



City Center Vision

Virtual Public Meeting #2

Wednesday, October 21, 2020 ▪ 6:30 to 8:00 PM

Meeting Agenda

1. Welcome from Councilwoman Marsha Berzins (Ward III)
2. Project introduction
3. Survey results
4. Understanding City Center
5. Interactive visual preference survey
6. Question and answer session



Meeting Notes

- This meeting is being recorded.
- The recording will be made available on the project website, auroragov.org/citycenter, for those who could not attend tonight.
- Tonight we will use two interactive Webex features: **polling** and **Q&A**
 - Poll questions will appear in the poll box on your screen.
 - Activate the Q&A feature by clicking the (●●●) button.



Project Introduction

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 survey August 9 to September 15
- **Online public meeting #2** **October 21**
- First draft plan document released Winter
- Public meeting #3 Winter





Survey Results

Received over 860 responses

- 67% live in Aurora
- 51% work in the area
- 14% live in the area
- 5% own a business in the area
- 25% shop or dine in the area regularly or occasionally



What do you *like* about the area?

- Easy access, convenience
- Restaurants, diverse food choices
- Shopping options
- Movie theater
- Kaiser medical office
- Central Library and History Museum
- AMC Grounds: green space, garden, pond, Food Truck rodeo
- Bicycle paths
- Historic and natural areas
- Public transit, accessibility



What do you *dislike* about the area?

- Traffic congestion, light timing, train tracks
- Unattractive development, run down, sea of parking, “cookie cutter”
- Mall’s reputation
- No cohesion, doesn’t feel like a city center
- Increasing homelessness, panhandling
- Public safety and protests
- Too many chains (want more local businesses, variety)

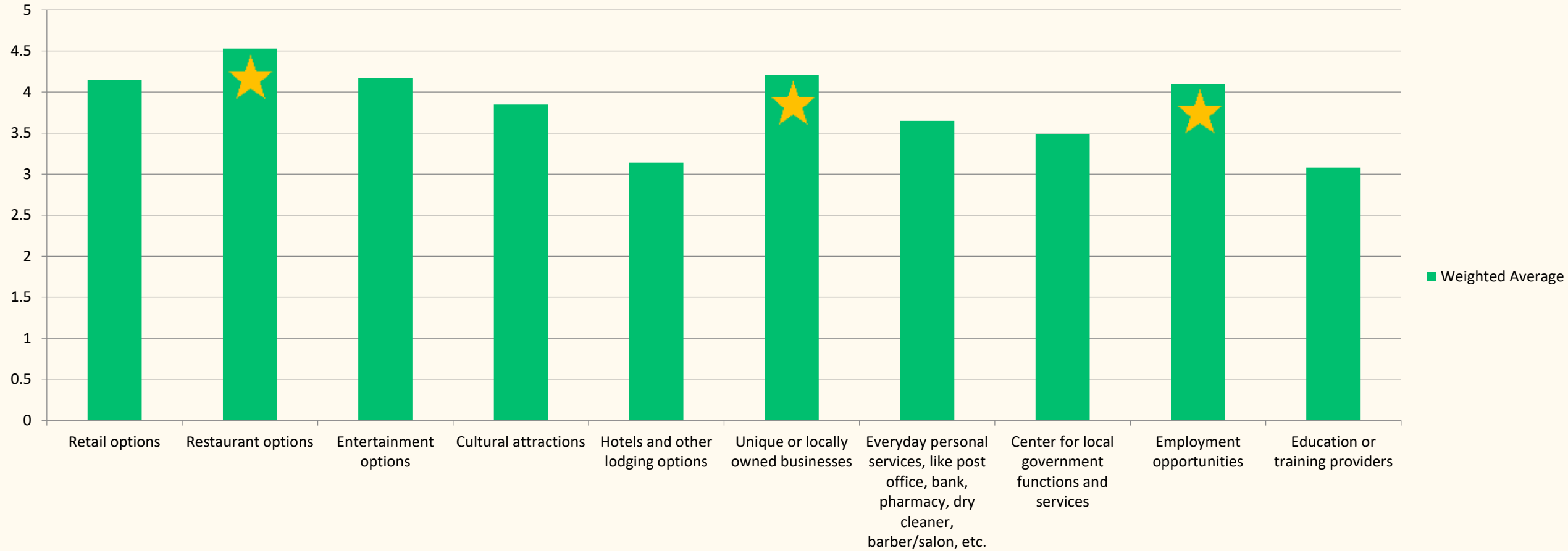


What's *missing* from the area?

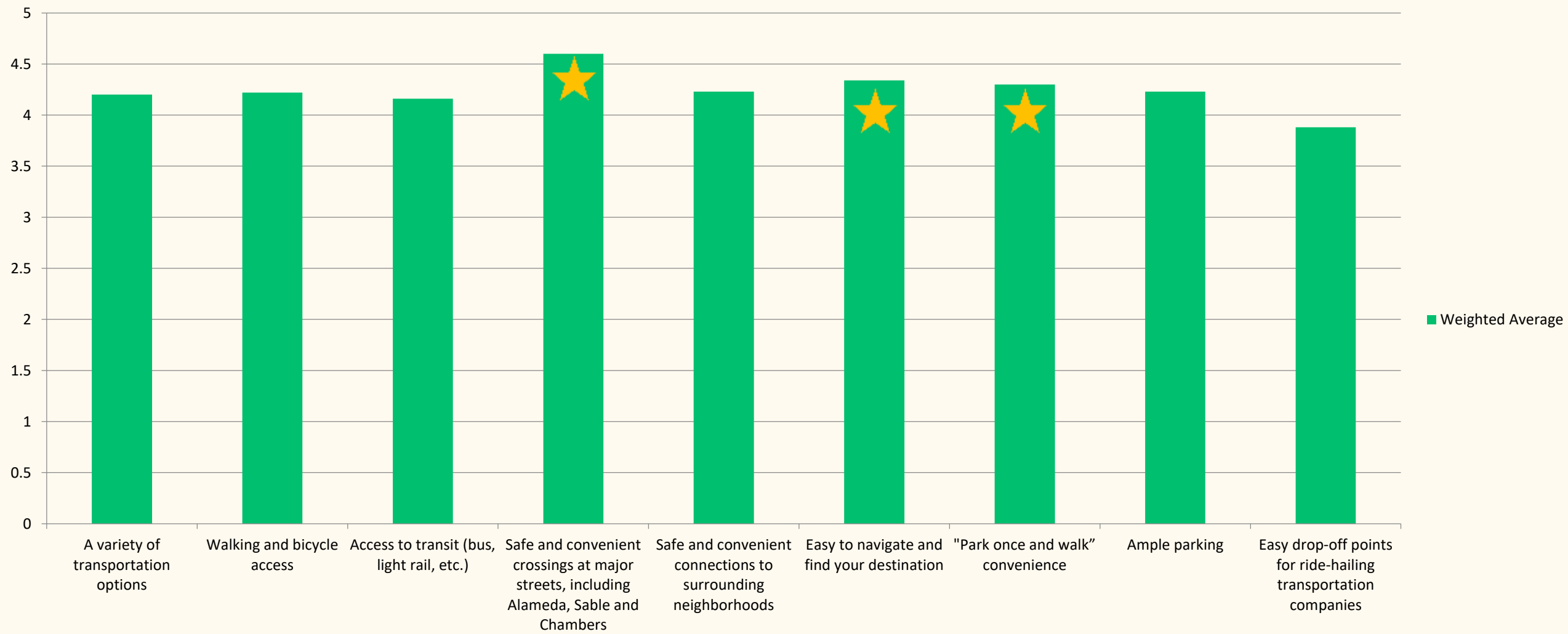
- Restaurant selection (including more sit-down options)
- Sense of security, property maintenance
- Entertainment, live music
- Parks, trees, landscaping
- Playground, splash pad, family-friendly hangout spaces
- Farmer's market, unique shopping
- Healthy or specialty grocery
- Class A offices with good jobs
- Higher-end / specialty shopping
- Local, minority-owned businesses
- Recreation center
- Walkability



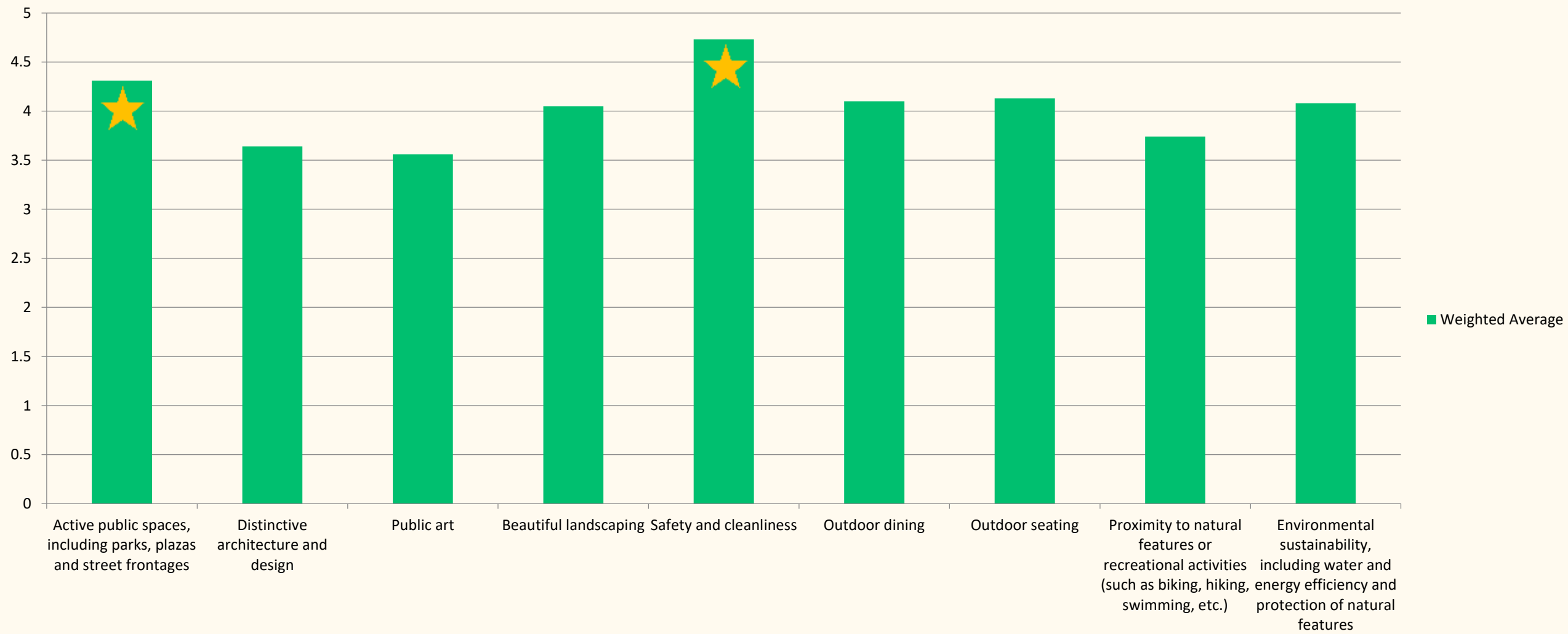
How important are the following **types of businesses** for a community's downtown? Rate on a scale from 1 to 5, with 5 being most important.



