



MASTER PLAN FOR DOWNTOWN AURORA

<http://cmap.is/lta-aurora>



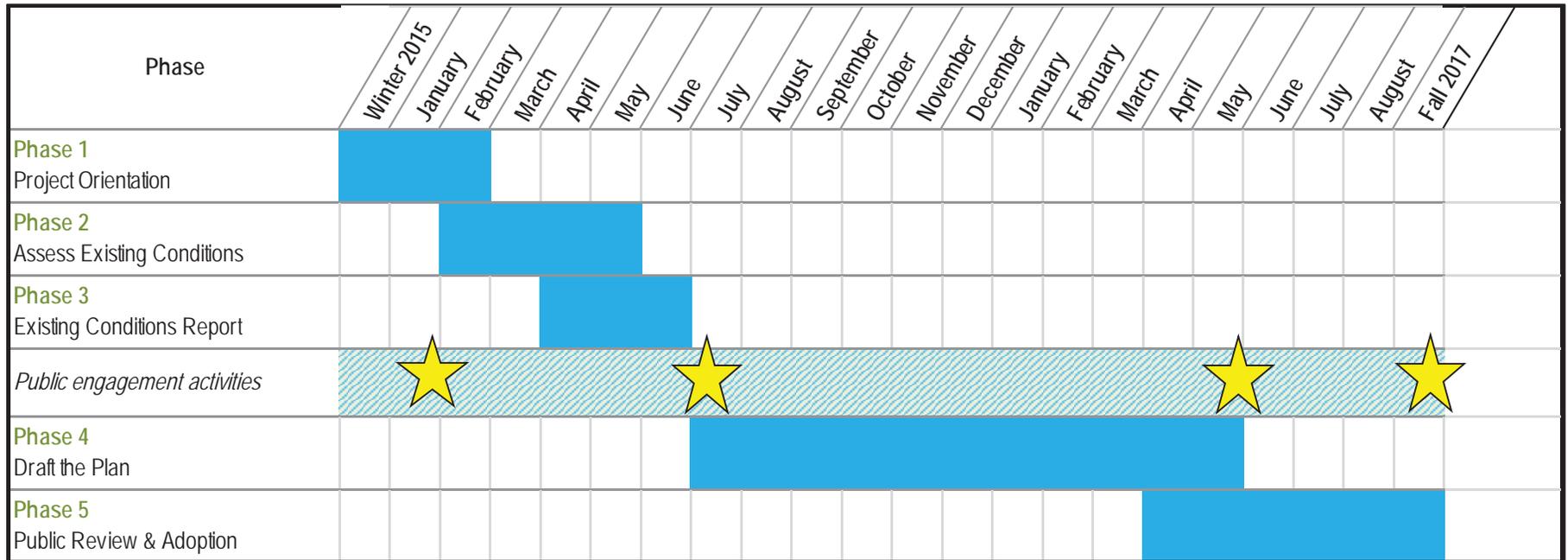
#AuroraLTA

September 20th, 2017

The Planning Process



A Downtown Master Plan for Aurora





Welcome

WELCOME

Plan Recommendation Development

CMAP is assisting the City of Aurora with an update to their downtown Master Plan to strengthen downtown Aurora's vitality and create a more livable, walkable downtown. At this stage, we are formulating potential recommendations and this survey will collect input on recommendation ideas.

 Begin



Photo Credit: Christopher J. May

Share what's important to you in a thriving, robust downtown.
How would you like to see Aurora change?



