



**ECONOMIC DEVELOPMENT  
ADVISORY COMMITTEE  
MEETING AGENDA**

**THURSDAY, DECEMBER 10, 2015**

**7 P.M.**

**LEKSAND ROOM  
AURORA TOWN HALL**



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING AGENDA**

**DATE:** Thursday, December 10, 2015

**TIME AND LOCATION:** 7 p.m., Leksand Room, Aurora Town Hall

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**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

**2. APPROVAL OF THE AGENDA**

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of  
November 12, 2015** pg. 1

RECOMMENDED:

THAT the Economic Development Advisory Committee meeting minutes of  
November 12, 2015, be received for information.

**4. DELEGATIONS**

(a) **Marco Ramunno, Director of Planning & Development Services** pg. 5  
**Re: Update on Proposed Medical Building**

**5. MATTERS FOR CONSIDERATION**

1. **Extract from Council Meeting of November 24, 2015** pg. 6  
**Re: BBS15-013 - Request for Sign Variance to Sign By-law No. 4898-07.P  
for the Canadian Disc Institute at 15000 Yonge Street**

RECOMMENDED:

THAT the Extract from Council Meeting of November 24, 2015, regarding BBS15-013 - Request for Sign Variance to Sign By-law No. 4898-07.P for the Canadian Disc Institute at 15000 Yonge Street be received; and

THAT the Economic Development Advisory Committee provide comment.

**6. INFORMATIONAL ITEMS**

2. **Memorandum from Manager of Long Range and Strategic Planning** pg. 18  
**Re: Economic Development Action Plan Update**

RECOMMENDED:

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

**7. NEW BUSINESS**

**8. ADJOURNMENT**



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING MINUTES**

**Date:** Thursday, November 12, 2015

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair) (departed 8:15 p.m.), Marilee Harris, Paul Smith, and Bruce Walkinshaw

**Member(s) Absent:** Don Constable and Rosalyn Gonsalves

**Other Attendees:** Councillor Tom Mrakas, Techa van Leeuwen, Director of Building & Bylaw Services, Afshin Bazar, Manager, Building Services, Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Strategy, and Samantha Yew, Council/Committee Secretary

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The Chair called the meeting to order at 7 p.m.

**1. DECLARATION OF PECUNIARY INTEREST**

There were no declarations of pecuniary interest under *the Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Bruce Walkinshaw  
Seconded by Marilee Harris**

THAT the agenda as circulated by Legal and Legislative Services be approved.

**CARRIED**

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of September 10, 2015**

**Moved by Bruce Walkinshaw  
Seconded by Marilee Harris**

THAT the Economic Development Advisory Committee meeting minutes of September 10, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

- (a) **Techa Van Leeuwen, Director of Building & Bylaw Services, and  
Afshin Bazar, Manager of Building Services**  
**Re: Item 1 – Memorandum from Director of Building & Bylaw Services;**  
**Re: Proposed Sign By-law**

Staff gave a presentation regarding the Proposed Sign By-law, outlining the proposed changes. Staff further explained that, if approved, the transition would be implemented over a six-month period, and would include a public education program and community plan.

**Moved by Marilee Harris  
Seconded by Paul Smith**

THAT the delegation by Techa van Leeuwen and Afshin Bazar be received and referred to Item 1.

**CARRIED**

**5. MATTERS FOR CONSIDERATION**

- 1. Memorandum from Director of Building & Bylaw Services  
Re: Proposed Sign By-law**

The Committee inquired about how the Proposed Sign By-law would help businesses in Aurora. Staff explained that the changes are designed to simplify the sign permit process.

The Committee inquired regarding various aspects of the Sign By-law and asked questions regarding:

- The cost and revenue generated by the sign program, and the total cost of the Sign By-law update;
- The possibility of no Sign By-law enforcement;
- The consideration of vertical banner signs in the Proposed Sign By-law;
- Provisions for heritage signs, special event signs, sign 'cornerstones', and the best practices for real estate signs; and
- The possibility of allowing sandwich board signs.

Staff advised that they would investigate and take all comments made by the Committee into consideration.

**Moved by Marilee Harris**  
**Seconded by Paul Smith**

THAT the memorandum regarding Proposed Sign By-law be received; and

THAT the Economic Development Advisory Committee provide feedback regarding the Proposed Sign By-law.