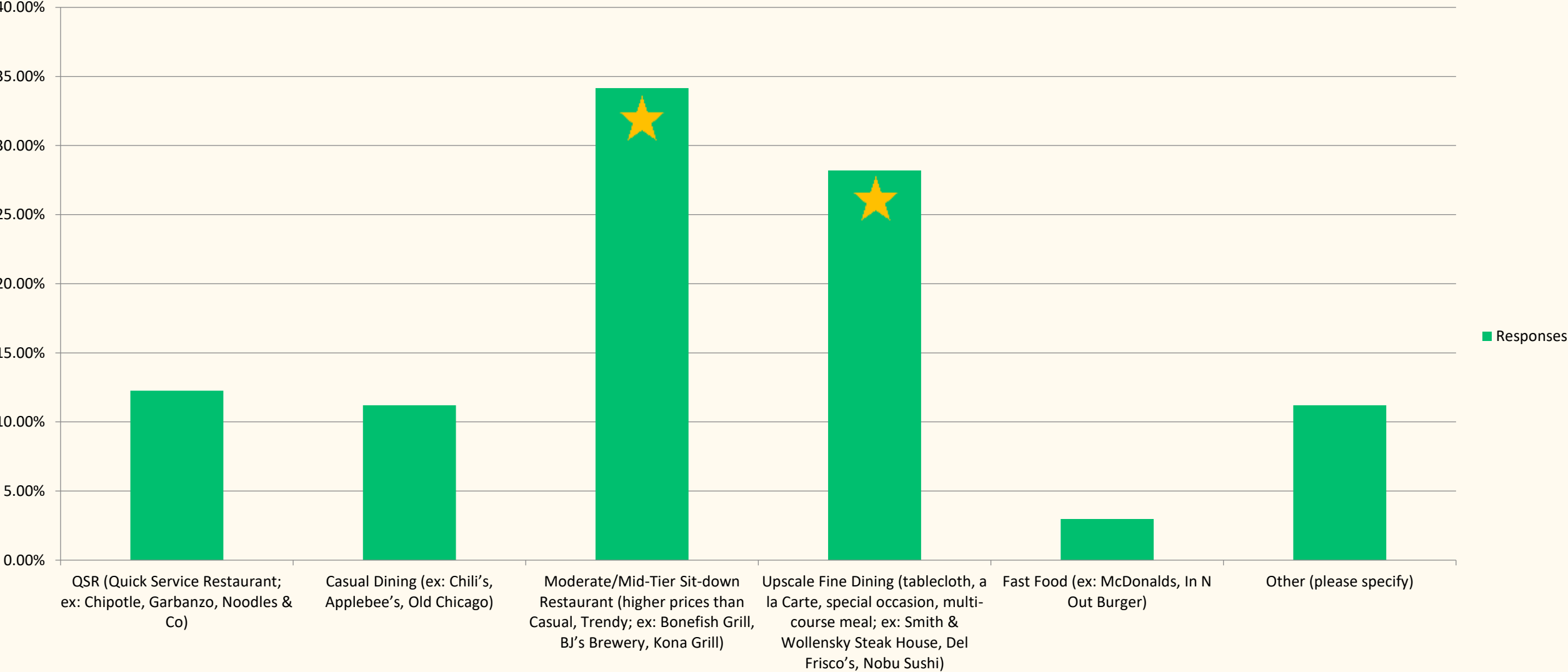
How important are the following **transportation or mobility elements** for a community's downtown? Rate on a scale from 1 to 5, with 5 being most important.



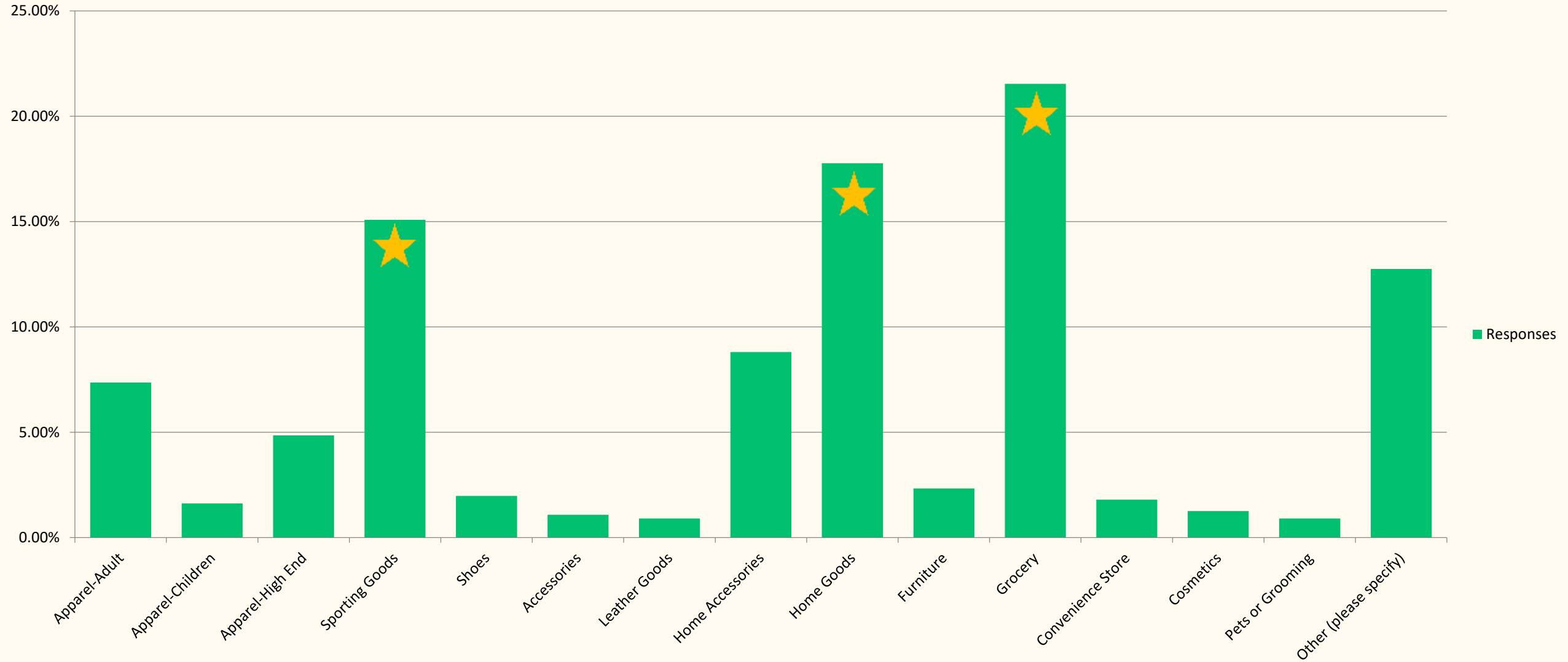
How important are the following **urban design elements** for a community's downtown? Rate on a scale from 1 to 5, with 5 being most important.



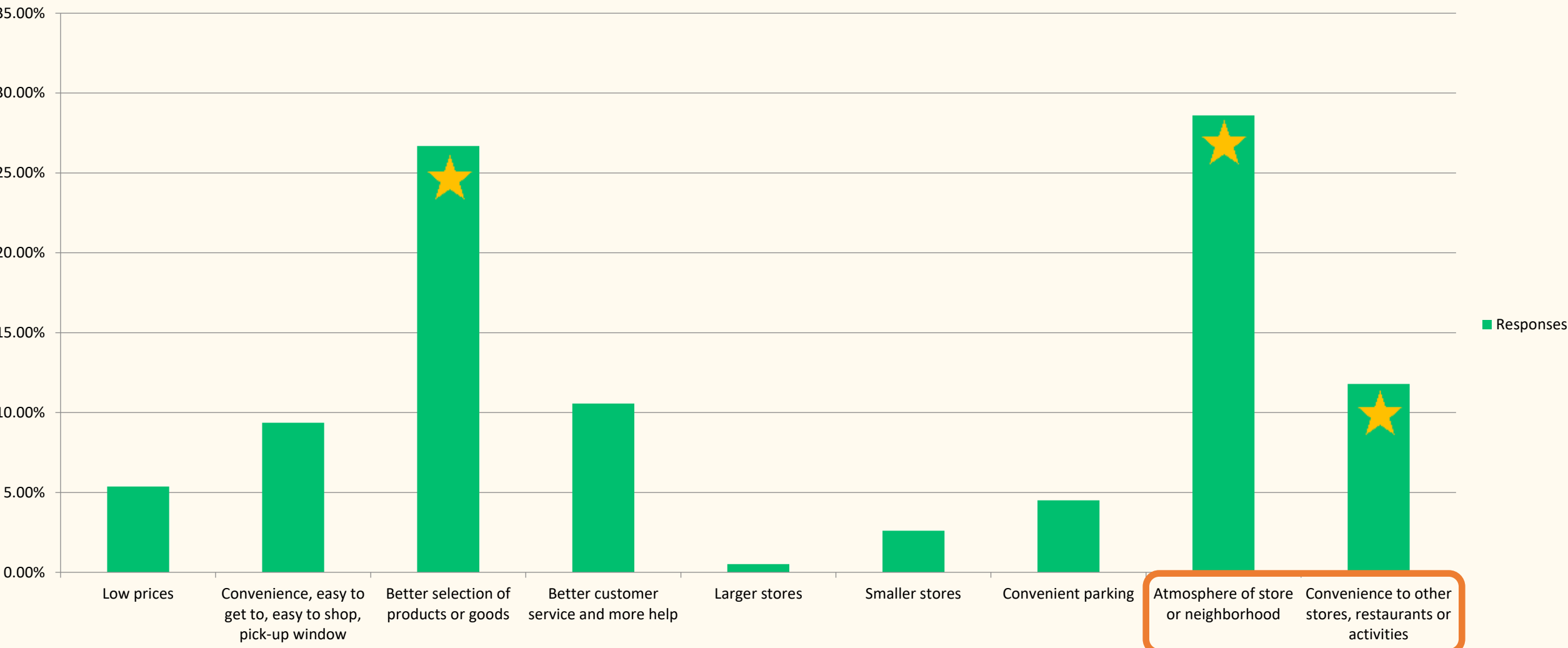
If you could add one more type of restaurant to this area, what would you add? Select one.