- 2 THEMES
- 3 STRATEGIES
- 4 APPROACH
- 5 WRAP UP

703 participants

905 participants



IN 2050, AURORA WILL HAVE MORE IMPROVED BUILDINGS

IN 2050, AURORA WILL HAVE MORE VISITORS

EN 2050, EL CENTRO DE AURORA...
MÁS NEGOCIOS
MÁS TIEMPO DE LIBERTAD DE 15

IN 2050, DOWNTOWN AURORA WILL...
BE OPEN FOR BUSINESS

IN 2050, DOWNTOWN AURORA WILL...
BE OPEN FOR BUSINESS

IN 2050, AURORA WILL...
HAVE MORE VISITORS

IN 2050, DOWNTOWN AURORA WILL...
A BEACHFRONT FOR THE WORLD

IN 2050, AURORA WILL...
HAVE MORE VISITORS

IN 2050, DOWNTOWN AURORA WILL...
MORE FAMILY ORIENTED PROGRAMS

IN 2050, AURORA WILL...
HAVE MORE VISITORS

IN 2050, DOWNTOWN AURORA WILL...
SOAK UP THE VIBES ON THE LEHARD TOWER

IN 2050, AURORA WILL...
HAVE MORE VISITORS

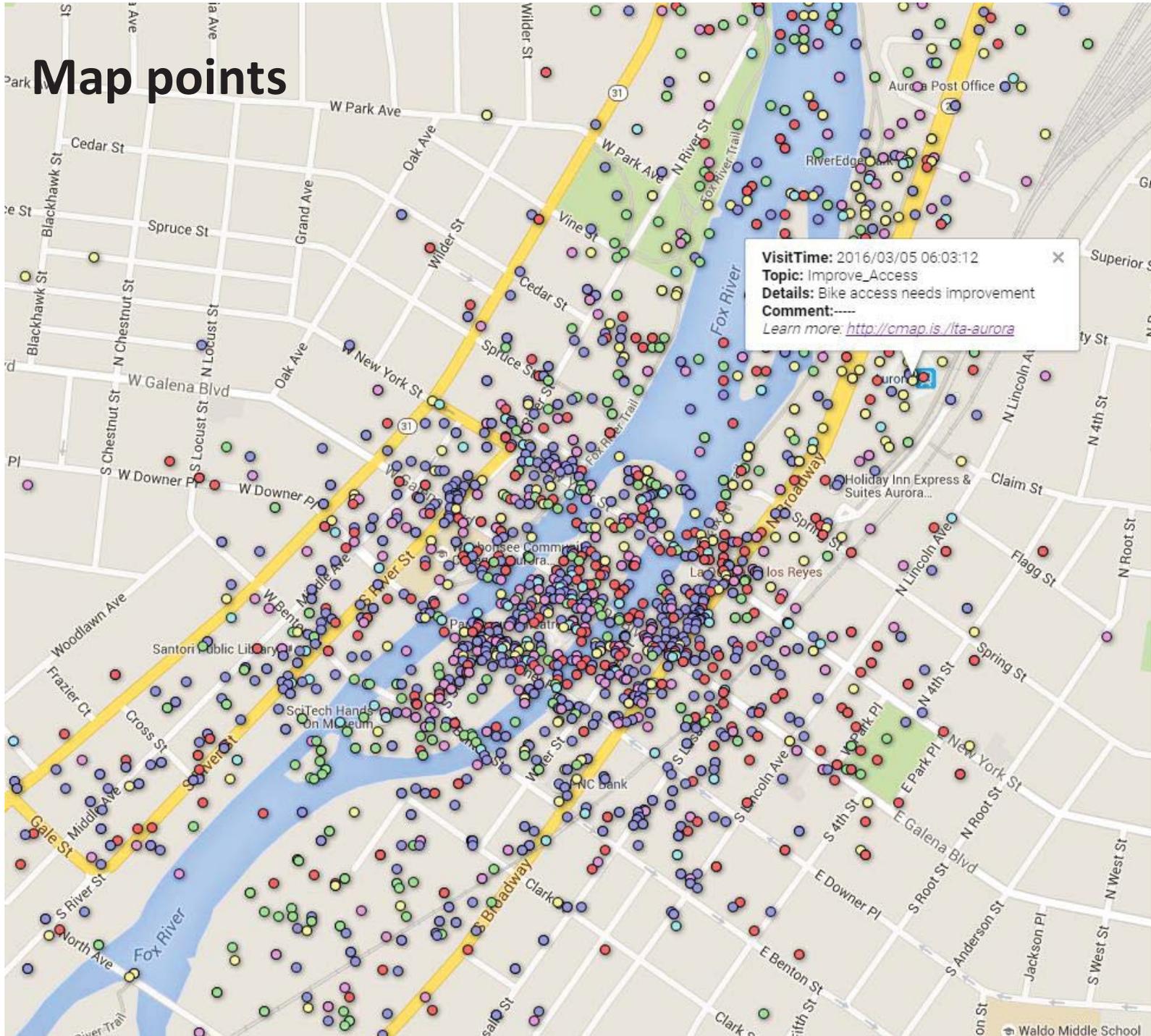
IN 2050, AURORA WILL...
HAVE MORE VISITORS