**CARRIED**

## **6. INFORMATIONAL ITEMS**

### **2. Memorandum from Manager of Long Range and Strategic Planning** **Re: Activity Report**

Staff gave a brief update, highlighting positive steps toward hotel uses, partially brought upon by the reduction of the local portion of hotel development charges. Staff also provided an update regarding new interest in manufacturing businesses locating in the Town.

**Moved by Councillor Abel**  
**Seconded by Marilee Harris**

THAT the memorandum regarding Activity Report be received for information.

**CARRIED**

### **3. Memorandum from Manager of Long Range and Strategic Planning** **Re: Aurora Promenade Community Improvement Plan (CIP) Update**

Staff gave a brief update regarding the Aurora Promenade Community Improvement Plan, including information about various forms of promotion for the program (media campaign, door-to-door visits, brochures), and information regarding two applications that have been received.

**Moved by Bruce Walkinshaw  
Seconded by Marilee Harris**

THAT the memorandum regarding Aurora Community Improvement Plan (CIP) Update be received for information.

**CARRIED**

- 4. Extract from Council Meeting of October 13, 2015  
Re: Economic Development Advisory Committee Meeting Minutes of  
September 10, 2015**

**Moved by Marilee Harris  
Seconded by Paul Smith**

THAT the Extract from Council Meeting of October 13, 2015, regarding the Economic Development Advisory Committee meeting minutes of September 10, 2015, be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Chair advised that the Director of Planning & Development Services will be at the next meeting to update the Committee on the proposed medical building.

The Committee inquired about the status of broadband internet in Aurora, and the possibility of getting broadband internet service from all internet service providers. The Committee mentioned that some smaller municipalities are offering their own broadband internet, and discussed whether this is feasible for the Town of Aurora.

The Committee inquired whether there are any incentive programs offered for businesses to move to Aurora. Staff responded and referred to benefits such as the Concierge Program, Community Improvement Plan areas, and lower business taxes.

**8. ADJOURNMENT**

**Moved by Bruce Walkinshaw  
Seconded by Paul Smith**

THAT the meeting be adjourned at 8:56 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



Legal and Legislative Services  
905-727-3123  
[CSecretariat@aurora.ca](mailto:CSecretariat@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**DELEGATION REQUEST**

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE:** December 10, 2015

**SUBJECT:** Update on the proposed medical building

**NAME OF SPOKESPERSON:** Marco Ramunno, Director of Planning & Development Services

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF DELEGATION:**

To provide EDAC with an update on the proposed medical building

**PLEASE COMPLETE THE FOLLOWING:**

Have you been in contact with a Town staff or Council member regarding your matter of interest?

YES  NO

**IF YES, WITH WHOM?**

**DATE:**

I acknowledge that the Procedural By-law permits five (5) minutes for Delegations.



**EXTRACT FROM  
COUNCIL MEETING OF  
TUESDAY, NOVEMBER 24, 2015**

**7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION**

Items 2 (with the exception of sub-item 1), 3, 4, and 5 were identified as items not requiring separate discussion.

**Moved by Councillor Mrakas  
Seconded by Councillor Thompson**

THAT the following recommendations with respect to the matters listed as “Items Not Requiring Separate Discussion” be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

**2. General Committee Meeting Report of November 17, 2015**

THAT the General Committee meeting report of November 17, 2015, be received and the following recommendations carried by the Committee be approved:

**(6) BBS15-013 – Request for Sign Variance to Sign By-law No. 4898-07.P  
for the Canadian Disc Institute at 15000 Yonge Street**

THAT Item 6 – Request for Sign Variance to Sign By-law No. 4898-07.P for the Canadian Disc Institute at 15000 Yonge Street be referred to the Heritage Advisory Committee and the Economic Development Advisory Committee for comments and discussion at their next meetings.

**CARRIED**



**TOWN OF AURORA  
GENERAL COMMITTEE**

**No. BBS15-013**

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**SUBJECT:** *Request for Sign Variance to Sign By-law No. 4898-07.P  
for the Canadian Disc Institute at 15000 Yonge St.*

**FROM:** *Techa van Leeuwen, Director of Building and Bylaw Services*

**DATE:** *November 17, 2015*

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**RECOMMENDATIONS**

*THAT Report No. BBS15-013 be received; and*

*THAT a request for variance to Sign By-law No. 4898-07.P to allow a 4.09m<sup>2</sup> wall sign located 190mm above grade for the Canadian Disc Institute at 15000 Yonge St. be denied.*

**PURPOSE OF THE REPORT**

To evaluate the applicant's request and make recommendations on variances to Sign By-law No. 4898-07.P, as amended.