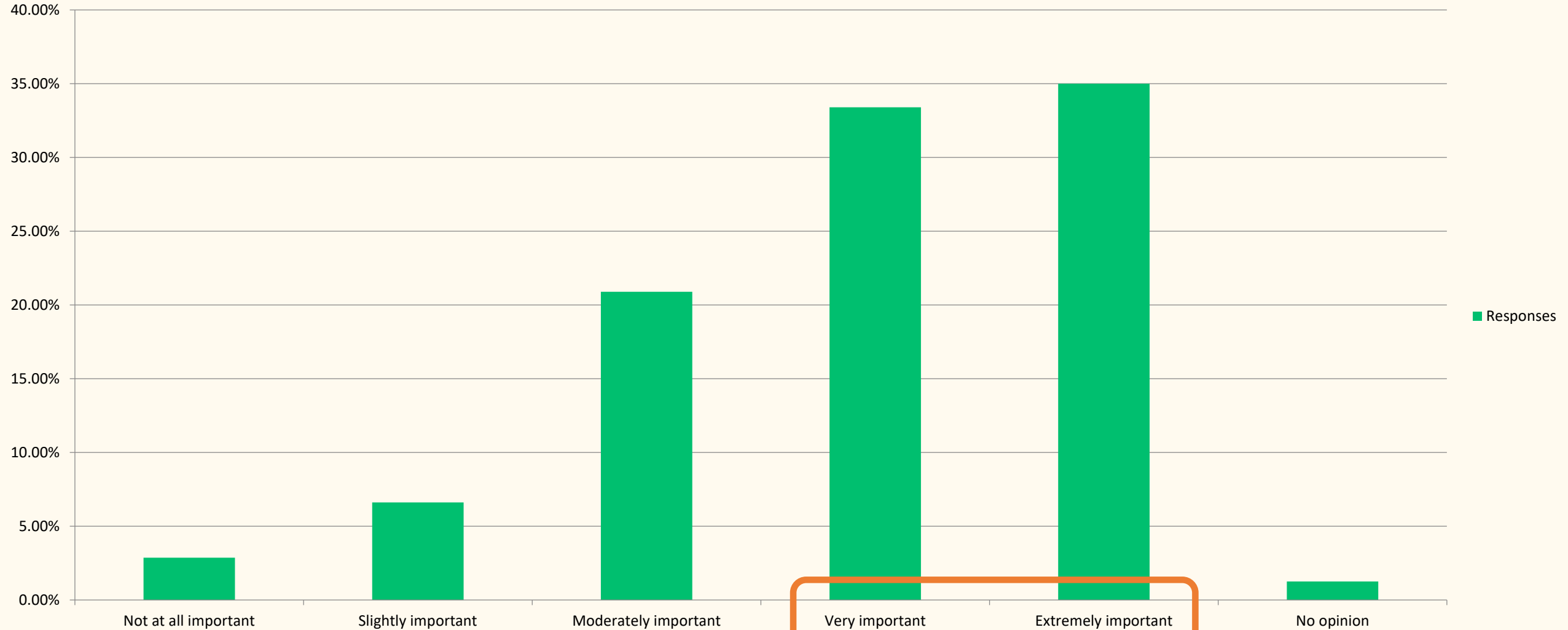
If you could add one type of retail store, which type would you add to the City Center area?



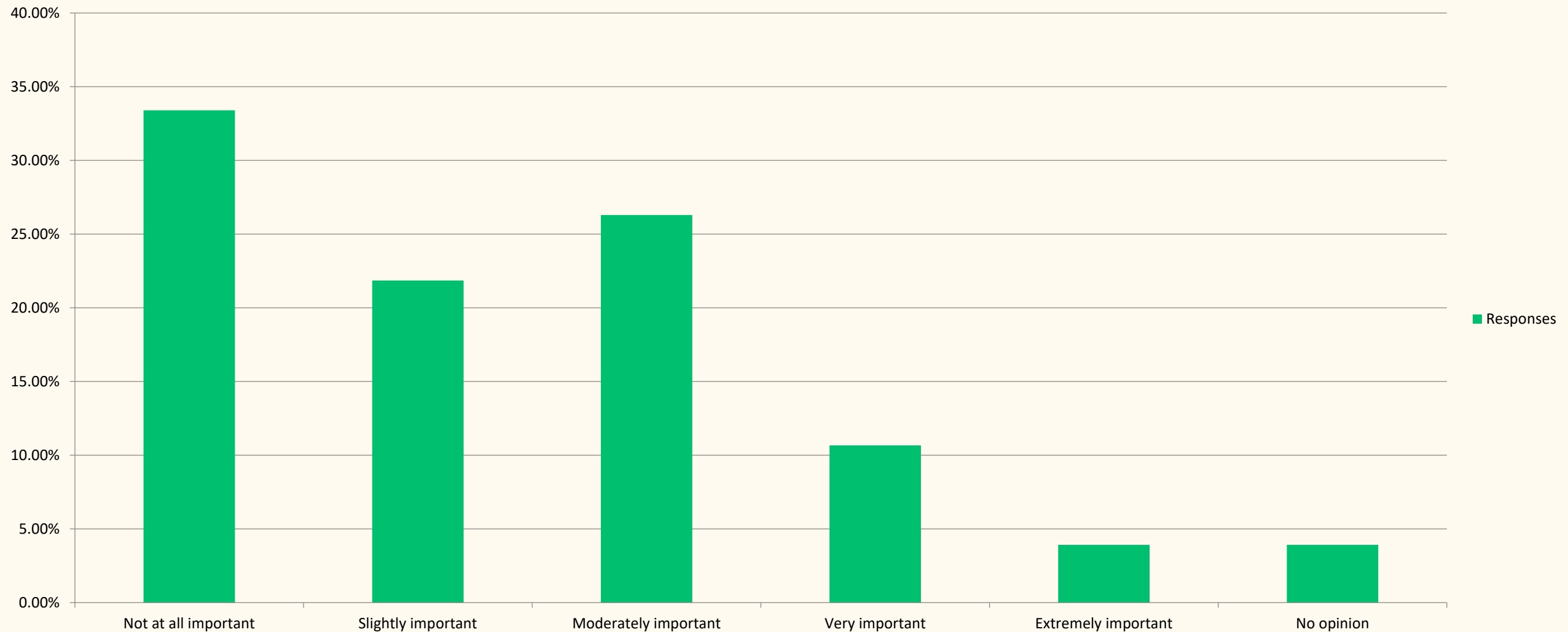
When it comes to shopping or dining, which of the following do you consider to be **the most important element of their business**? What makes you want to go there more? Select one.



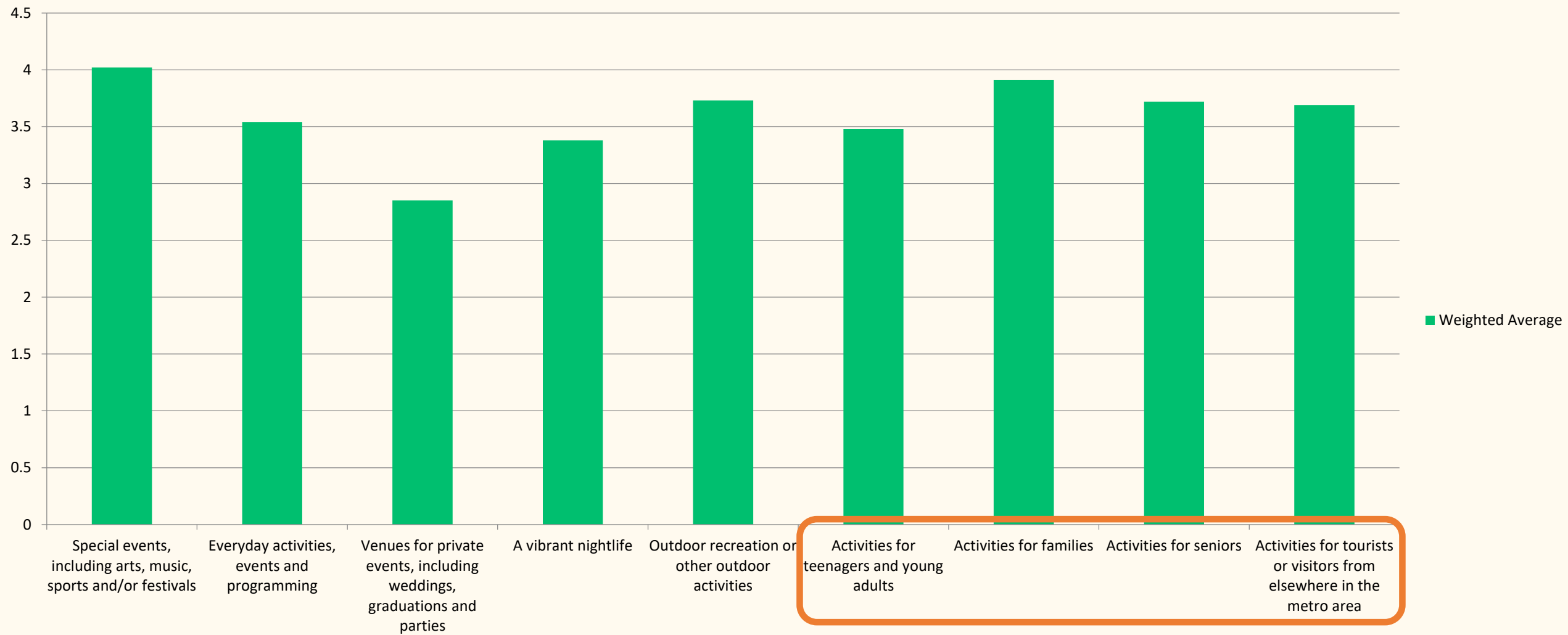
How important to you is the inclusion of **unique or locally owned businesses** in City Center's future? Select one.



