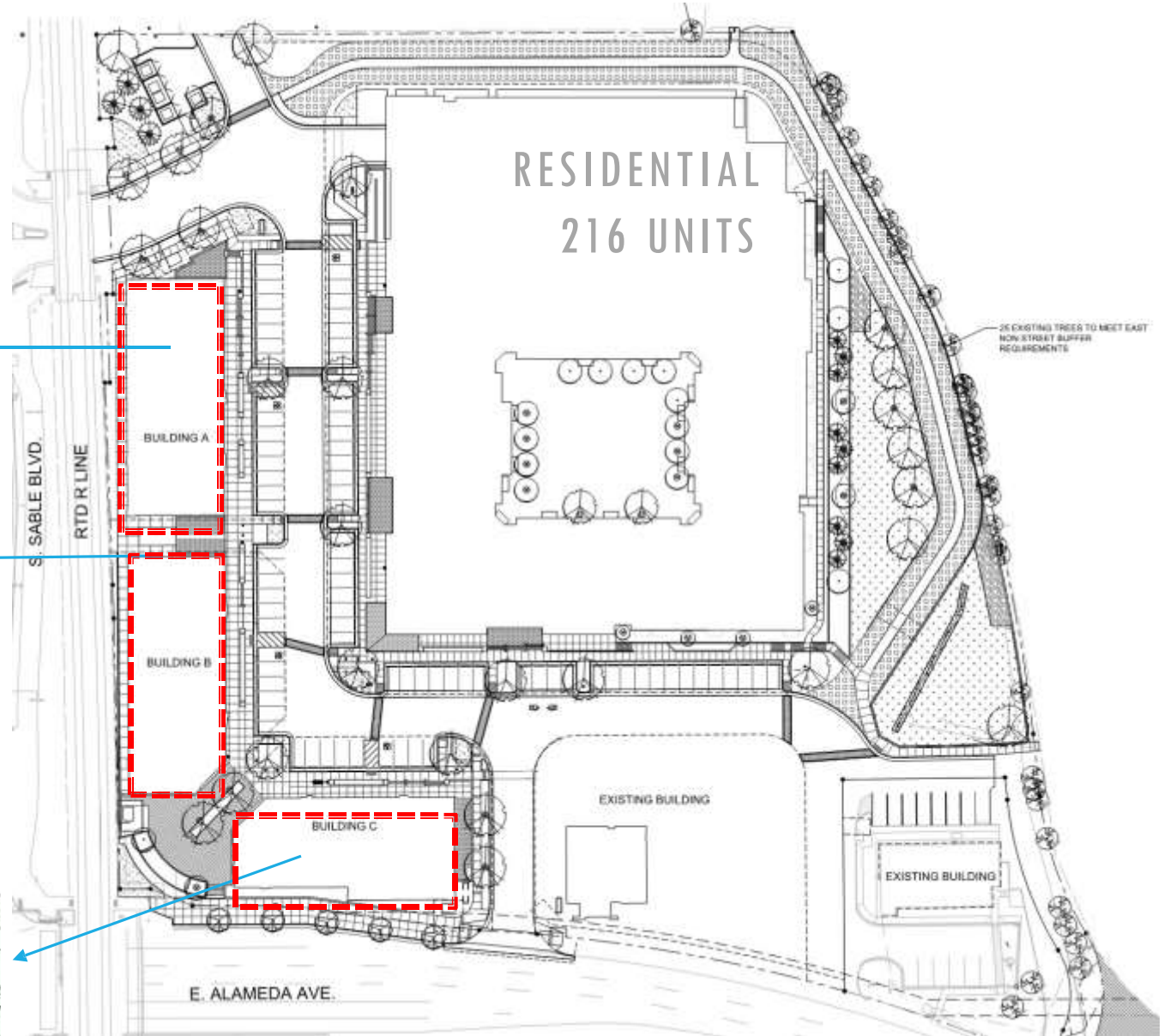
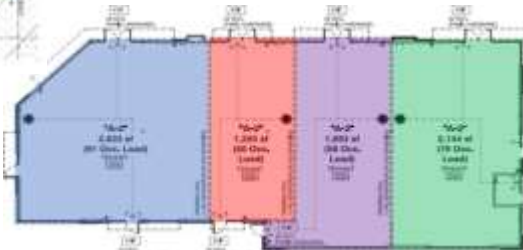
8500 SF