The requested variance is to allow the Canadian Disc Institute to have a wall sign with an area of 4.09m<sup>2</sup> located 190mm above the grade whereas the Sign By-law No. 4898-07.P restricts the size of a wall sign to 1.25m<sup>2</sup>. Further, wall signs projecting more than 50mm from the wall shall be located a minimum of 2.4m above grade.

**BACKGROUND**

Building and Bylaw Services is in receipt of a sign variance application from the Canadian Disc Institute to install a wall sign that exceeds the maximum permitted sign area for their building front and to locate the sign on the wall less than the allowable minimum distance above grade.

The proposed wall sign is approximately 4.87m x 0.84m (4.09m<sup>2</sup>) and will consist of a vinyl or fabric material being affixed to a plywood backing attached to the wall with 2" blocking. The sign projects from the building approximately 76mm and is approximately 19mm above grade. Sign By-law 4898-07.P limits wall signs for this building to 1.25m<sup>2</sup> in area and where the wall sign project more than 50mm from the wall they are to be a minimum of 2.4m above grade.

The business is located 15000 Yonge Street just north of Ransom Street and is within the Promenade Area as well as listed on the Aurora Registrar of Properties of Cultural Heritage Value or Interest. The property is surrounded by commercial businesses along Yonge Street with residential abutting the rear property line. The entrance to the property is from Yonge Street.

In 2012/2013 building permits were issued for the partial demolition, renovation and

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construction of a one storey addition to the front facade to be occupied by Canadian Disc Institute. The facade addition facing Yonge Street consists primarily of glazing. The applicant is proposing a wall sign below the glazing as shown on attachment no. 2.

The sign variance application is in response to numerous enforcement efforts addressing illegal signs erected between September 2013 and August 2015. The owner of the business was advised of the requirements and the processes involved in displaying compliant signage. In November 2013 the owner applied for a sign permit for a wall sign. The application was cancelled in June 2014 due to a lack of response from the applicant.

The property currently has one existing ground sign and a non-approved structure which had displayed signage but the messaging has been removed. The owner has advised he intends to remove the ground structure and replace it with the proposed wall sign.

## **COMMENTS**

**This property is subject to Heritage review and the Aurora Promenade Streetscape Design and Implementation Plan.**

15000 Yonge Street is listed on the Aurora Registrar of Properties of Cultural Heritage Value or Interest. The property is also subject to The Aurora Promenade Streetscape Design and Implementation Plan.

Planning staff compared the proposed wall sign design to the Aurora Promenade Streetscape Design and Implementation Plan (The Promenade Plan). The comparison consisted of assessing the type, size and sign area, location of the sign on the building and any special considerations noted in The Promenade Plan.

The proposed wall sign consists of a fabric or vinyl material affixed to a plywood backing and would be installed on the lower part of the wall just above grade. The comparison to The Promenade Plan revealed that the proposed fabric does not to meet the guidelines as a solid sign with raised lettering is the recommended choice. The proposal to locate the sign on the lower portion of the front wall deviates from the Promenade Plan inasmuch as the guidelines recommend placing wall signs on the fascia.

Planning Staff also advised that having both the existing ground sign and the proposed wall sign at the front is not desirable for the property. The business owner advised that they intend to keep the existing ground sign and erect the proposed wall sign resulting in two signs in close proximity at the front of the property. The existing ground sign is found to be more in keeping with the signs in the neighbourhood.

For reasons noted above the proposed wall sign is not in keeping with the guidelines found under The Promenade Plan.

**The wall sign is out of character with the neighbouring businesses.**

The neighbouring businesses do not have large walls signs at the front. This business has an existing ground sign at the front of the property adjacent to Yonge Street. The

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neighbouring businesses to the north and south have similar ground signs. The ground signs are made of wood and vary in height from approximately 1m to 2m (see attachment no. 5). They are oriented perpendicular to traffic flow on Yonge Street. The proposed sign would not be in keeping with the signs advertising the businesses on the same block and adjacent to this property.