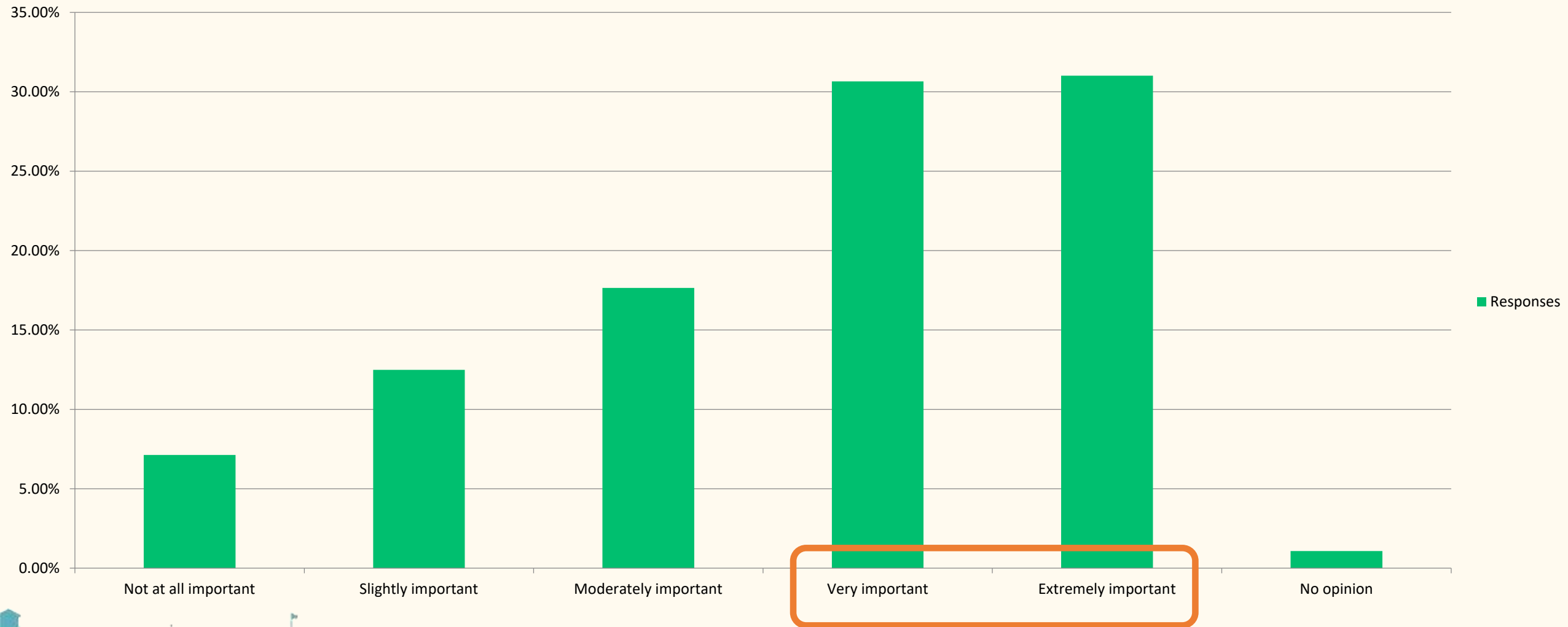
How important to you is the inclusion of **hotels or other lodging options** in City Center's future? Select one.



How important are the following **activities** for City Center? Rate on a scale from 1 to 5, with 5 being most important.

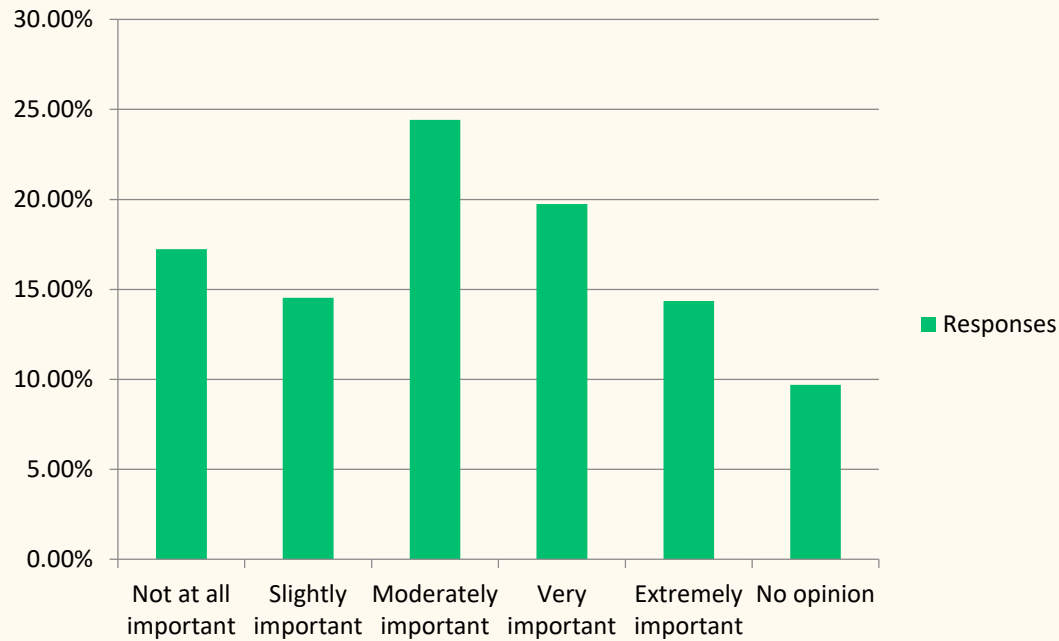


How important to you is the inclusion of **arts, music, culture, sports, special events, or other indoor or outdoor entertainment activities** for Aurora residents and visitors in City Center's future? Select one.

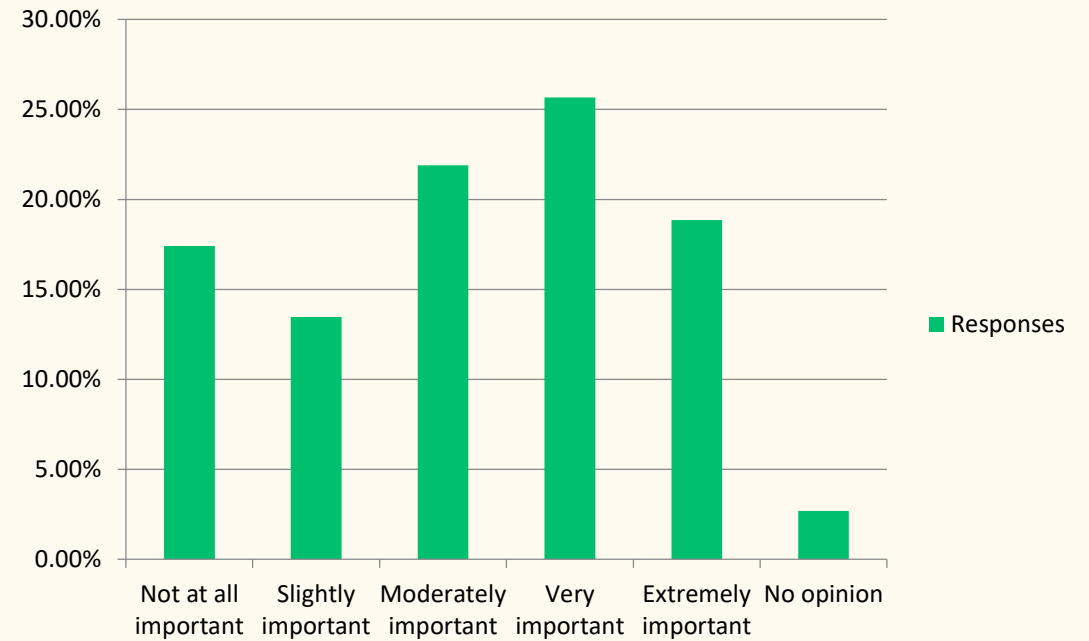


Housing Questions:

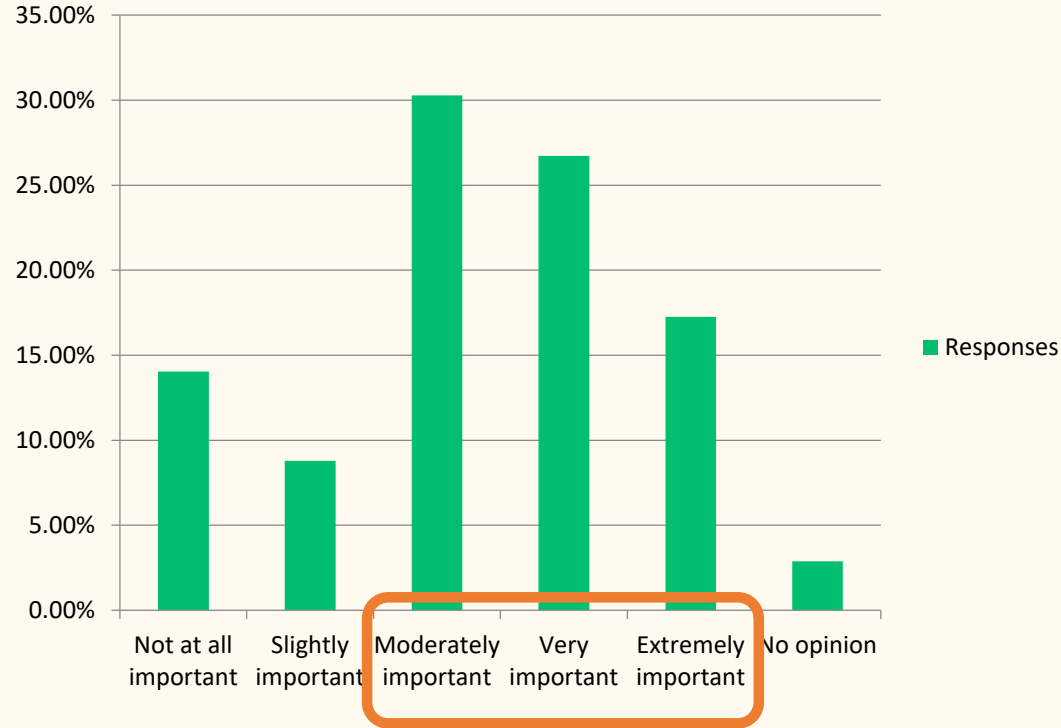
How important to you is the inclusion of **“for sale” or owner-occupied housing** in City Center’s future? Select one.