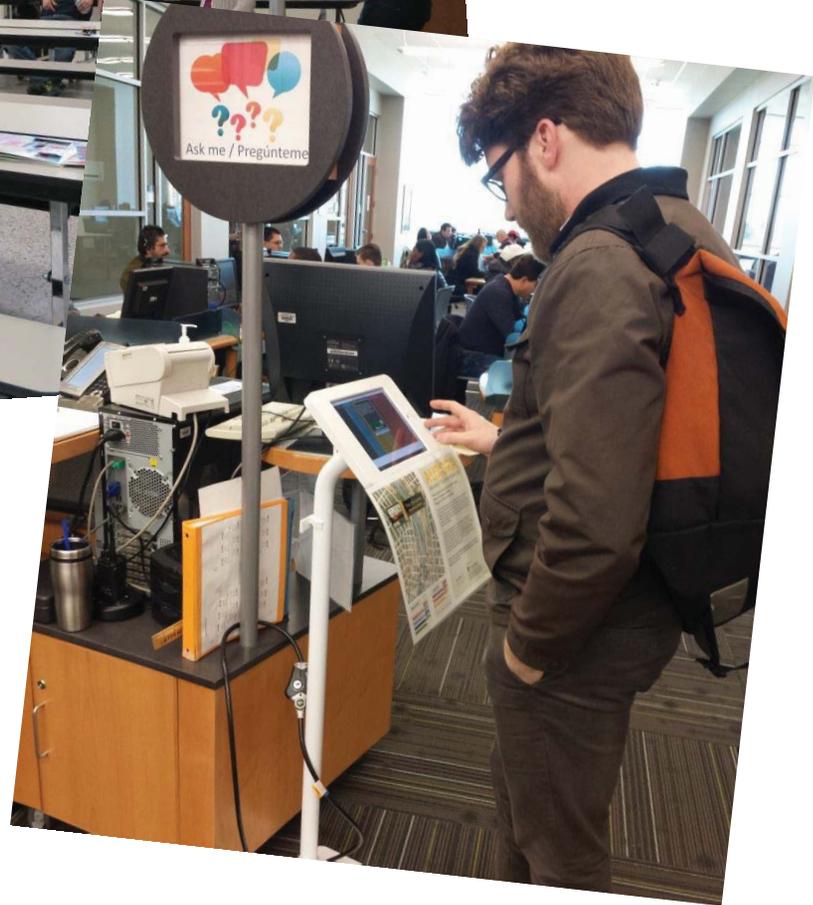
IN 2050, AURORA WILL...
HAVE MORE VISITORS

IN 2050, DOWNTOWN AURORA WILL...
RESTAURANTS WITH LIVE MUSIC

IN 2050, AURORA WILL...
HAVE MORE VISITORS

Map points





OVER-ARCHING THEMES

1. Preserve, enhance, & build upon existing assets.
2. Make downtown a great place for people who live here.
3. Make it easier to be creative and do business.