**The property is located in Special Mixed Density Residential Exception zone which limits the sign area as these exception zones are unique and intended to maintain the residential attributes of the building.**

Wall signs in a residential exception zone are restricted to a maximum of 1.25m<sup>2</sup> in sign area. The proposed sign is 4.09m<sup>2</sup> in area approximately 3.26 times larger than permitted. The front of the building where the sign is proposed to be installed faces Yonge Street. Businesses to the north and south are also located in residential exception zones and display signage that meets the intent of the by-law. The owner feels that although the business is in a residential exception zone they should be allowed the less restrictive requirements permitted in a commercial zone.

**The Owner is requesting the variance to provide a more descriptive sign which could be accommodated by a smaller compliant wall sign or changing the display face of the existing ground sign.**

The business owner advised that he requires the wall sign to advise potential customers as to the services provided. The existing ground sign advertises the type and name of business and the proposed wall sign would provide more description as to what services are available. Staff has advised that a wall sign limited to 1.25m<sup>2</sup> is permitted as well the display face of the existing sign could be changed to identify services offered.

**The following table compares the proposal to the Sign By-law No. 4898-07.P:**

| <b>Wall signs in Zone R5-28</b> |  |                           |   |
|---------------------------------|--|---------------------------|---|
| <b>Sign Type</b>                | <b>Sign Bylaw Section</b>  | <b>Allowed</b>            | <b>Proposed</b>   |
| Wall                            | Section 6.2 (c)<br>Sign area in Residential Exception zones<br>(.25m <sup>2</sup> /linear m to a max of 1.25m <sup>2</sup> ) | 1.25m <sup>2</sup>        | <b><u>4.09m<sup>2</sup></u></b><br><b><u>(3.26 times larger than allowed)</u></b> |
|                                 | Section 5.9(c)<br>Location above grade for signs projecting more than 50mm   | 2400mm<br>min above grade | <b><u>190mm above grade</u></b>   |
|                                 | Section 6.2(e)<br>Number of signs in Residential Exception zones   | 2                         | 2 including the existing ground sign  |

Table note: Bold, underlined font represents areas of non-compliance

As the above table demonstrates, a variance is required to address the size of the wall sign and location of the sign above grade.

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The following table provides the criteria for assessing sign variance approvals.

| <b>Table for Evaluating Sign Variance Criteria</b>  |  |
|---|--|
| <b>Criteria</b>   | <b>Comment</b>   |
| <p><b>1. Physical difficulties</b><br/> <i>Where due to special circumstances, pre-existing condition of the building, layout or topography of the subject land, it is difficult to comply with the provisions of the Sign By-law.</i></p>  | <p>The new addition (constructed 2013) at the front of the building does not represent a pre-existing condition which presents a difficulty to comply with the Sign By-law. It should be noted that the glazing of the addition would make it difficult to adhere to the Promenade Plan.</p> |
| <p><b>2. Consistency with the architectural features of the building</b><br/> <i>Where the proposed sign blends well with the architectural features of the building and granting the sign variance will result in a more aesthetically pleasing visual appearance of the building for the community.</i></p> | <p>The Planning review revealed that the proposed material of the sign face will not result in a more aesthetically pleasing visual appearance of the building.</p>  |
| <p><b>3. Consistency with the character of the neighbourhood</b><br/> <i>Where the Sign Variance, if granted, will not alter the essential character of the neighbourhood and will have no adverse impact on the Town's cultural heritage</i></p>   | <p>The Planning review and comparison with the Promenade Plan determined the sign is not consistent with the character of the neighbourhood or the Plan</p>  |
| <p><b>4. No adverse impact to the adjacent property or general public</b><br/> <i>Such adverse impact may include but is not limited to: illumination, obstruction of other signage, obstruction of natural light, distance to the adjacent buildings and properties, etc.</i></p>                            | <p>n/a</p>   |
| <p><b>5. Adherence to Corporate Branding</b><br/> <i>Where not granting a Sign Variance results in a conflict in corporate branding requirements such as updated/new logos or trademarks.</i></p>   | <p>n/a</p>   |
| <p><b>6. Impact on safety, traffic and accessibility</b><br/> <i>The proposed Sign Variance, if granted, will not increase fire or traffic hazard or otherwise endanger public safety or negatively impact accessibility.</i></p>   | <p>n/a</p>   |

