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

- 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
- [Online public meeting #1](#) | August 6
- Online public meeting #2
- First draft plan document released
- 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 Centrepoint 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 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
ESTIMATED POPULATION: 36,258

ETHNICITY

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

RACE

- 51%
- 21%
- 16%
- 8%
- 3%

AGE DISTRIBUTION over time

- Silent Generation (born before 1946)
- Baby Boomers (born 1946-1964)
- Generation X (born 1965-1980)
- Millennials (born 1981-1996)
- Generation Z (born 1997-present)

2018 American Community Survey 5-year Estimates
HOUSING UNITS: 13,646

HOME OWNERSHIP:
40%: Owner Occupied
60%: Renter Occupied

HOUSEHOLD TYPES:

Non-Family Households 39%
Family Households 61%

HOUSEHOLD INCOME:

MEDIAN HOUSEHOLD INCOME:

Study Area: $52,304
City of Aurora: $62,541
Popular restaurants and destinations have the ability to draw visitors from well beyond the immediate neighborhood.
12 of 20 area restaurants appear to draw more visitors in the $75,000 to $100,000 income range than any other income category.
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
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
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
BELMAR PUBLIC PLAZA
RESIDENTIAL ROWHOMES
RESIDENTIAL ABOVE RETAIL
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
Westminster Mall in 2010
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
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
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
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

Sheridan Underpass
US 36 Bike Trail outlook
Center Park
Thank you
Scott Vollmer & Tim Fredregill

with Milender White

Topic: Parkside
Parkside
NE CORNER OF SABLE & A LAMEDA
VIEW FROM MUNICIPAL BUILDING 5TH FLOOR
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
Experience = Eating

52% of adults are looking to expand their variety of ethnic cuisine

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.

Source: National Restaurant Association, State of the Industry 2017

Millennial Eating Patterns Favor Food Halls

40% of Millennials will order something different every time they visit the same restaurant

55% of Millennials prefer communal tables when dining out

Millennials spend 44% of their food dollars on eating out.

Source: Restaurant Marketing Labs

Source: Restaurant Marketing Labs

Source: Food Institute analysis / United States Department of Agriculture Economic Research Service (ERS) 2018
TOTAL 8500 SF

BUILDING B
1000 SF
1000 SF
1000 SF
2790 SF
1310 SF
1400 SF

THE COLLECTIVE EATERY
TARGET CULINARY CONCEPTS
LOCAL CULINARY TALENT
CHEF CONCEPTS
LOCALLY SOURCED
BREWERY & TAP ROOM

TARGET RETAIL CONCEPTS
LOCAL RETAIL CONCEPTS
WELLNESS FOCUSED
EXPERIENTIAL RETAIL
THANK YOU

TFREDREGILL@MILENDERWHITE.COM
712-898-4810
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
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 Sessions Concert Series

Downtown Holiday Lights
Next Steps
Thank you! And Next Steps…

- For more information about upcoming meetings, surveys, and the recording of this meeting, visit auroragov.org/citycenter

Or contact the city’s project team at: citycenter@auroragov.org or 303-739-7187

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

- Public Meeting #2 will be hosted online this Fall.