An experience to remember

Key Recommendation Areas

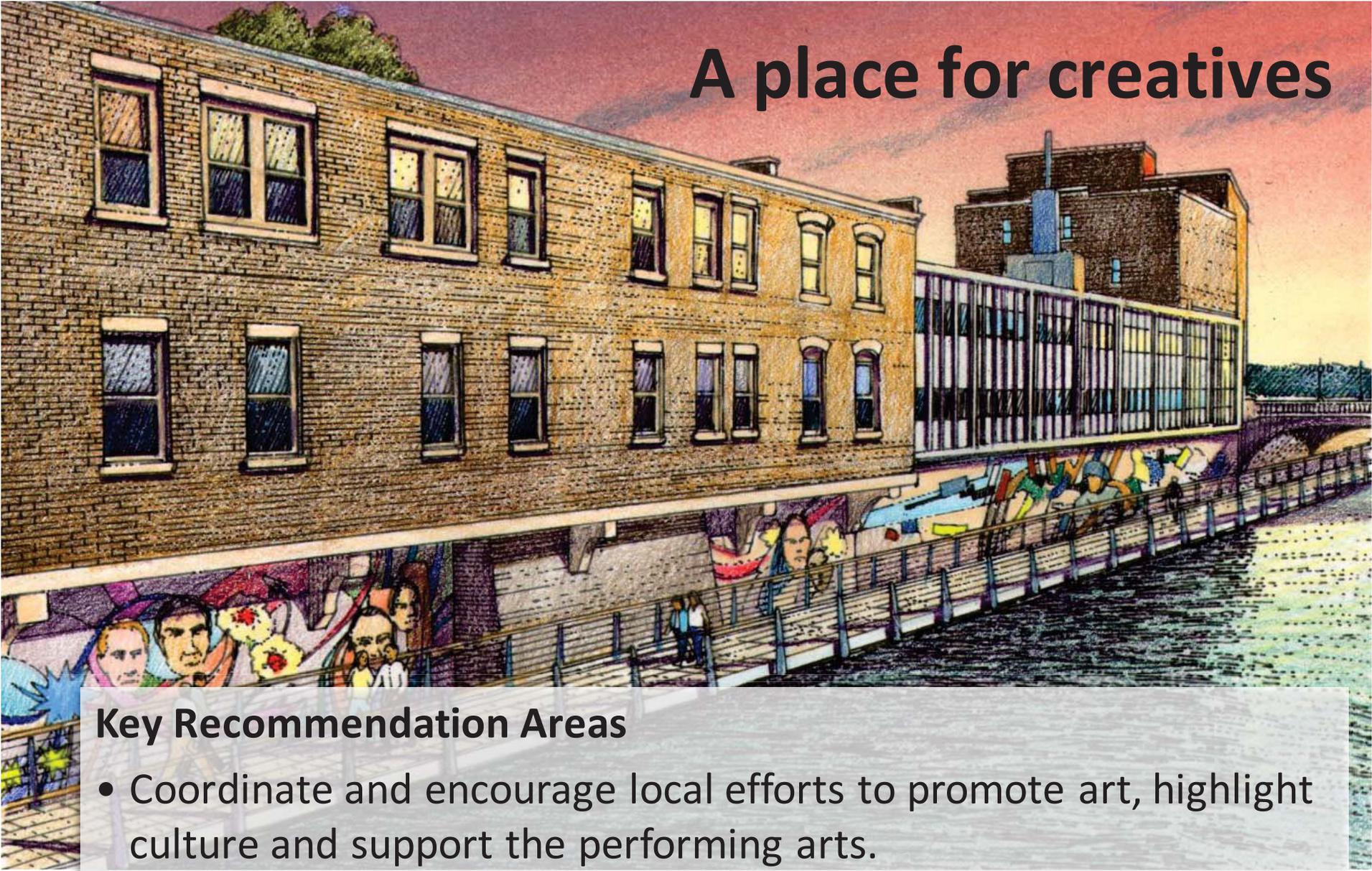
- Enhance the built environment to create a sense of place.
- Develop and implement a comprehensive signage and wayfinding program.
- Enhance marketing, branding, and communication.
- Improve feelings of comfort and safety.



Growing and diversifying businesses

Key Recommendation Areas

- Enhance the business climate by focusing on economic development initiatives and programming to encourage investment.
- Focus on growing small, local, and niche businesses.
- Support the downtown core by enhancing livability.

