

Welcome to R.A.D. Revitalizing Aurora's Downtown

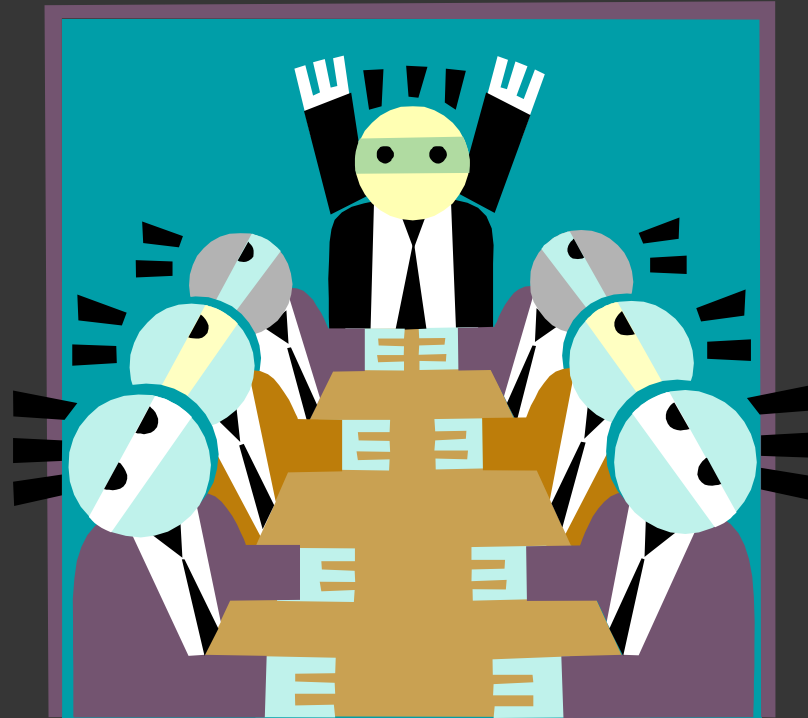
A Workshop to Kick-start a Plan to Spur Downtown Redevelopment

Facilitated by
Larry Lund
Real Estate Planning Group
For the
Business Attraction & Retention Committee
Aurora

Aurora Downtown's

Business Attraction and Retention Committee

蓀 Welcome



This Morning's Roadmap



蓀 Demographics Affecting Retail, Office, and Housing in
Downtown Aurora (20-minutes)

蓀 Downtown Placemaking Montage – Sub-groups to select
places or ideas (20-min.)

蓀 Break 10-min.

蓀 Workshop (2 hrs. total)

彊 Each table will generate 5 ideas/programs for
Regeneration of Aurora Downtown (1 hr.)

SWOT each of the five R.A.D's and prioritize

Seize the Future: A Master Plan for Downtown Aurora, IL Our Ten-Year Plan and Long-Term Vision Autumn 2005



Plan called for 2,500 new residential units,
300,000 to 500,000 square feet of retail

Completion of FoxWalk and emphasis on
River

TIF District #1 to help finance program

urban – live – work – learn – shop – play
Downtown that unites and energizes city

Downer Place Development Charette

蓀 2010 Charette by Lane Allen of Allen + Pepa Architects lead to Downer Place successful redesign of its public space.



Our Primary Focus Special Service Area (SSA) District Lake to Lincoln and Spring to Benton