## BUILDING C

2630SF  
1255SF  
1771SF  
2144SF

TOTAL 7800 SF



Experience = Eating



52%

of adults are looking to expand their variety of ethnic cuisine

Source: National Restaurant Association, State of the Industry 2017

61%

of adults say they would prefer to spend money on experiences, including eating out at restaurants or other activities, over purchasing an item from a store

Millennial Eating Patterns Favor Food Halls



40%

of Millennials will order something different every time they visit the same restaurant

Source: Restaurant Marketing Labs

55%

of Millennials prefer communal tables when dining out

Source: Restaurant Marketing Labs

Millennials spend 44%

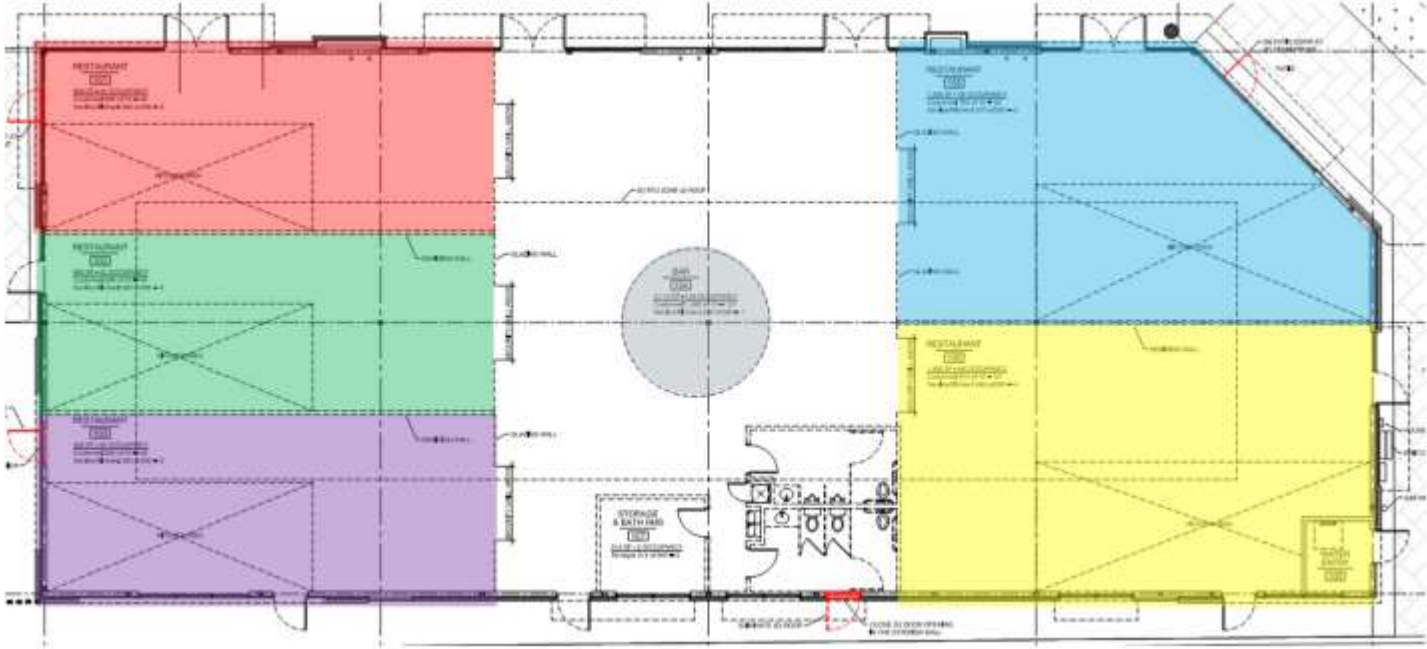
of their food dollars on eating out

Source: Food Analytics analysis / United States Department of Agriculture Food Expenditure data Q3/14