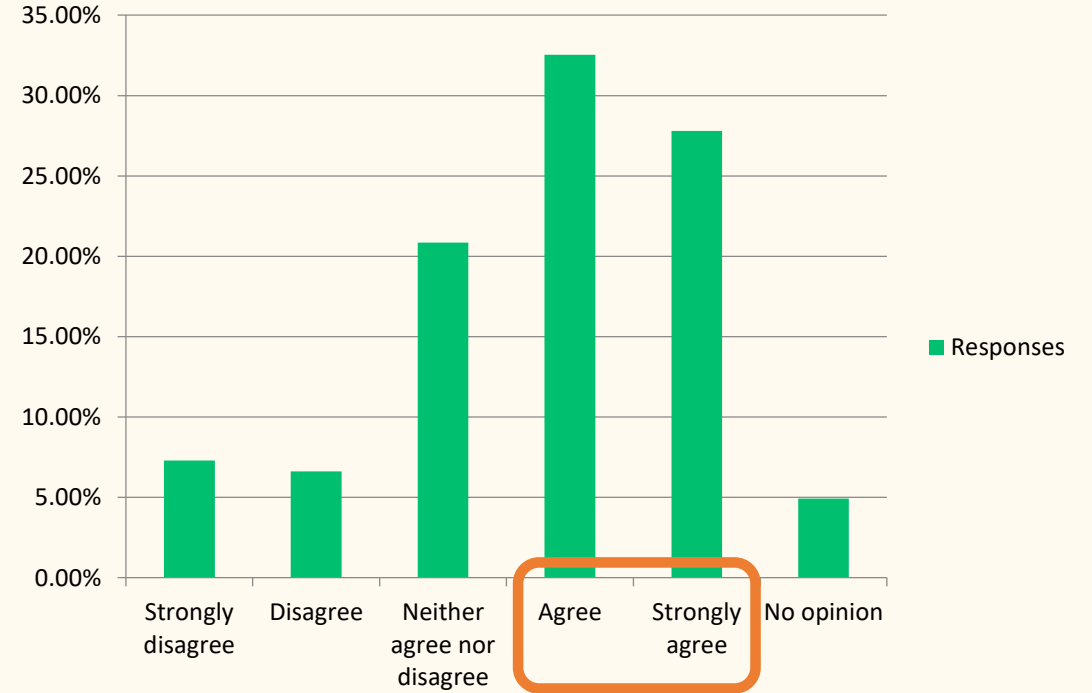
How important to you is the inclusion of **a diversity of housing prices**, from lower to higher, in City Center’s future? Select one.



How important to you is it that Aurora have a **recognizable “downtown” district**? Select one.



City Center should be **envisioned and developed** into Aurora’s “downtown” district? Select one.



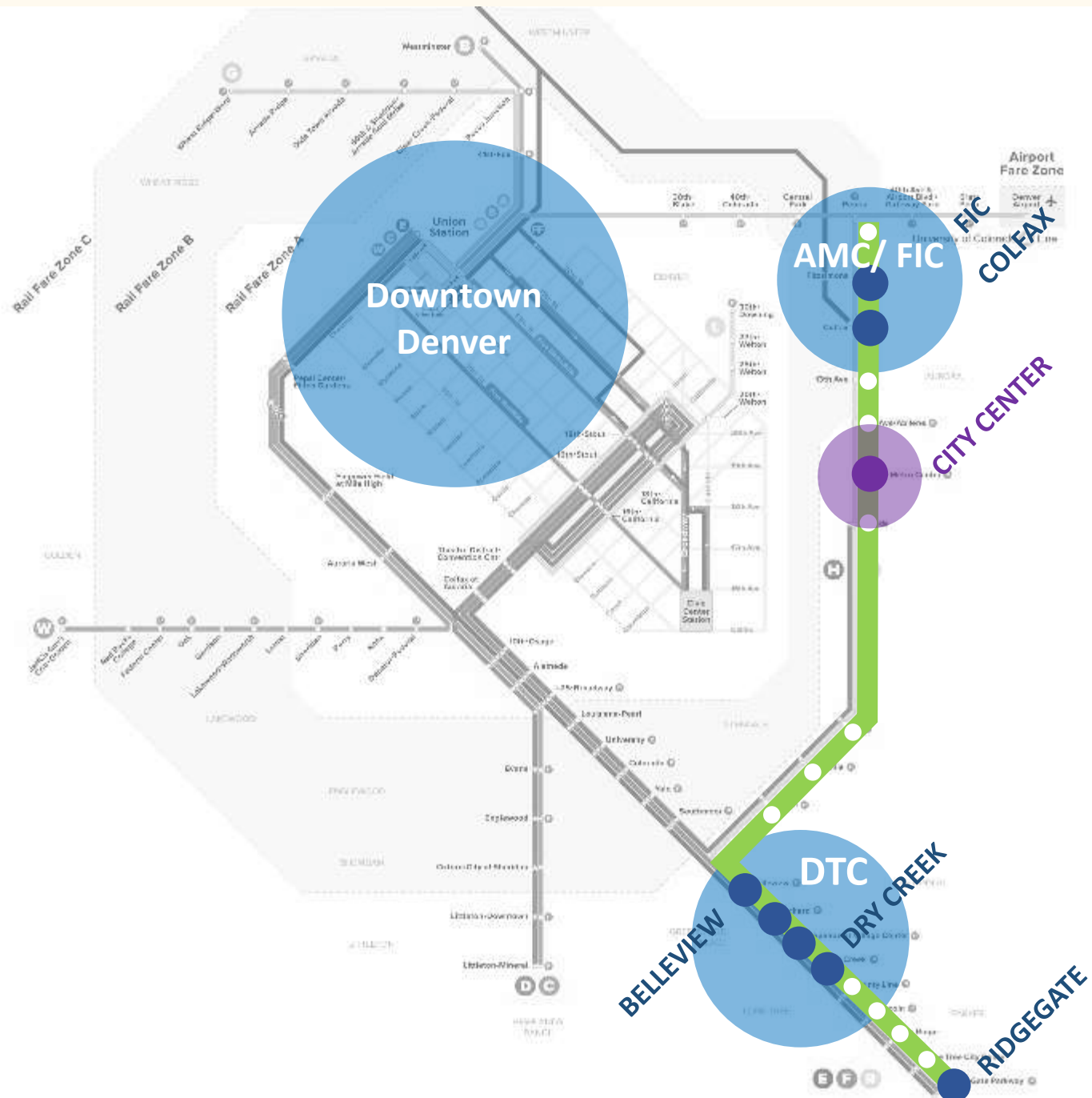
“By 2040, I hope the City Center area will be a place where...”

- Everyone can be happy, healthy, and safe
- I can walk about and enjoy an evening with friends and family
- People of Aurora of all ages and cultures are welcomed
- Locally owned businesses thrive
- My friends and family can be proud of their community
- There are tall buildings, employers, and cool places to hang out
- Plenty of one-of-a-kind artisan stores and restaurants
- All people can safely gather and enjoy outdoor recreation, entertainment, and food
- Visitors and residents enjoy a thriving cultural scene