Demographics Trends and Principles that Drive Successful Downtown Retail

蓀 Population

蓀 Pitch

蓀 Buying Power

蓀 Lifecycle

蓀 Lifestyle

蓀 Convenience

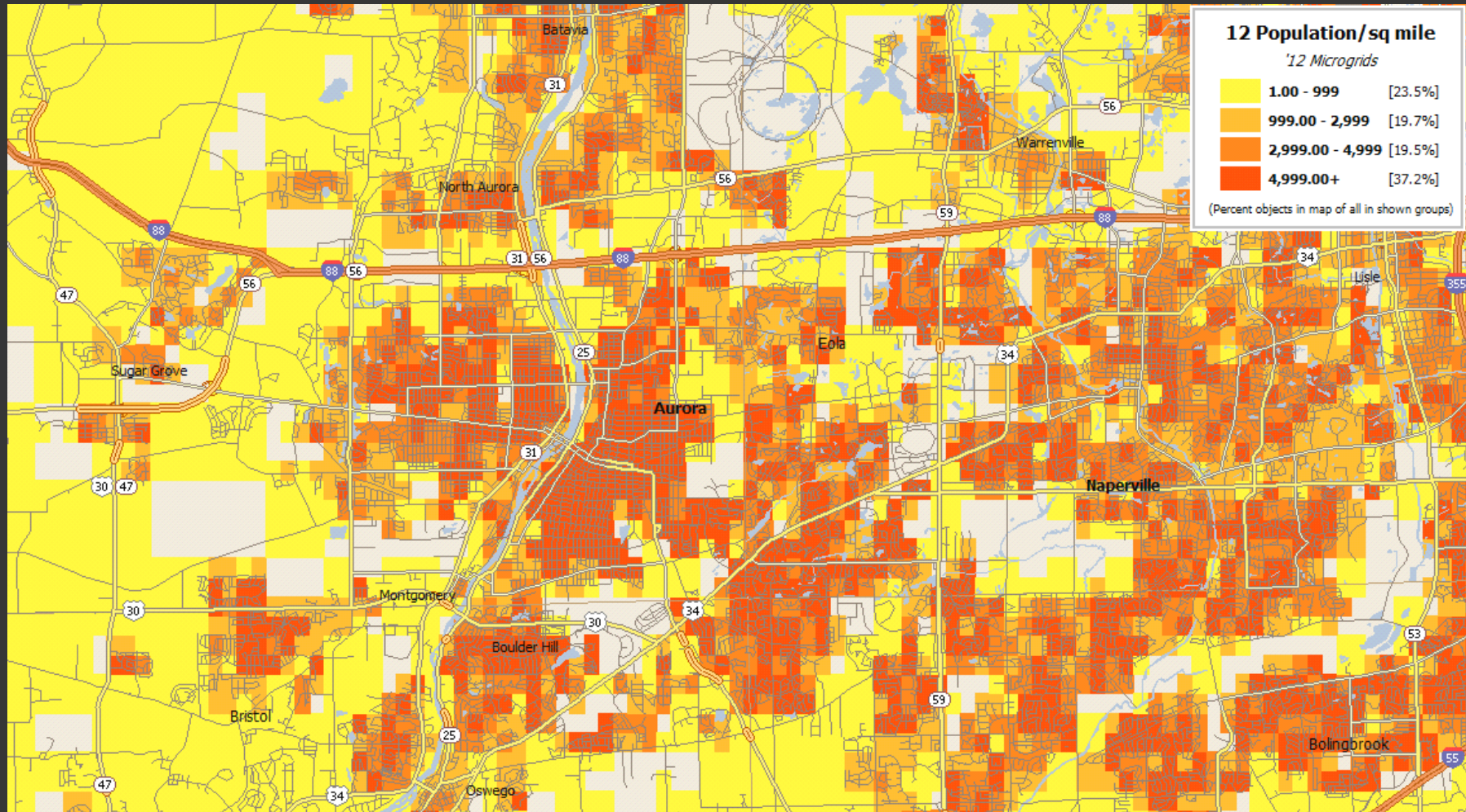
蓀 Selection

蓀 Agglomeration

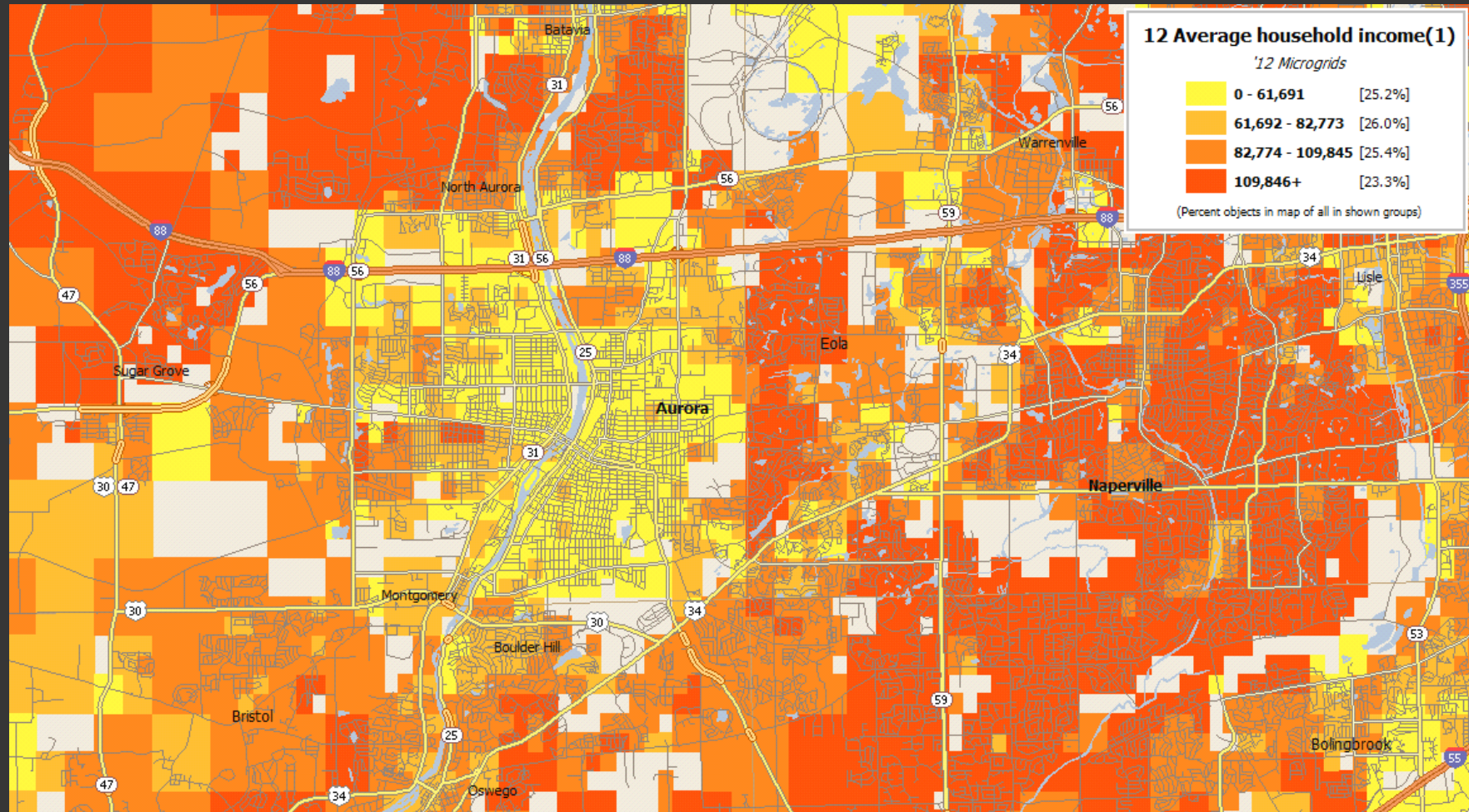
蓀 Visibility and Accessibility



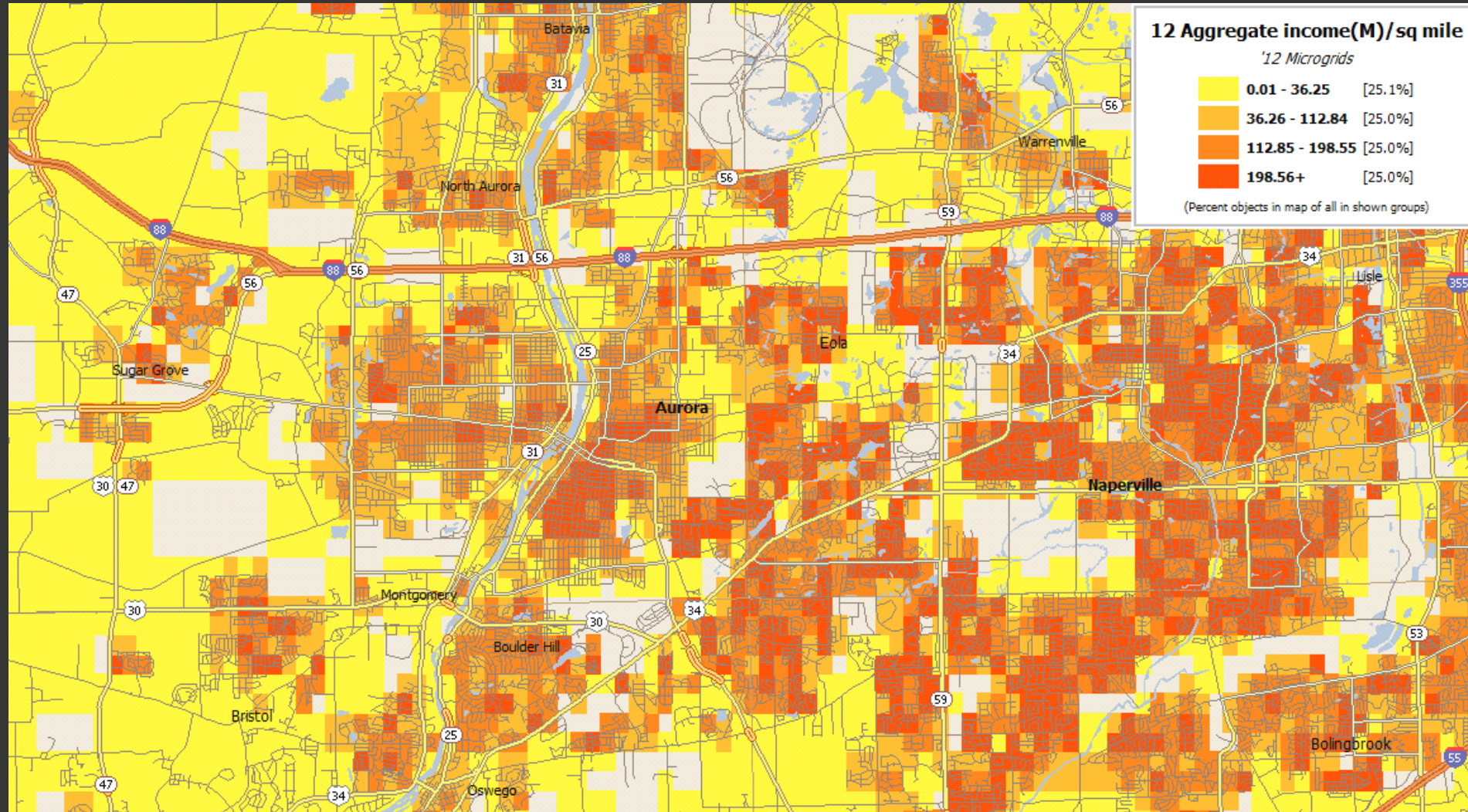
Population Density per Square Mile