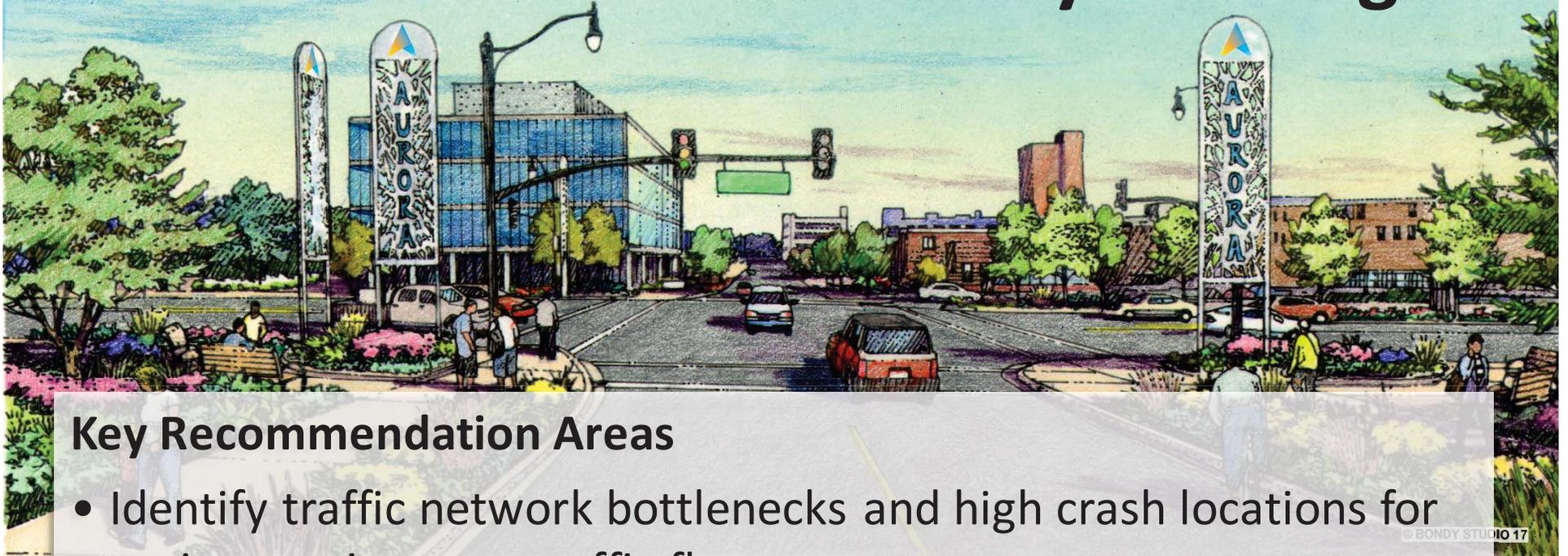


A place for creatives

Key Recommendation Areas

- Coordinate and encourage local efforts to promote art, highlight culture and support the performing arts.
- Leverage CMAP's Arts & Culture Toolkit.
- Pursue targeted arts and culture endeavors.