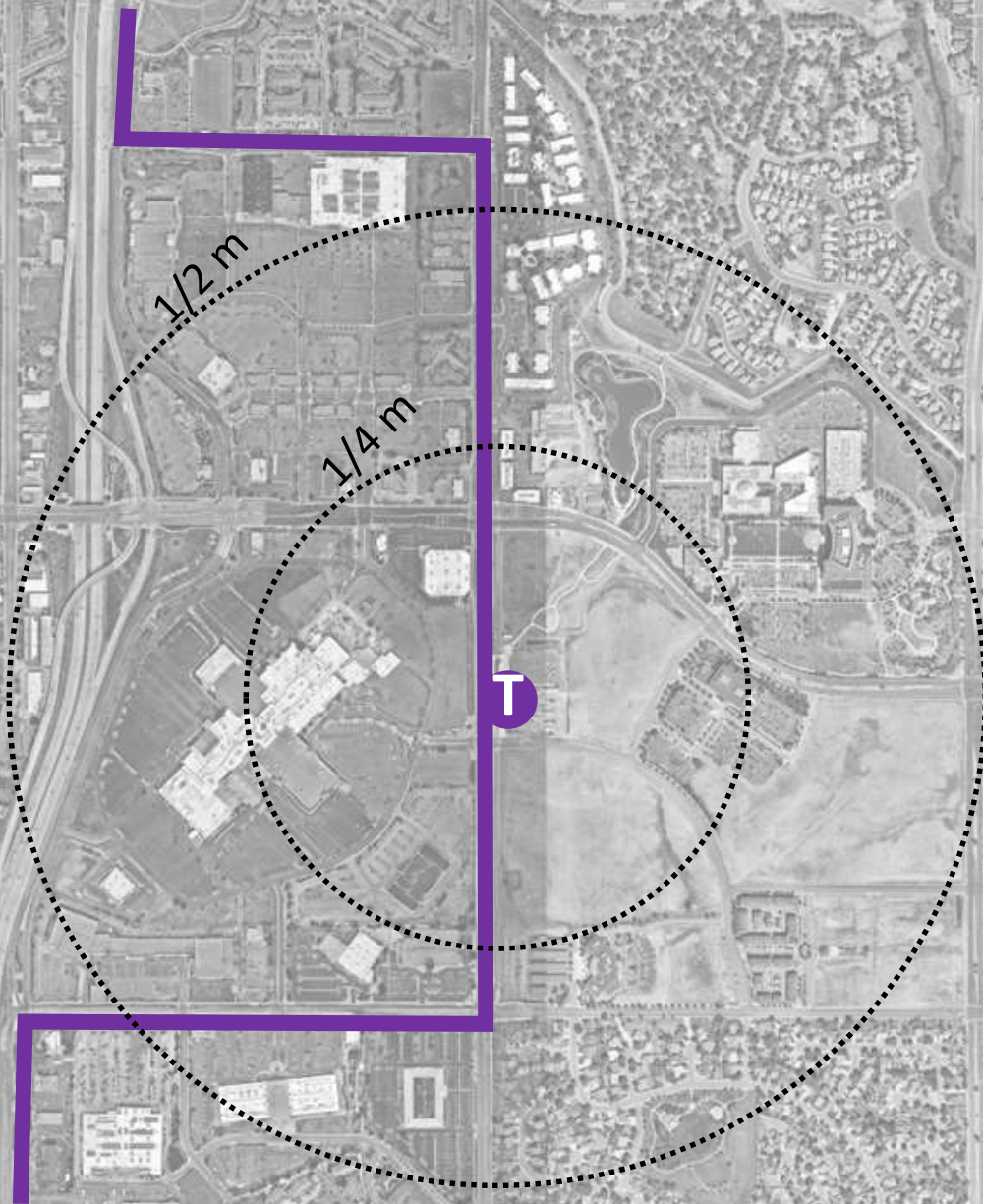


Understanding City Center


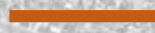

REGIONAL CONTEXT

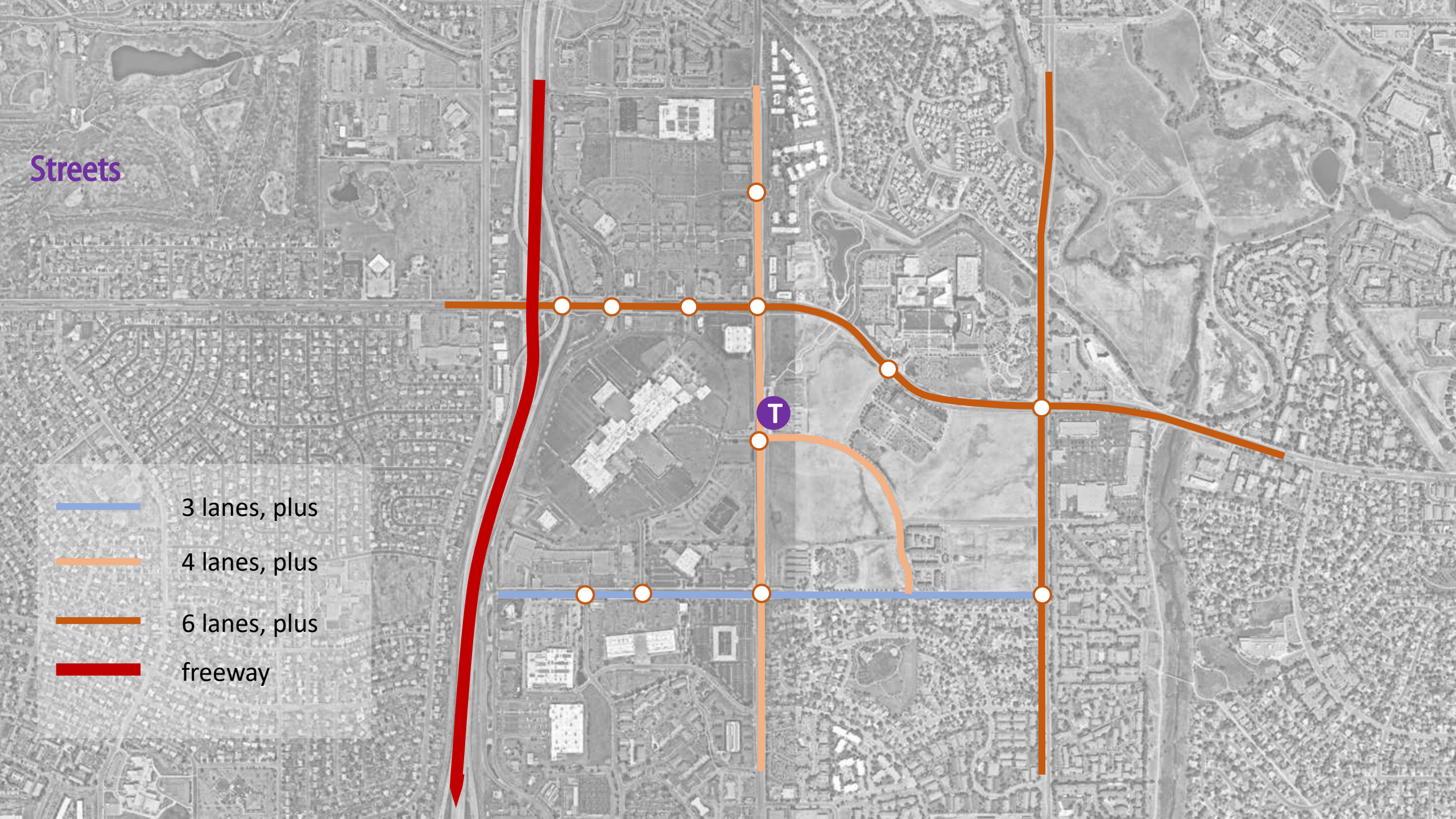


Light Rail



Streets

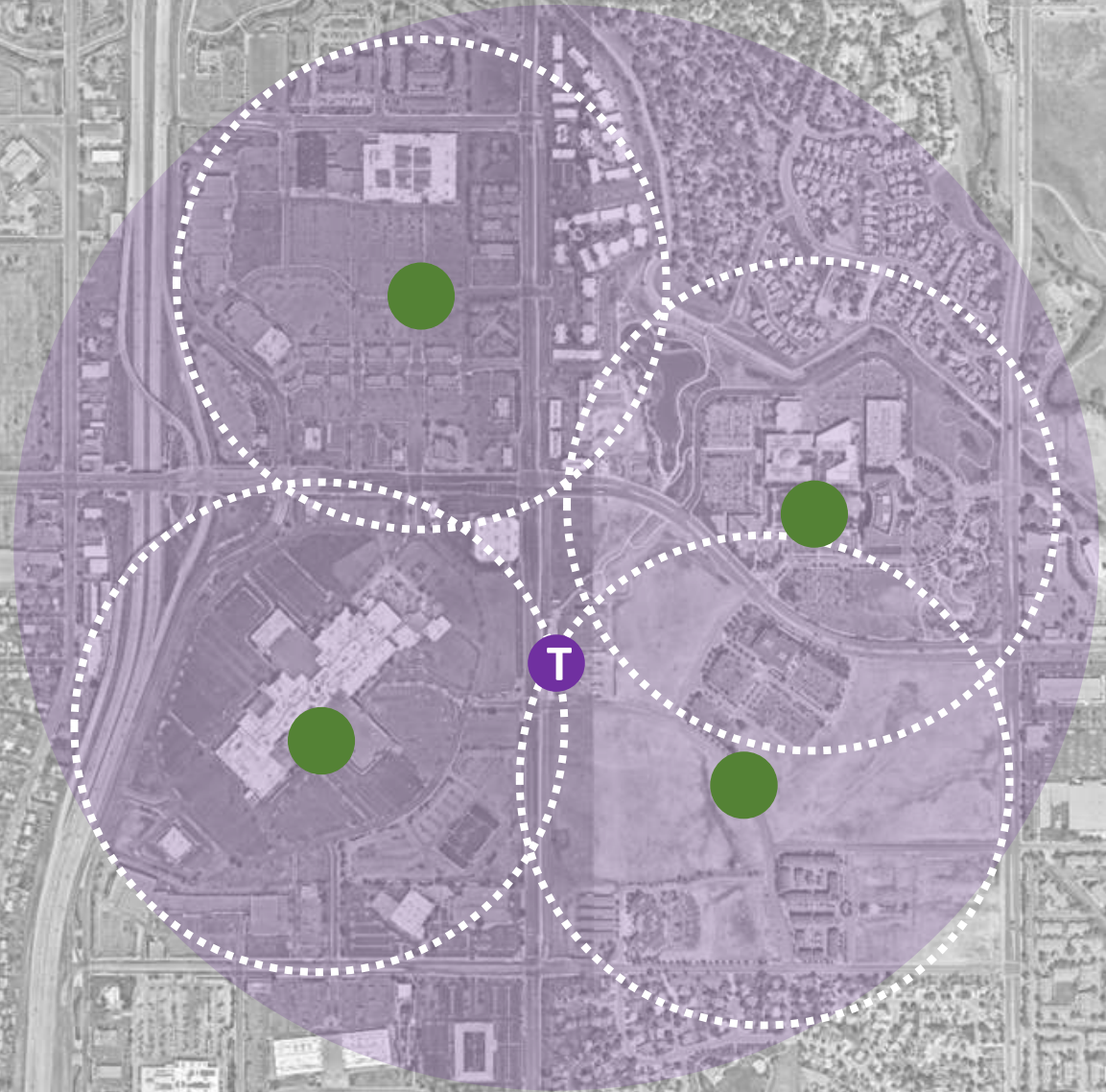
-  3 lanes, plus
-  4 lanes, plus
-  6 lanes, plus
-  freeway