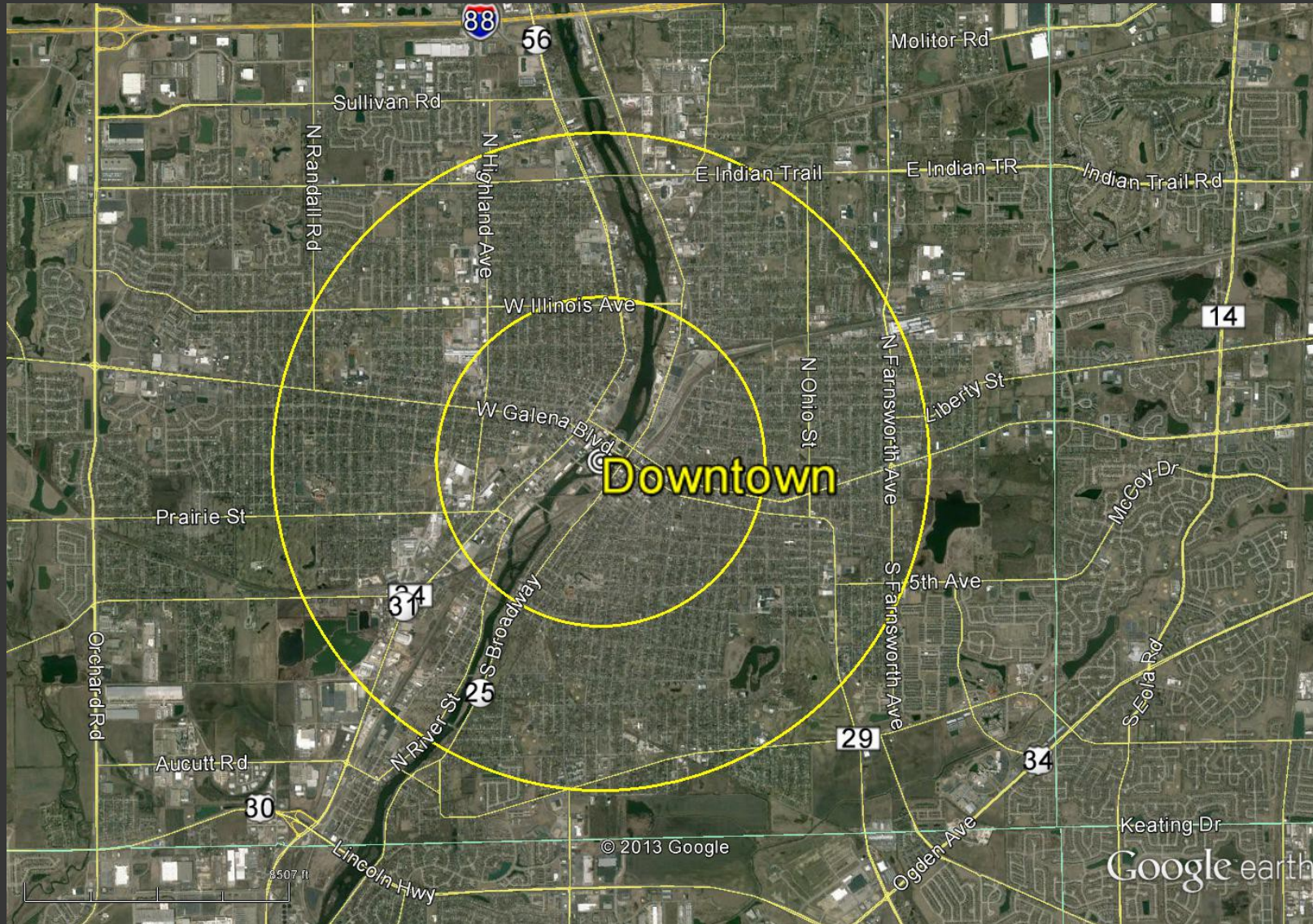
The Pitch - Average Household Income



Buying Power – Aggregate Income



One and Two Mile-Rings



Population within 2-miles of Downtown

	2-mile 2000	2-mile 2012 (estimate)	% Change 2000-2012	Aurora 2000	Aurora 2012	% Change 2000-2012
Population	74,299	94,682	27%	143,826	201,459	40%
Households	22,213	26,166	18%	46,774	63,711	36%