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|   |   |
|---|---|
| <p><b>7. Result in greater convenience to the public</b> <i>Granting of the variance will result in greater convenience to the public in identifying the business location for which a sign variance is sought.</i></p> | <p>The wall sign as proposed does not result in greater convenience in identifying the business location. There is an existing ground sign at the front and in close proximity to the proposed wall sign. The owner advised he believes that the additional information he would like on the sign will only be beneficial on a sign larger than allowed under the Sign By-law 4898-07.P</p> |
|---|---|

**Variance requested:**

1. A variance is requested to permit the installation of a wall sign with an area of approximately 4.09 m<sup>2</sup> to be located 190mm above grade whereas the Sign By-law 4898-07.P restricts this wall sign to a maximum sign area of 1.25m<sup>2</sup> and located a minimum of 2.4m above grade.

**LINK TO STRATEGIC PLAN**

Variances to the Sign By-law No. 4898-07.P support the Strategic Plan goal of **Enabling a Diverse, Creative and Resilient Economy** through its accomplishment in satisfying requirements of the objective **supporting small business and encouraging a more sustainable business environment.**

**FINANCIAL IMPLICATIONS**

N/A

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council could approve the request to vary the size and location of the wall sign permitted by Sign By-law 4898-07.P. This would allow the installation of an oversized sign lower on the wall than the requirements of Sign By-law 4898-07.P and contrary to the guidelines of The Aurora Promenade Streetscape Design and Implementation Plan.

**CONCLUSIONS**

Staff determined that the variance being sought is not in keeping with the general intent of Sign By-law 4898-07.P or the recommendations of The Aurora Promenade Streetscape Design and Implementation Plan. For reasons outlined in this report staff is recommending that Council deny the requested variances.

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**ATTACHMENTS**

Attachment No. 1 -- Site Plan

Attachment No. 2 -- Front Elevation

Attachment No. 3 -- Sign Construction and Design

Attachment No. 4 -- Photo identifying the existing ground sign and the additional ground sign structure to be removed.

Attachment No.5 -- Photo identifying the existing ground sign and the ground signs of adjacent businesses to the north.