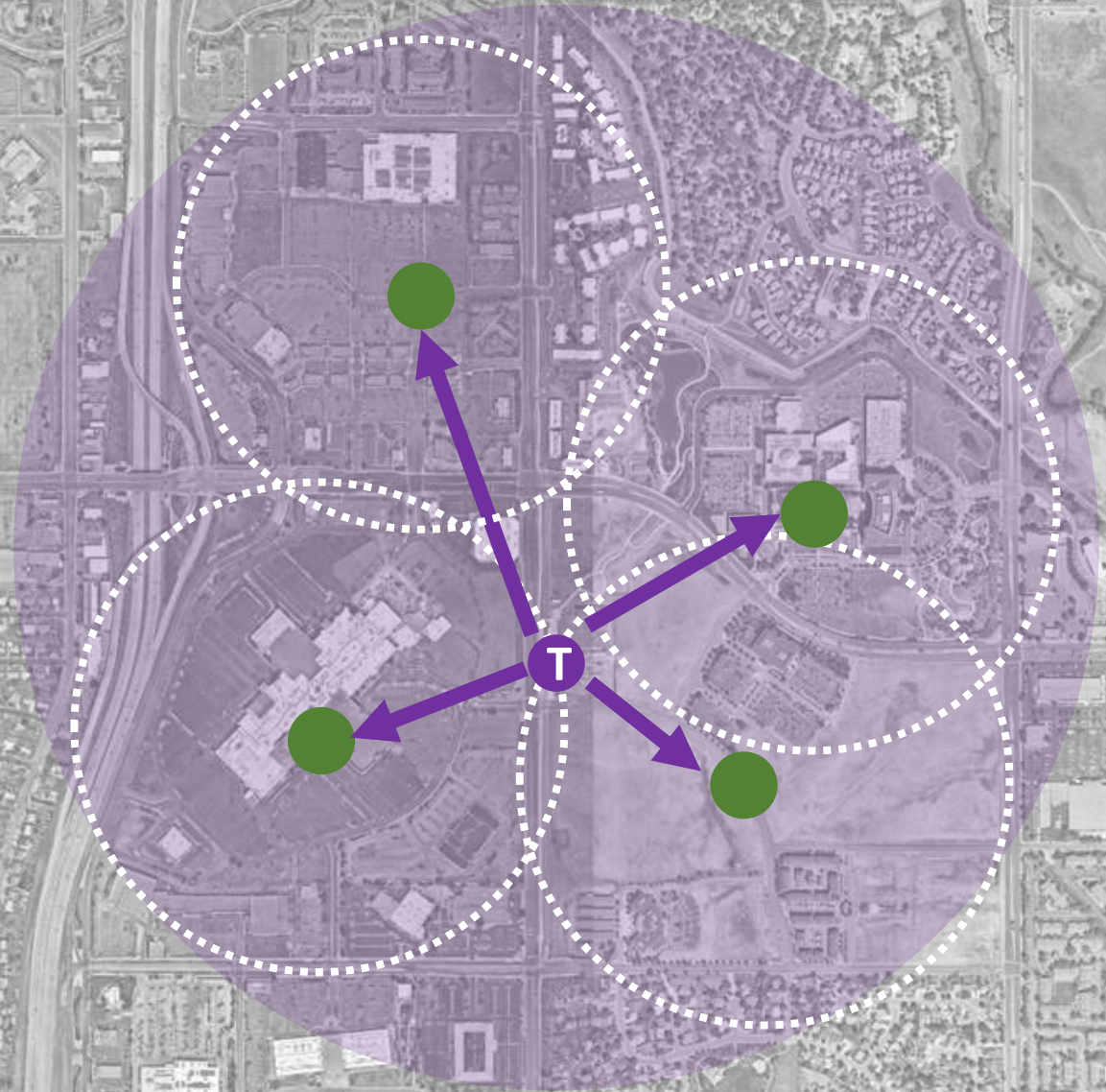
One City Center



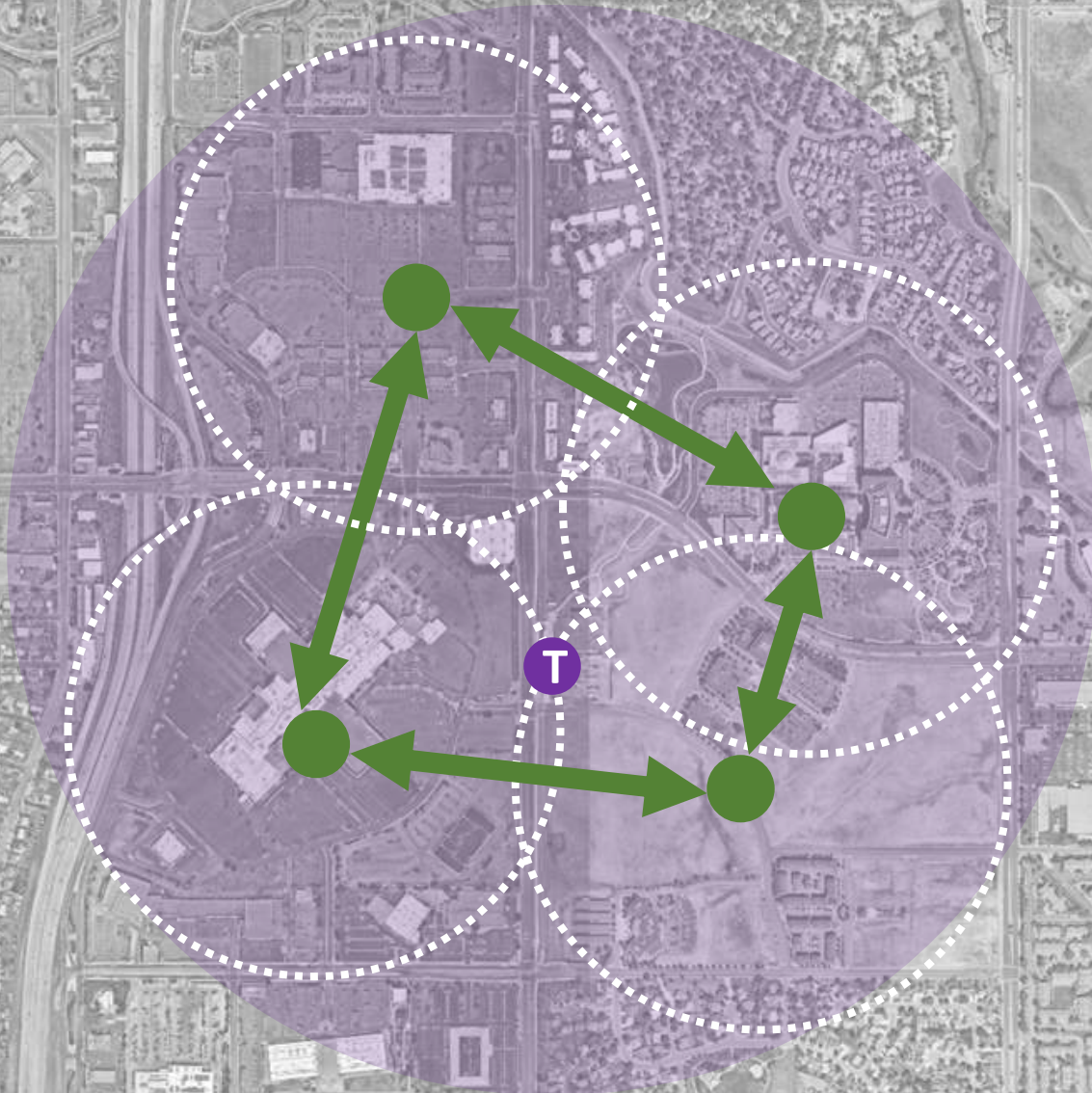
One City Center
Four Distinct Districts



Connect Station
To District Cores



Connect District Cores



Connect District Cores
to Neighborhoods



City Center Districts



Walk Distance Quiz

(it's not graded, don't worry)





Aurora
City
Place

Sable

Alameda

Aurora
Municipal
Center

Town
Center at
Aurora

Aurora
Metro
Center

Chambers

Exposition



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SCALE COMPARISON OF PLACES



Have you been to:

1. Aurora Metro Center



2. Union Station



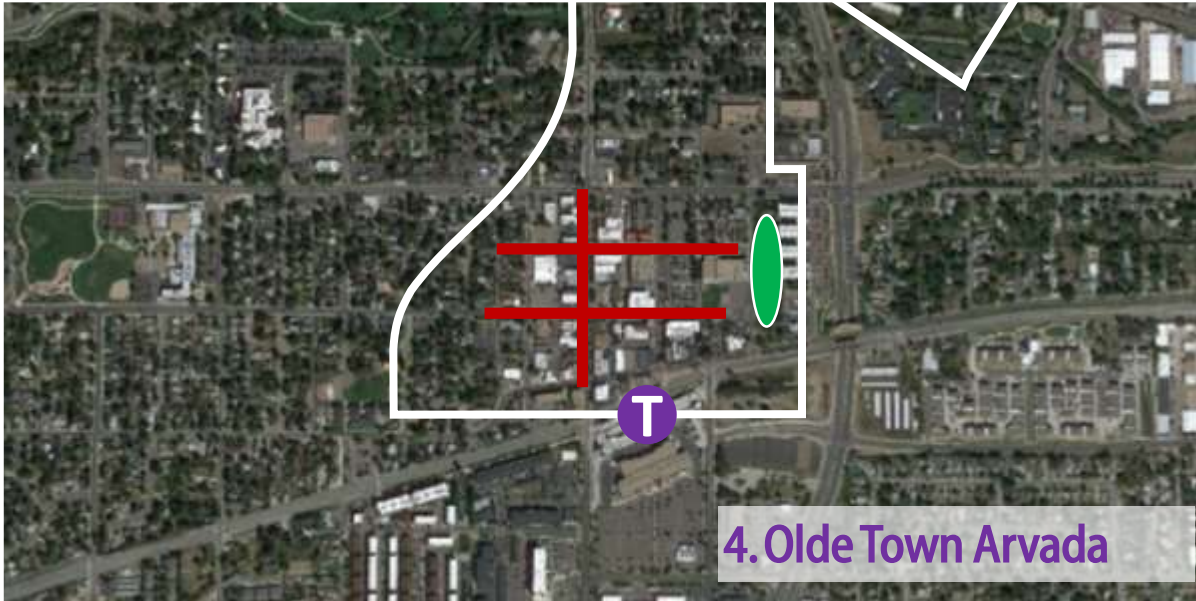
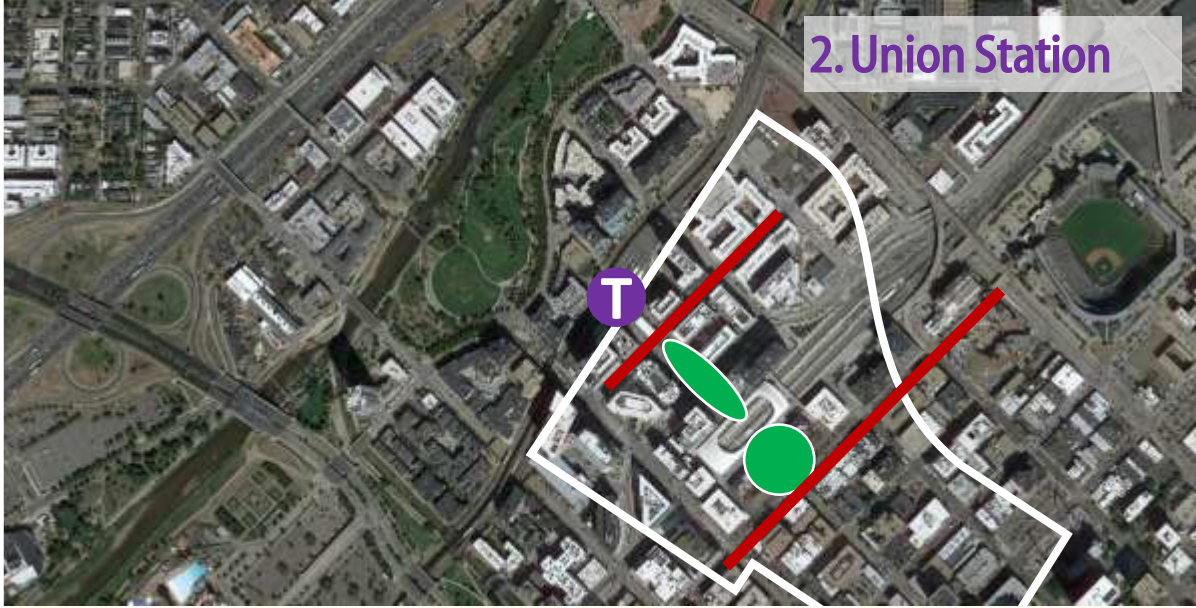
3. Downtown Littleton



4. Olde Town Arvada

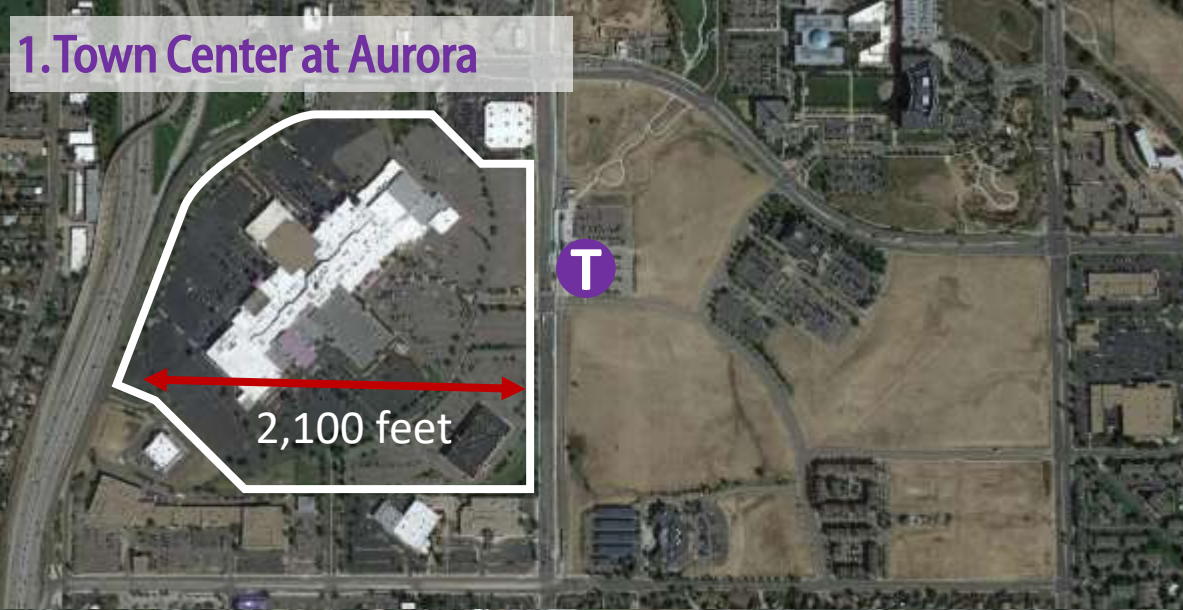


Aurora City Center Boundary Overlay:



Have you been to:

1. Town Center at Aurora



2. Belmar



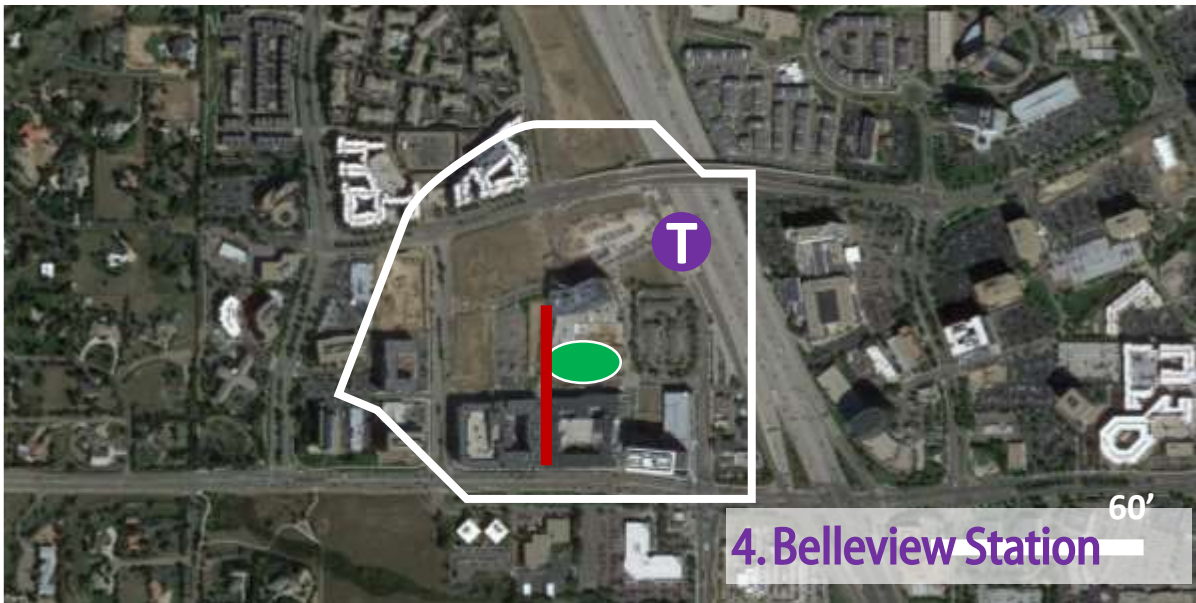
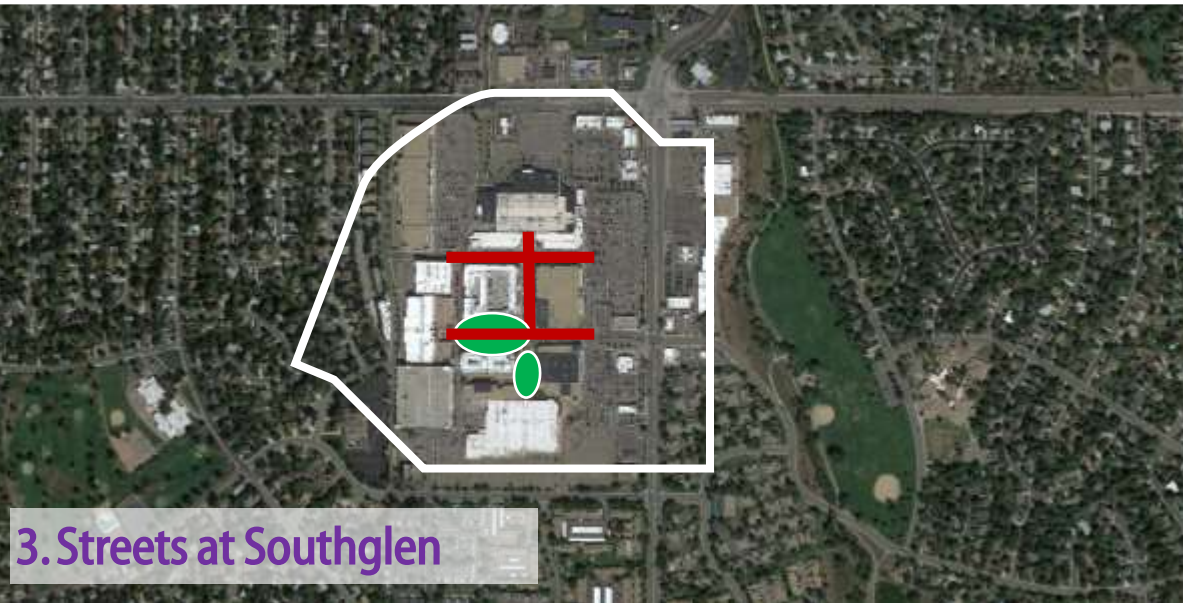
3. Streets at Southglen



4. Belleview Station



Town Center at Aurora Boundary Overlay:





Visual Preference Survey

Visual Preference Survey

- The facilitator will guide the discussion through several sets of photographs depicting important design and development concepts.
- Each slide is paired with a short series of questions in which you can rate each of the concepts.



Rate which **RESIDENTIAL BUILDING HEIGHTS** are most appropriate.

1

2 - 3 story



2

4-5 story



3

6- 8 story



4

> 8 story



Rate which **OFFICE BUILDING HEIGHTS** are most appropriate.

1

2 - 3 story



2

4-6 story



3

6 - 10 story



4

> 10 story



Rate which overall **URBAN SCALE AND DENSITY** is appropriate.

1

Low density
(Englewood)



2

Medium density
(Belmar)



3

High density
(Union Station)



ARCHITECTURAL CHARACTER

Rate which **RESIDENTIAL BUILDING CHARACTER** is appropriate.

1

Wood



2

Brick



3

Wall Panel



4

Grass Curtain Wall



ARCHITECTURAL CHARACTER

Rate which **OFFICE BUILDING CHARACTER** is appropriate.

1

Concrete



2

Brick



3

Wall Panel



4

Grass Curtain Wall



Rate which **CENTRAL GATHERING SPACE** you envision for the future **HEART** of Aurora City Center.

1

Town Green



2

**Piazza
Hardscape Plaza**



3

**Festival Street
Flexible Main Street**



Rate which **ACTIVITIES** or **PUBLIC SPACES** should be at Aurora City Center.

1

Pop Jet Fountain



2

Ice rink



3

Passive Pocket Park



4

Public Art



Rate which **ACTIVITIES** or **PUBLIC SPACES** should be at Aurora City Center.

1

Dog Parks



2

Children's playground



3

Outdoor yoga



4

Informal Recreation



Rate which **ACTIVITIES** or **PUBLIC SPACES** should be at Aurora City Center.

1

Outdoor Performance Venue



2

Farmer's Market



3

Outdoor dining



4

Open air cinema



Rate which **COMMERCIAL STREET WALL** condition is appropriate.

1

Blank wall



2

Screened Parking Lot



3

Building wall with windows



4

Active edge with
retail/commercial frontage
(where appropriate)



Rate which **RESIDENTIAL STREET WALL** condition is appropriate.

1

Narrow building setback.
No front doors.



2

Narrow building setback.
Patios and front doors.



3

Wider building setback.
Raised patios and front doors.



Rate which **STREET SCALE** is most appropriate for internal streets.

1

Current 5 lane street



2

2 lanes with angled parking



3

2 lanes with parallel parking



4

2 lanes with parallel parking and bike facility



Rate which **BIKE FACILITY** are you most comfortable with.

1

On-Street Sharrow



2

On-street bike lanes



3

On-street cycle track



4

Off-street cycle track



Rate which **MULTI-MODAL TRANSPORTATION** options you would most likely to use.

1

Bicycle



2

E-Scooter/E-Bike



3

Ride Share



4

Autonomous shuttle



Rate which **OPTIONS** should be considered for crossing wide arterial streets.

1

Tunnel



2

Narrow vehicular lanes and
curb extensions



3

Pedestrian Bridge



4

Shuttle Service



PARKING

Rate which **PARKING OPTIONS** are most appropriate.

1

Surface parking
Screened



2

Parking garage
Entry feature



3

Parking garage
Art screen



4

Parking garage
Wrapped with active uses



Rate which **TRANSIT FACILITY** is most appropriate.

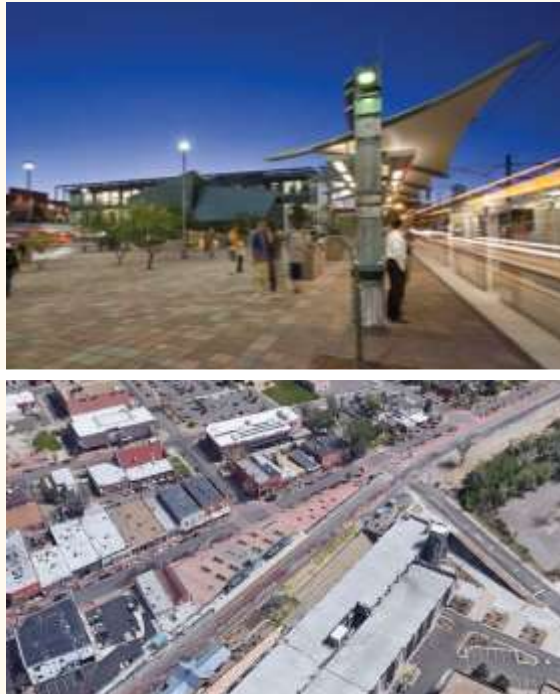
1

Existing train platform



2

Transit plaza
adjacent to platform



3

Integrated transit station and
development





Question and Answer Session

Question and Answer Session

- Submit questions using the **Webex Q&A box**. You can activate this by clicking the (●●●) button.
- City staff will respond to questions live.
- If your question doesn't get answered tonight, city staff will post a summary of questions with answers to the project website, **auroragov.org/citycenter**.





Closing

Thank you!

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**