% Latino	52%	69%	33%	33%	42%	27%
College Degree+	12%	11%	-8%	30%	29%	-3%
Household Size	3.34	3.57	7%	3.03	3.12	3%
Avg. Household Income	\$49,723	\$51,633	4%	\$68,160	\$75,057	9%
Income per Capita	\$14,887	\$14,463	-3%	\$22,495	\$24,057	7%

Source: Scanus 7/2012

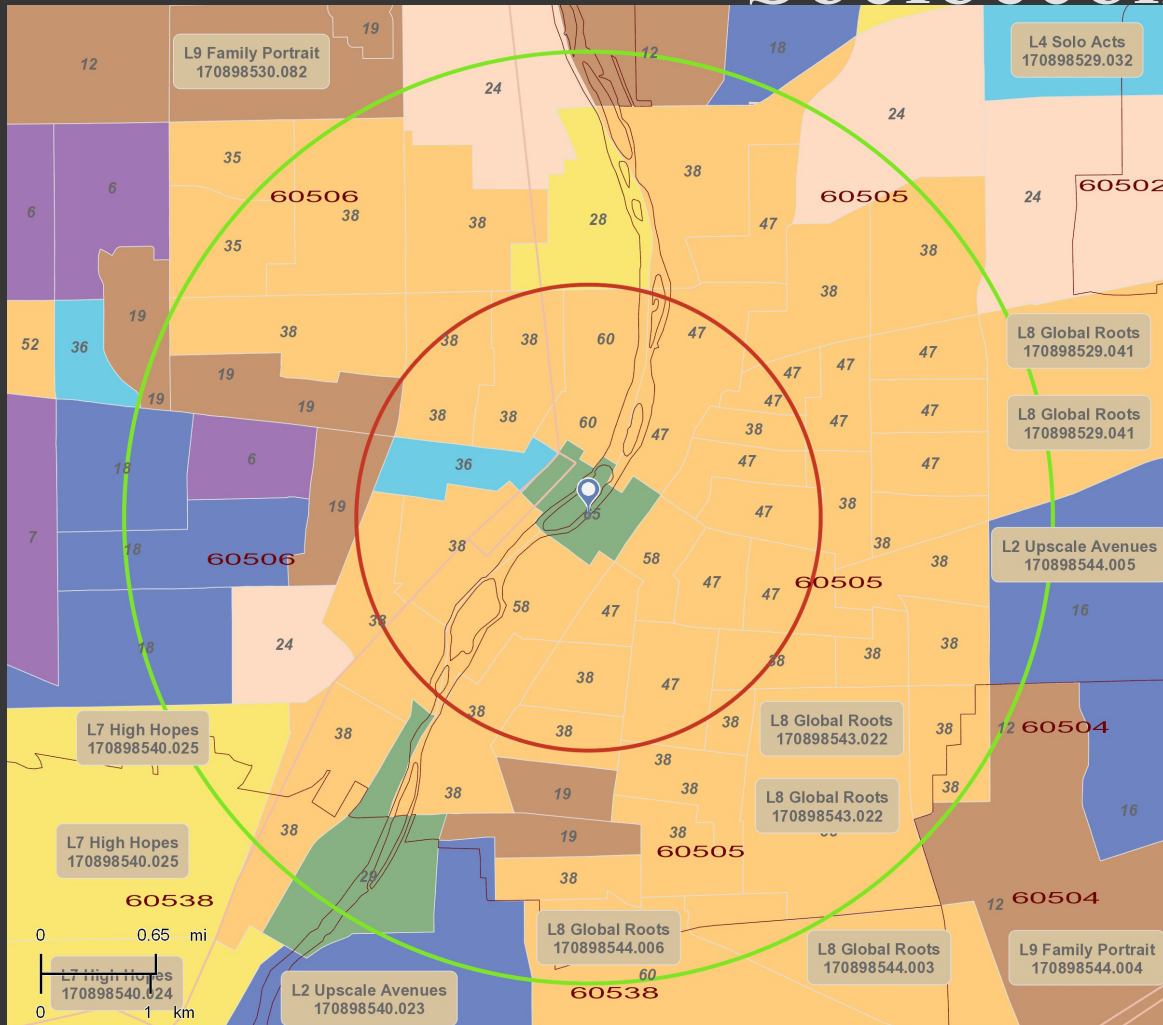
Per Capita Income of Households
within 2-miles of Comparative Downtowns