**PRE-SUBMISSION REVIEW**

Executive Leadership Team -- November 5, 2015

***Prepared by: Dale Robson***

***Manager of Code Review and Inspections -- Ext. 4319***



***Techa van Leeuwen***  
***Director of Building and Bylaw Services***

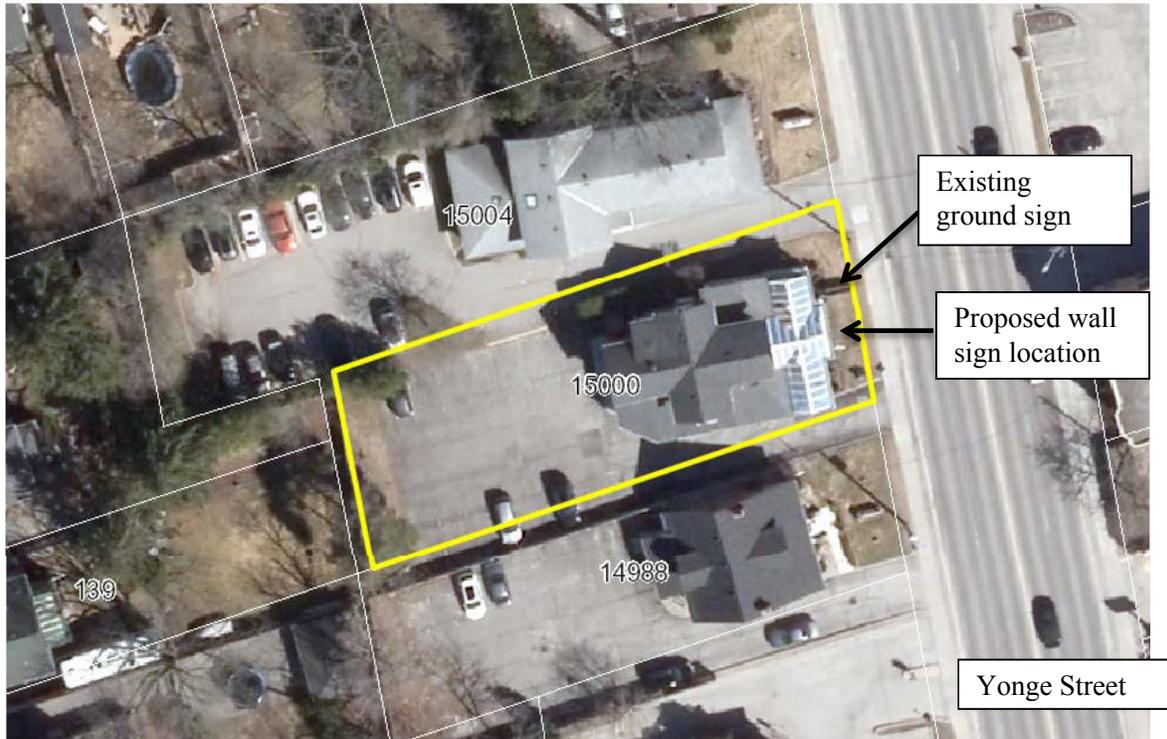


***Patrick Moyle***  
***Interim Chief Administrative Officer***

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**Site plan**

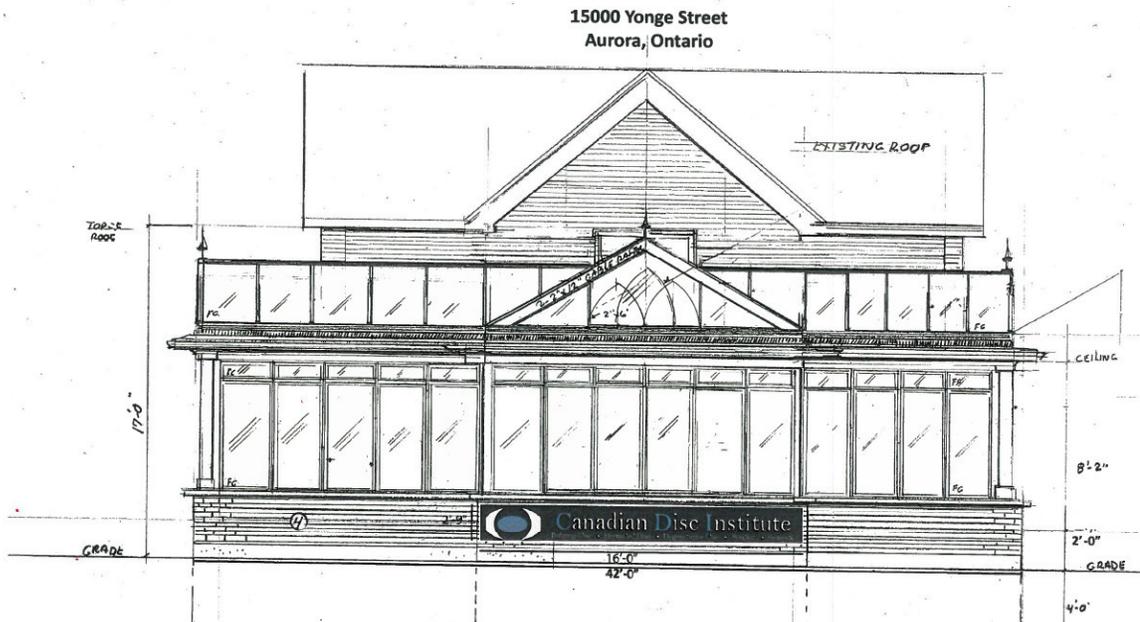
Showing property, building and location of existing ground sign and proposed wall sign.