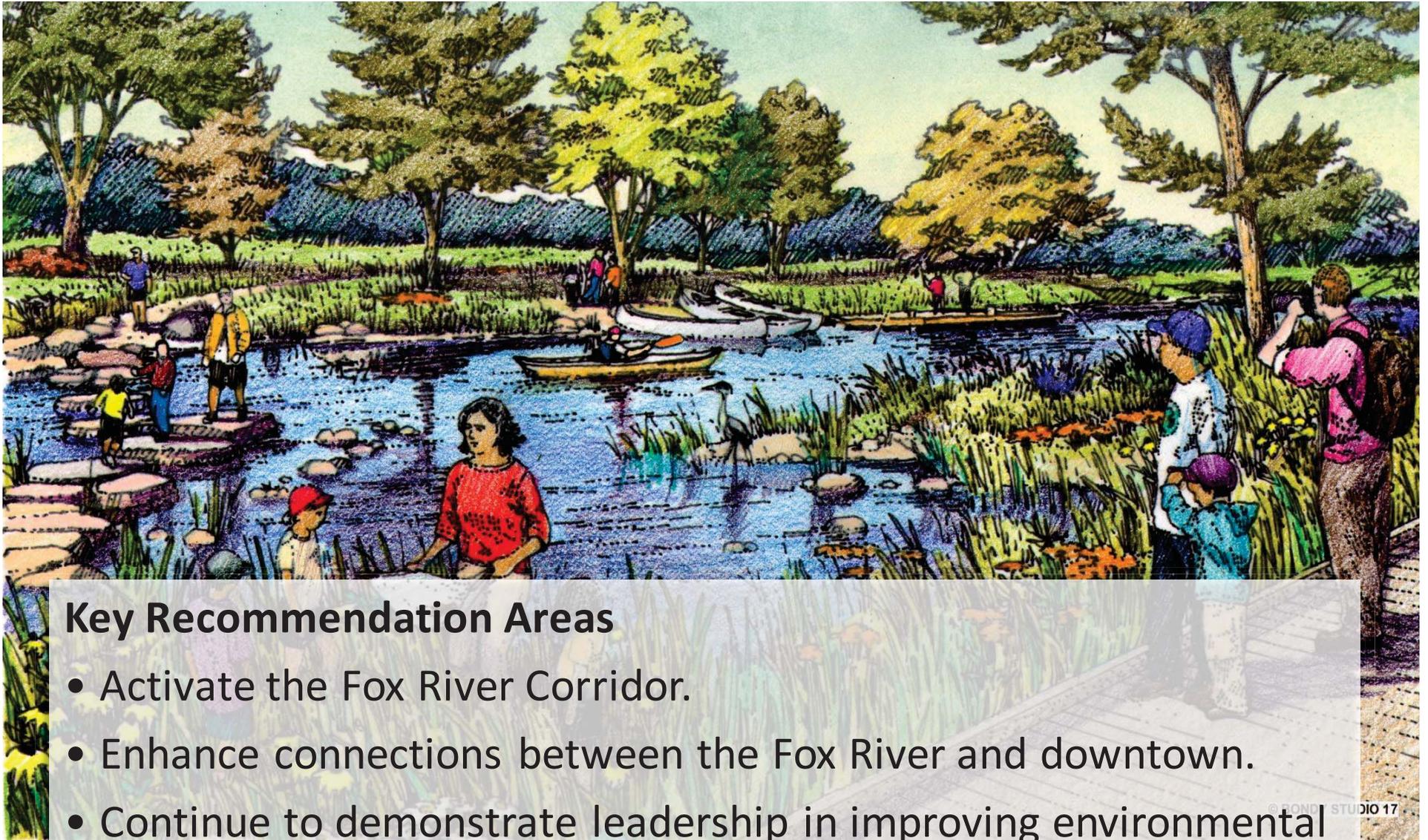
Safe and easy to navigate



Key Recommendation Areas

- Identify traffic network bottlenecks and high crash locations for projects to improve traffic flow.
- Encourage walking and enhance the transition to walking from all transportation modes.
- Encourage the use of bicycles for transportation.
- Address downtown parking challenges.
- Encourage more transit usage and visitors by train.
- Identify and fix barriers for those with mobility challenges.

A vibrant Fox River



Key Recommendation Areas

- Activate the Fox River Corridor.
- Enhance connections between the Fox River and downtown.
- Continue to demonstrate leadership in improving environmental quality.

An engaged community



Key Recommendation Areas

- Explore innovative public engagement methods to implement the downtown master plan.
- Engage the diverse population of Aurora.
- Strengthen local capacity.
- Update the City's Comprehensive Plan.



Next Steps

- Presentation to Planning & Development 9/28
- Presentation to Committee of the Whole 10/3
- Presentation to City Council 10/10
- Commitment to continue with implementation assistance, as needed, for two years

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Lindsay Bayley



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