Population by Lifecycle 2012 and Projected 2017

Age Cohort

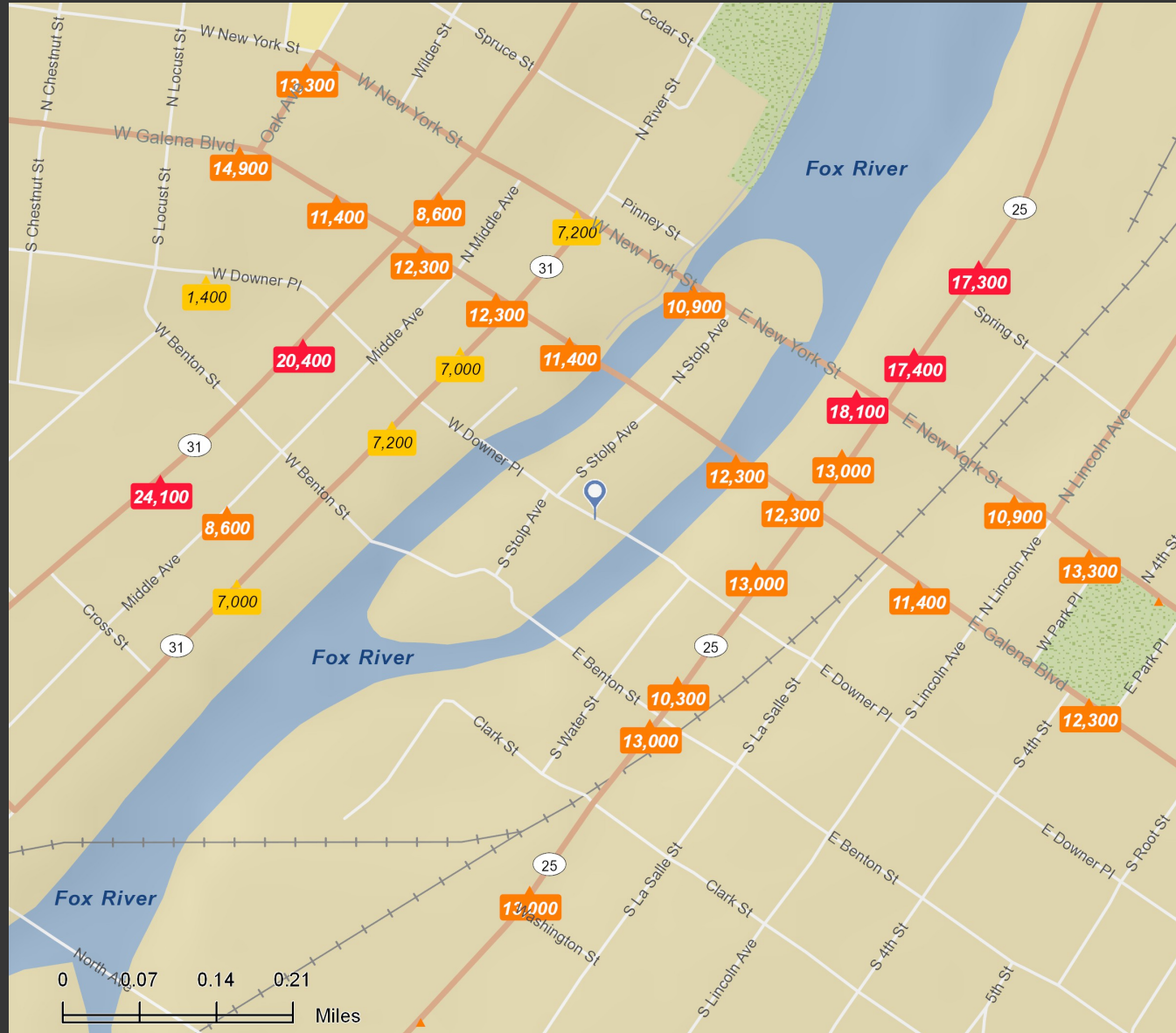
Population

Lifestyle Segmentation Demographic and Socioeconomic Patterns



Typology	Socio/Econ Rank	1-mile households	2-mile households
Industrious Urban	38	3,022	10,844
Las Casas	47	3,169	6,872
NeWest	58	787	2,952
City Dimensions	60	567	2,752
Social Security	65	381	381
Old & New	36	368	368

Visibility and Accessibility



Law of Convenience

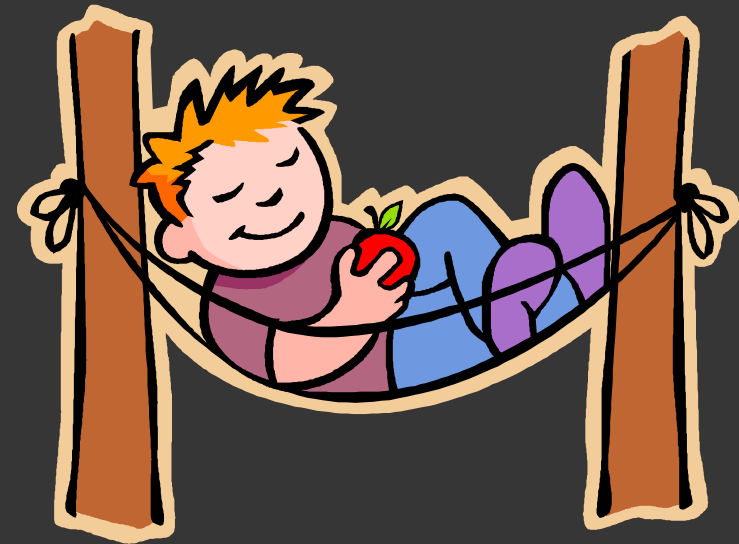
符 Every additional step that stands between people's desires and the fulfillment of those desires greatly decreases the likelihood that they will undertake the activity.

彊 Convenience as a driver of customer traffic



Zipf's Principle of Least-Effort (1949)

蓀 Most people, most of the time, are turned back by modest hurdles that they know could be overcome, with effort. To be habitual, an action must be relatively effortless or carry a particularly **LARGE PSYCHIC REWARD**.

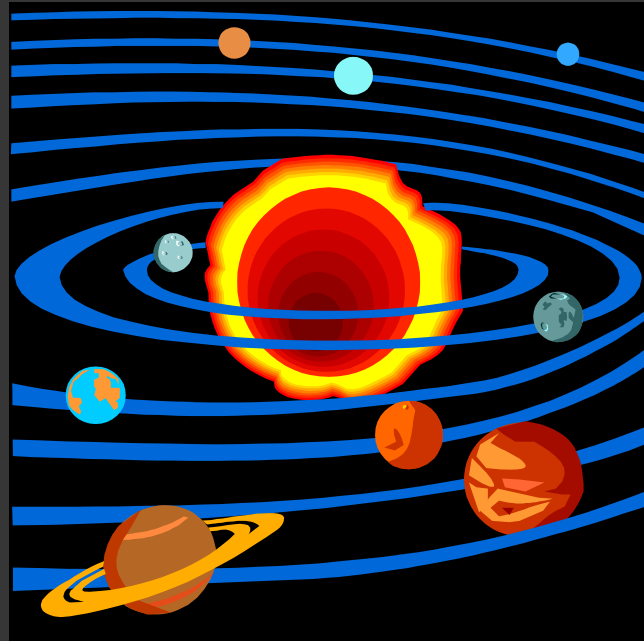


Principle behind next slide on Gravity

Reilly's Law of Retail Gravitation

Size Matters

Reilly's Law basically states that people will travel to the closest store/center (Convenience) unless it doesn't have the desired selection (size)



Harold Hotelling's Model of Ice Cream Men, Nash's Equilibrium Theorem, and Christaller's Central Place

Why do stores Cluster?