Attachment No. 1

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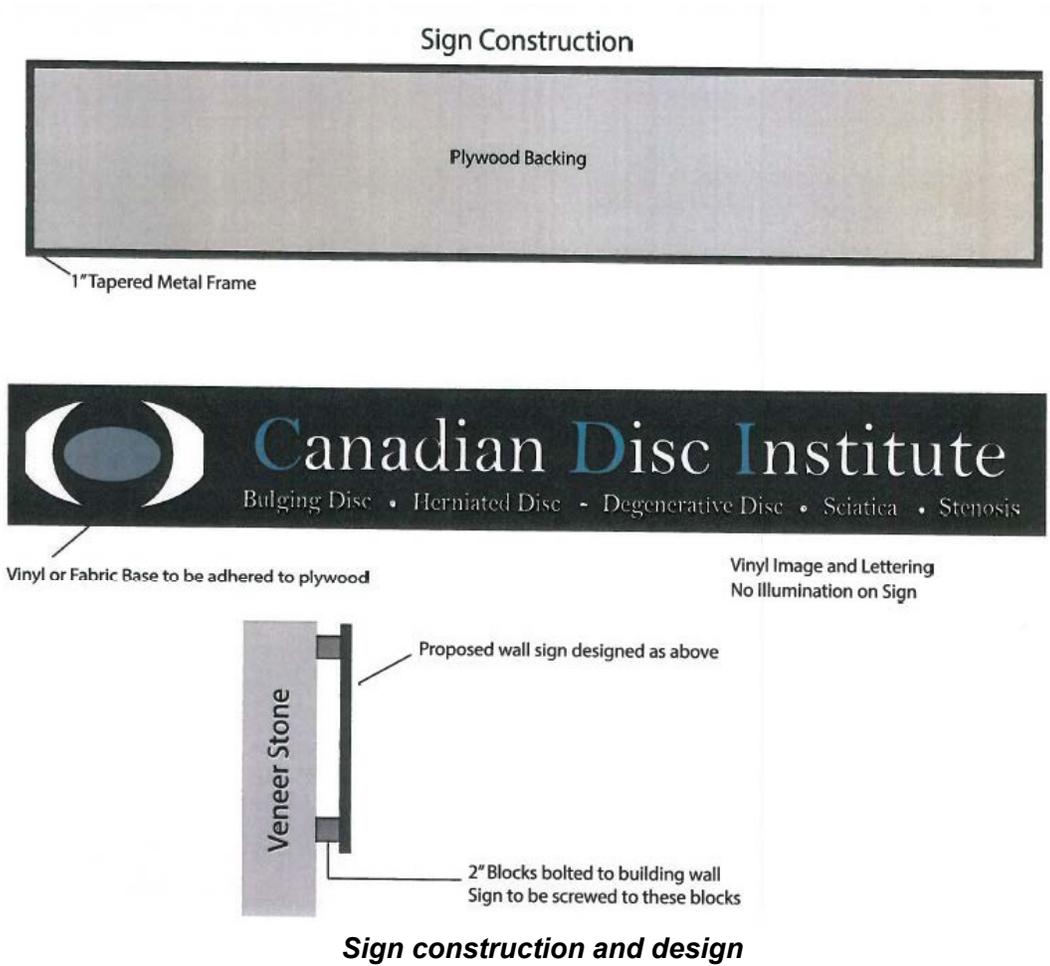
**Front Elevation  
Showing size and location of proposed wall sign**

Attachment No. 2

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Attachment No. 3

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*Photo identifying the existing ground sign and the additional ground sign structure to be removed.*

Attachment No. 4

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*Photo identifying the existing ground signs and ground signs of adjacent businesses to the north*

Attachment No. 5



100 John West Way  
 Box 1000  
 Aurora, Ontario  
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 Phone: 905-727-3123 ext.4742  
 Email: aierullo@aurora.ca  
 www.aurora.ca