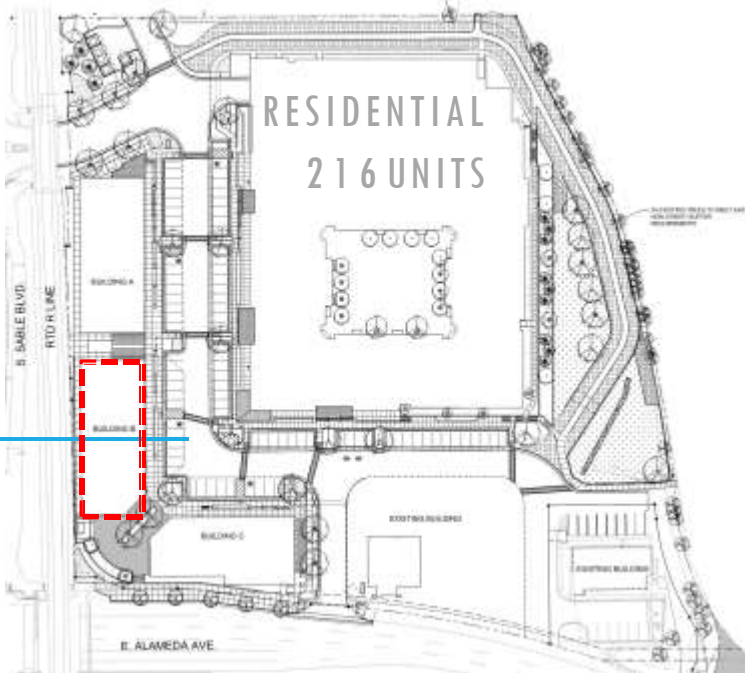
# THE COLLECTIVE EATERY



## BUILDING B

1000 SF
1000 SF
1000 SF
2790 SF
1310 SF
1400 SF

TOTAL  
8500 SF





authentic mexican



italian street food



barbecue



poke bowl



local coffee



artisan dessert



barbershop



mani/pedi bar



cryo & sauna spa

**TARGET CULINARY CONCEPTS**  
 LOCAL CULINARY TALENT  
 CHEF CONCEPTS  
 LOCALLY SOURCED  
**BREWERY & TAP ROOM**

**TARGET RETAIL CONCEPTS**  
 LOCAL RETAIL CONCEPTS  
 WELLNESS FOCUSED  
 EXPERIENTIAL RETAIL

# PARKSIDE ART & CULTURE



# PROGRESS THROUGH JUNE 2020



# THANK YOU

TIM FREDREGILL

MILENDER WHITE

[TFREDREGILL@MILENDERWHITE.COM](mailto:TFREDREGILL@MILENDERWHITE.COM)

712-898-4810





# Kevin Hougen

President/CEO,  
Aurora Chamber of Commerce

Topic: **Business growth and development**



# Bob Oliva

Senior Commercial Development Manager,  
City of Aurora

Topic: **Retail and restaurant**



# Retail Includes...

## Stores

Classic Retail

BOPAS (“Buy Online, Pickup At Store”)

Retail/Fulfillment Center

Showrooms (Shop store, buy online, ship to home)

## Restaurants

Full service, Sit Down

QSR (Quick Service Restaurant)

Niche Operations (Coffee, Ice Cream, Smoothies)

Food Halls

## Services

Insurance Offices, Hair Salon, Banks, Dry Cleaners, Tanning, Tutoring, Education

## Entertainment

Full Spectrum of choices

Events Center

Amphitheater/Live Music

“Eater”-tainment (Punch Bowl Social, Dave & Busters)