Two stores selling the same merchandise will maximize their locational advantage. i.e. sales by locating right next to each other at the mid-point: where half their consumers are located

Principle of Agglomeration

John Nash won the 1994 Nobel Prize in Economics for his theorem. *Beautiful Mind* was the 2001 film about his schizophrenia.



Aurora is a Bedroom Community with 35,577 Employees

Creative Capital Theory: “Creative Class”

✎ Create an environment to attract new start up business for downtown Aurora

✎ 12,444 workers within a mile of City Hall “Creative Class” Employment is 38% of Downtown Employment

Placemaking Montage



Source: Project for Public Spaces, Inc. (PPS)

Capitalize on Aurora's Strengths thru Programing

蓀 Diverse Population

蓀 Downtown Gateways

蓀 Fox River

蓀 RiverEdge Park

蓀 Hollywood Casino

蓀 Paramount Theatre

蓀 River Playhouse Theatre

蓀 Museums

蓀 Parking/Bicycles/Sidewalks

蓀 Fiber Optics

蓀 Historic Buildings and Districts

蓀 New Library/Old Library

蓀 Sci-Tech

蓀 Restaurant Row

蓀 Gravity on LaSalle

蓀 Vacant Spaces 1st and 2nd floors

蓀 Waubonsee Community College

蓀 Old Waubonsee CC Building

蓀 Public Spaces

蓀 Your Place/Program ideas:

SWOT



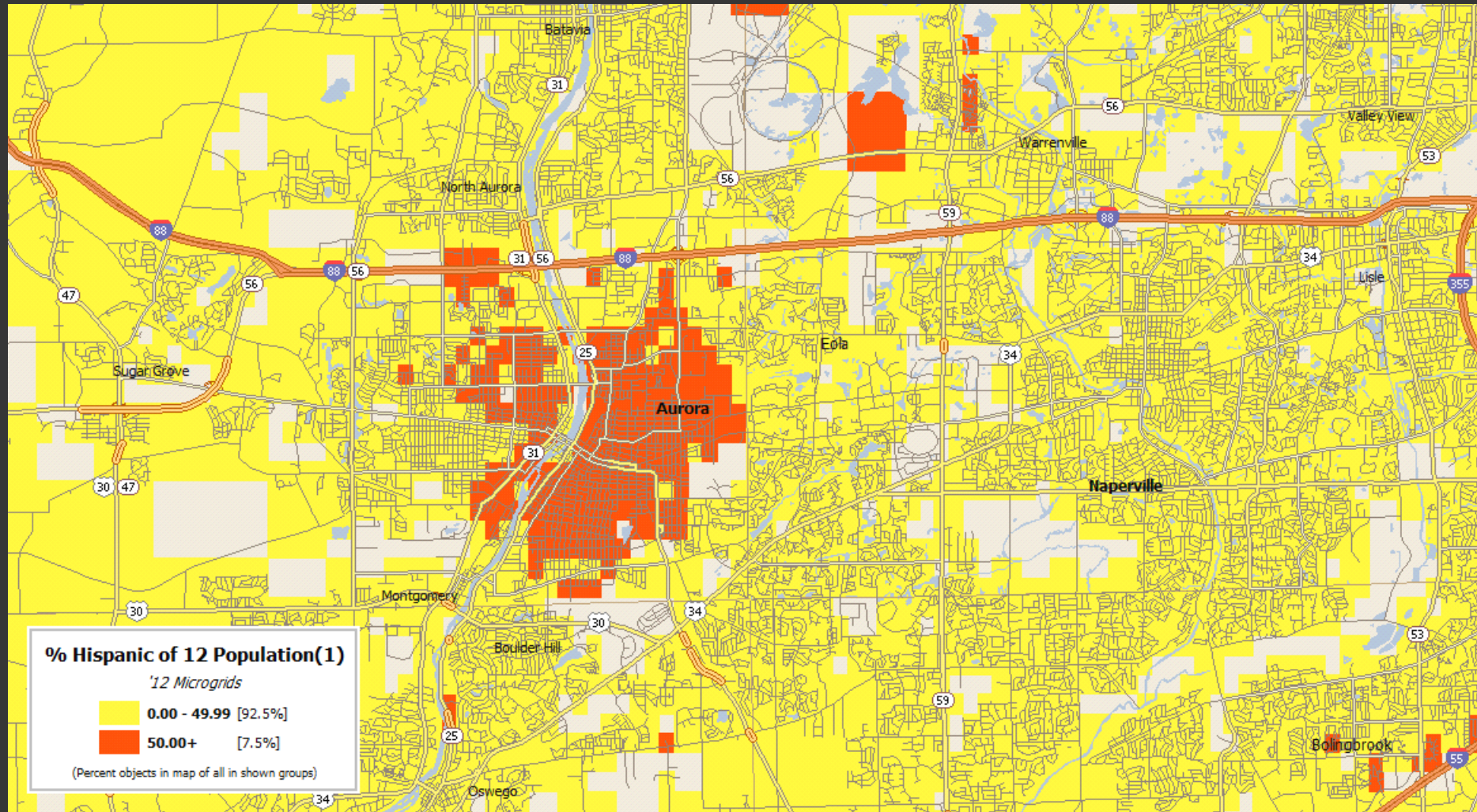
符 Strengths – Advantages over other ideas