**Town of Aurora**  
**Planning & Development Services**

**MEMORANDUM**

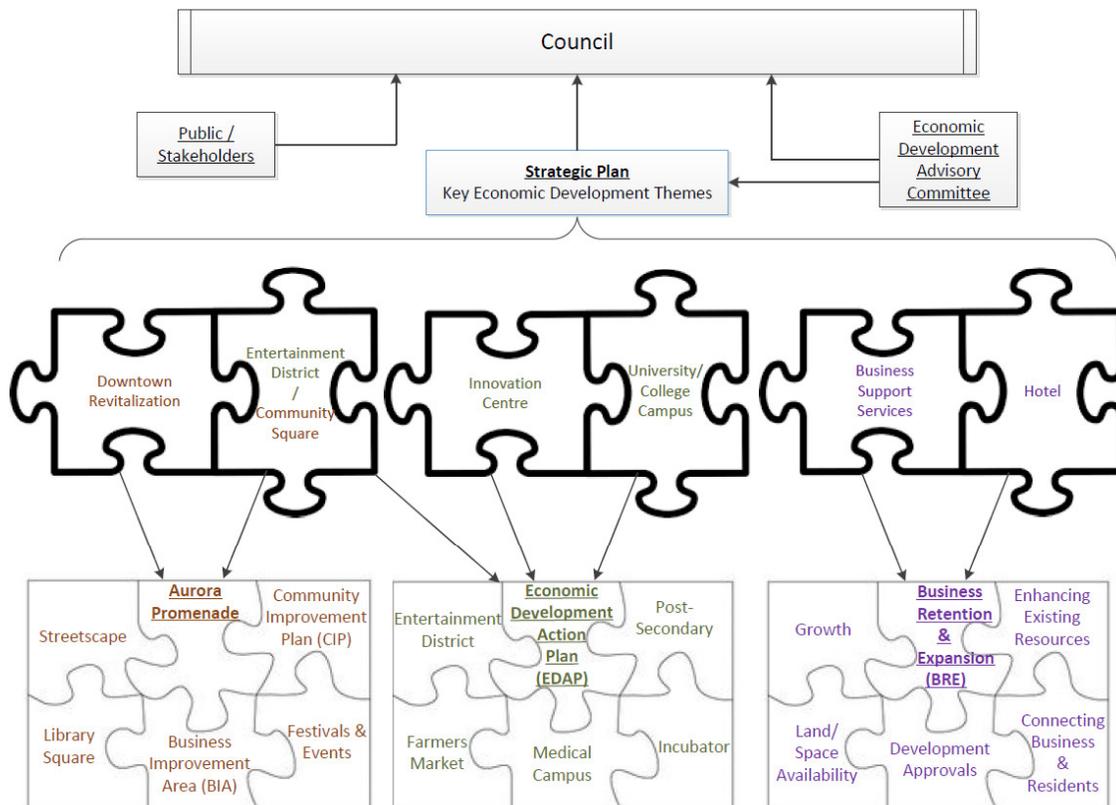
**DATE:** December 10, 2015  
**TO:** Economic Development Advisory Committee  
**FROM:** Anthony Ierullo, Manager of Long Range & Strategic Planning  
**RE:** Economic Development Action Plan Update

**RECOMMENDATIONS**

*THAT the memorandum regarding Economic Development Action Plan Update be received for information.*

**BACKGROUND**

The following flow chart was endorsed by EDAC in May of 2015, as an overview of ongoing economic development activities, plans, and strategies, and the committee's advisory role.



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Plans and Strategies Update

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Subsequently, staff and EDAC discussed and proposed an update to the Economic development Action Plan, which was approved by Council in August 2015.

## **COMMENTS**

The following provides a brief update of the significant activities that have taken place since the approval of the revised Economic Development Action Plan.

### ***Business Ambassadors Program***

**Major Puzzle Piece(s):** Business Support Services & Downtown Revitalization

**Smaller Puzzle Piece(s):** Community Improvement Plan & Connecting Businesses

The Business Ambassadors program was approved by Council and funding has been approved for the 2016 budget. Staff will be creating marketing materials in early 2016, and putting out a call for interested business leaders.

### ***Business Visitations***

**Major Puzzle Piece(s):** Business Support Services.

**Smaller Puzzle Piece(s):** Enhancing Existing Resources & Connection Business

Over fifty business visitations occurred in 2015. The majority of which were in November, in conjunction with promoting the Community Improvement Plan in the Aurora Promenade core.

### ***Medical Uses in 2C Planning Area***

**Major Puzzle Piece(s):** Innovation Centre / Campus

**Smaller Puzzle Piece(s):** Medical Campus

The Committee will receive an update from Marco Ramunno, Director of Planning & Development Services, regarding the status of discussions with landowners in the 2C East employment area, regarding prioritizing the attraction of medical uses to said lands.

### ***Entertainment District***

**Major Puzzle Piece(s):** Downtown Revitalization / Community Square

**Smaller Puzzle Piece(s):** Aurora Promenade / Festivals and Events

The Town has initiated a Cultural Precinct Plan in the Aurora Promenade. The Cultural Precinct is a three block area bounded by Mosley Street to the north, Larmont Street to the east, Metcalfe/Church Street to the south and Yonge Street to the west. The area is home to the highest concentration of built heritage and cultural landscape resources in Aurora's downtown. This area has been the heart of Aurora for over 100 years. The vision and concept for this area will focus on the key components for the Precinct including: place making, streetscapes, building massing, open spaces, green infrastructure, ecology, recreational programming, heritage value, infrastructure demands, parking needs, and economic development strategy.