# Creating a Sense of Place

Walkability



Self Contained

Regional Draw





## A Downtown Neighborhood

Urban Downtown

4-Corner Connectivity



# Urban-style Grocery Designs





# Daniel Krzyzanowski

Planning Supervisor  
City of Aurora

Topic: **Housing**





# Housing Options

Compliments the area's existing housing stock

For sale and rental options

Variety of prices, sizes, and designs

Walkable neighborhoods

Convenient access to all City Center offers



# Yuriy Gorlov

Vice President,  
Aurora Economic Development Council

Topic: **Office and Employment**



**AURORA**  
ECONOMIC DEVELOPMENT COUNCIL



# Bruce Dalton

President/CEO,  
Visit Aurora

Topic: **Hospitality and entertainment**



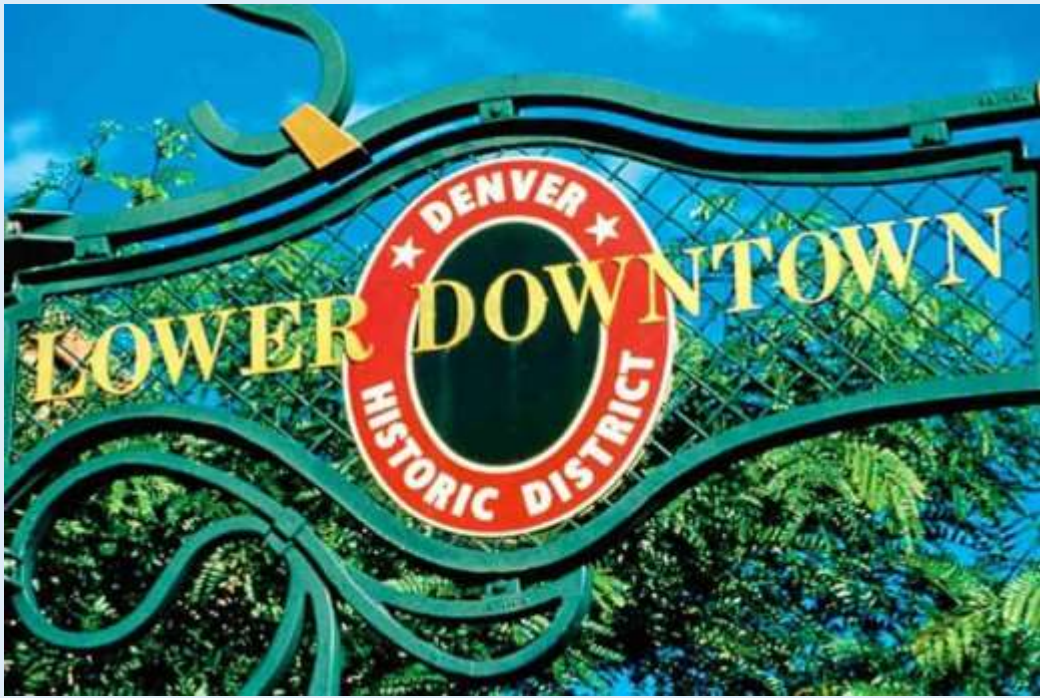


# Daniel Krzyzanowski

Planning Supervisor  
City of Aurora

Topic: **Branding, marketing, and organization**







**Outdoor  
Movie Night**  
in Old Town Square



*Downtown  
Holiday Lights*



*Downtown  
Sessions  
Concert Series*



# Next Steps

# Thank you! And Next Steps...

- For more information about upcoming meetings, surveys, and the recording of this meeting, visit **[auroragov.org/citycenter](http://auroragov.org/citycenter)**

Or contact the city's project team at:

**[citycenter@auroragov.org](mailto:citycenter@auroragov.org)** or **303-739-7187**

- Please complete the **online survey** that will be distributed via email to participants.
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