符 Weaknesses – Obstacles to success

符 Opportunities – Synergistic benefits

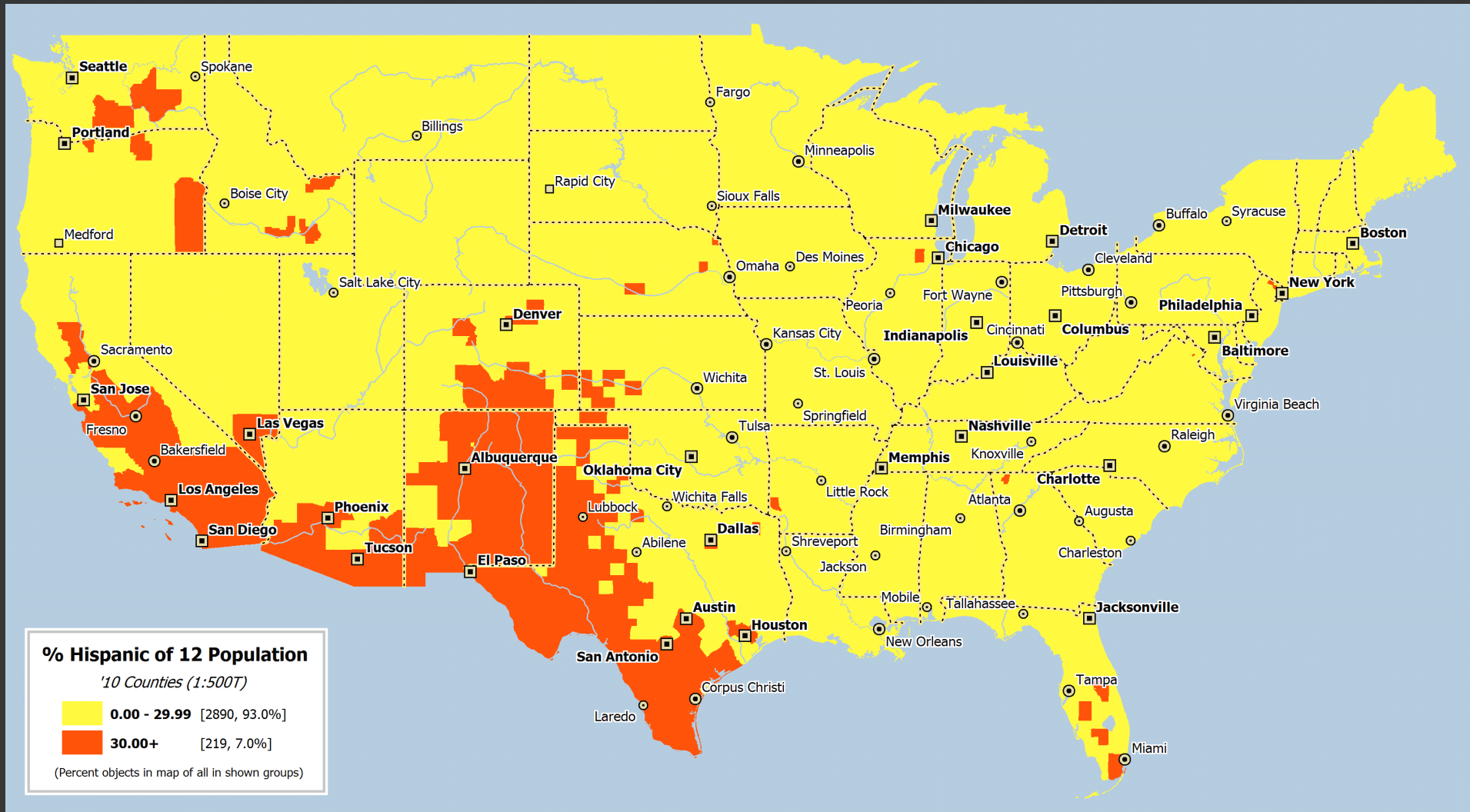
符 Threats – What elements could cause concerns

Latino Population Creating Diverse Environment



Darker shade where Latino Population is $> 50\%$ (1.2 x Aurora Average)

Kane County Latino Population is Unique Outside of Border States



(U.S. Counties with Latino Population of 30%+)

Gateways into Downtown



A River and an Island!



Aurora, the Paris of the Midwest?
Both are the City of Lights!

Aurora's RiverEdge Park



30-acre riverfront park
2,500 seats and
6,000 to 8,000 general admission



Hollywood Casino Driving an Averaging 3,940 Customers into Downtown Daily (2012)

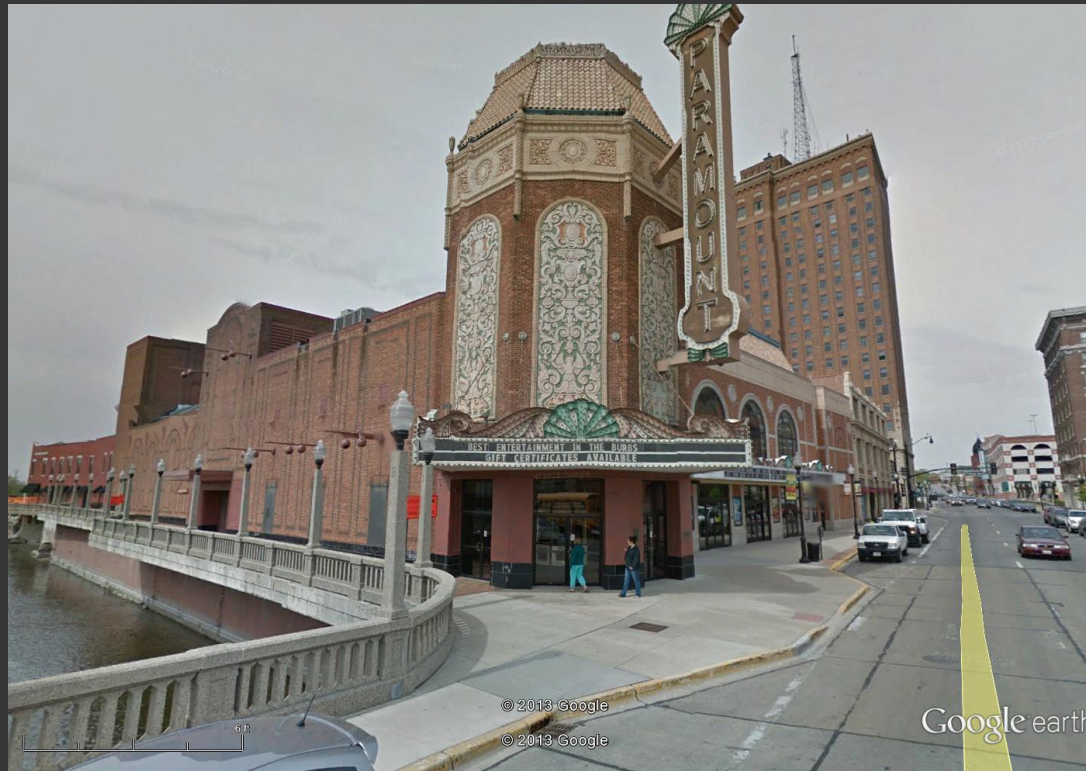


Hollywood Casino Demographics are Strong (25-minute Drive-time Contour)



