


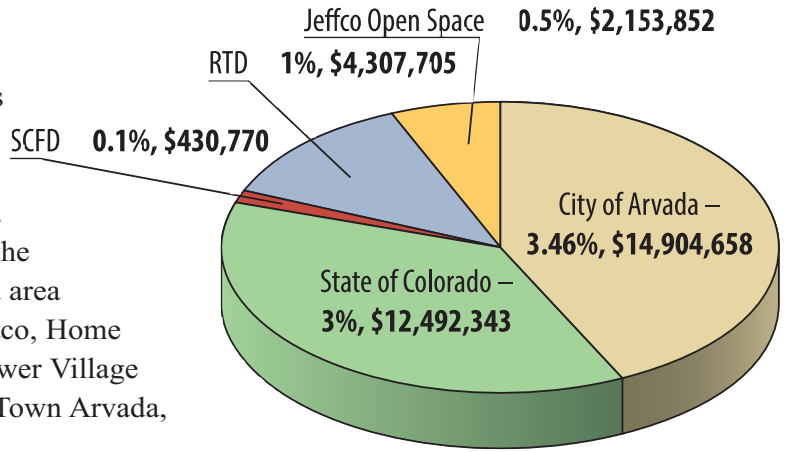
Getting to Know AURA

The Arvada Urban Renewal Authority (AURA) was created in July of 1981 when voters decided it was appropriate to redevelop the area in southeast Arvada near Interstate 70 and Wadsworth Boulevard. The area was called the City Center Urban Renewal Area. Over 25 years, AURA board members and staff oversaw the transformation of this formerly blighted and underutilized area into a vibrant commercial and retail center including Costco, Home Depot, Lowe’s and Sam’s Club. In addition, the Water Tower Village brought 1,200 residents to the south end of historic Olde Town Arvada, further adding to its vitality.

Between 1981 and 2006 (the 25 year life span of the City Center Urban Renewal Area):

- Sales tax revenue grew from \$449,000 to over \$10,000,000
- Property tax revenue grew from \$1,650,000 to over \$6,000,000

Since the expiration of the City Center urban renewal area in 2006, sales and property tax revenues have continued to rise. The 2016 sales tax generation is shown in the graph above. 



BEFORE



Circa 1970, near I-70 and Wadsworth.

AFTER



Costco.



Old apartments in the vicinity of the Olde Town Water Tower.



Water Tower Village.