	Aurora	Elgin	Joliet	Des Plaines
Population	504,891	538,328	426,329	3,345,521
Households	170,892	186,369	145,919	1,323,738
Percent Hispanic	26%	25%	18%	24%
Avg. HH Size	2.92	2.87	2.87	2.48
Avg. Household Income	\$93,015	\$88,530	\$79,075	\$85,988
Per Capita Income/ in Household	\$31,854	\$30,847	\$27,552	\$34,673
Source: Scanus July-2012				

Paramount Theatre and River Playhouse



1,888 seats with 200,000 annual attendance

New York Street Restaurant Row

蓀 Saturation – Agglomeration

蓀 Financing/Investors Start ups

蓀 Visibility – Outdoor Seating

蓀 Cross-Marketing with Hollywood Casino

蓀 Examples:

彊 Chinatown, Greektown, 18th Street

彊 Wheeling – Milwaukee Ave

彊 Naperville

彊 Madison St, Forest Park

彊 San Antonio Market Square



New Public Library



\$28 million, 92,000 square foot library -
200 free parking spaces.

1,141,000 annual visits (2012) 3,126 day
for
all locations

Existing downtown Carnegie Library?

South Island Children Orientation



What will happen with
Library?



How to enhance the New
Library

SciTech
(50,000 annual visitors)

Business and Residential Development Aurora's Fiber Optic Network



Gravity - Incubators and Pop-Ups



Downtown Aurora Historic Register Buildings

What's your program for these buildings?



Hotel Arthur
NWC Broadway/Galena



Stagecoach Hotel



Hobbs Building



Roundhouse

LaSalle Street Auto Row Historic District (15-buildings)



Stolp Island Historic District (41- bldgs.)



Leland Hotel (Fox Is. Place)
Sci-Tech



Stolp Island Historic District



Elks Club
Mesoamerican Design



G.A.R.



Aurora Hotel
(North Is. Apts.)

George Elmslie Designed Buildings



Keystone Office Building



Graham Residential



Old Second National Bank



German-American Bank

Landmarks

- 薙 Up to \$3 million in State of Illinois Historic Tax Credits available per project equal to 20% of qualified cost of a historic habitation.
- 薙 National Registered listed or certified properties are eligible and must meet functional obsolescence and financial needs test.



Downtown Housing



Existing Housing

- 蘊 Graham – Elmslie
- 蘊 Fox Island Plaza Apartments (Leland)
- 蘊 North Island Apts. (Aurora Hotel)
- 蘊 River Street Plaza
- 蘊 Downers Place Lofts (LaSalle)

Potential Housing

- 蘊 Old Waubensee College (88,000 s.f.)
- 蘊 South Broadway – East Bank (Shodeen)
- 蘊 Arthur Hotel
- 蘊 Hobbs Building
- 蘊 Work-Live Lofts (Above retail?)

Adaptive Reuse Program for Downtown Housing

蓀 Obstacles

蓀 Incentives



Program for Second Floor Work-Live



Building Code Issues
Zoning
Incentives
Fiber Optics

Parking/Bicycles/Sidewalks

蓀 Location

蓀 Availability

蓀 Pricing

蓀 Safety

蓀 Street

蓀 Valet



蓀 Complete Streets

蓀 Bicycle Paths

蓀 Bicycle Lanes

蓀 Pedestrian Safety

蓀 Bike Storage

蓀 Bike Sharing

Public Space Program



Now Let's Get To Work!

☞ Each table chooses 5 places/program ideas that you either have seen in the slides or have been dreaming about! (write ideas on large paper pads on tables)

☞ For each place/programing idea use the SWOT format and analyze its:

 ☞ Strengths – what are your places/program ideas advantage for
 Downtown

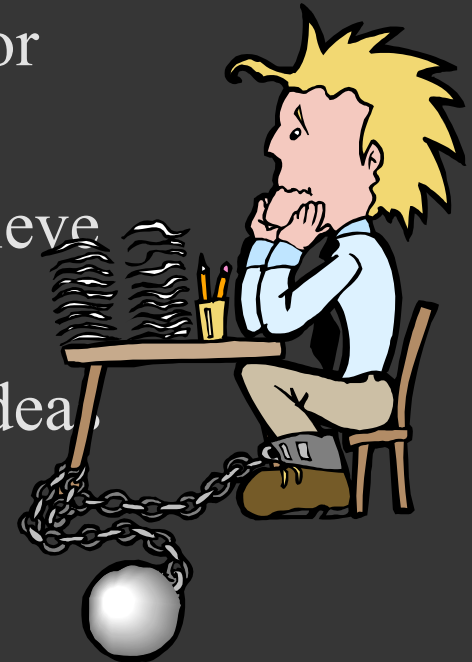
 ☞ Weaknesses- what obstacles do we need to overcome to achieve greatness

 ☞ Opportunity – how to we exploit its advantages with other ideas

 ☞ Threats – what problems might your ideas cause

☞ Select a spokesperson(s) to present your group's 5 selections

 ☞ Plenary Discussion



Next Steps

Business Attraction & Retention Committee

- 蓀 Summarize workshop and development a formal document
- 蓀 Committee will review by November 25
- 蓀 Presentation to Aurora Downtown Executive Committee December 5
- 蓀 Mid-January – Presentation of Workshop results to public