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Havana corridor to hear of mall's future

Details of business improvement district

By J.C. O'Connell
The Aurora Sentinel

AURORA | Business owners and developers are both planning big things for the Havana corridor next year.



(Photo by Shannon Davidson/The Aurora Sentinel)

Neighbors will meet Nov. 27 with members of the city's planning staff and Miller Weingarten developers of the Gardens on Havana, a mixed of shops and of residences slated to replace **Buckingham Square Mall**.

The city's Planning and Zoning Commission is tentatively scheduled to review plans for the Gardens Dec. 12, according to Arnie Schultz, president of Neighborhood Organizations Along Havana.

The demolition of the dilapidated and shuttered Buckingham will bring big change to the area, but local business owners are planning some improvements of their own.

Earlier this month, 80 percent of business owners in the area voted to approve the Havana Business Improvement District. The district will allow the businesses along Havana to tax themselves at a rate of 4.5 mills and make improvements such as signs, benches and eventually a raised profile with the help of a website and branding campaign to give the area a unique identity.

"Everybody is just energized," said Gale Jetchick, executive director of the BID. The district's 2008 budget is \$330,000, according to city records.

With some help from the city, the Havana BID send out a request for marketing proposals to 30 different companies Nov. 12. District officials hope to interview finalists in January and award a contract to design a logo, website and identity in February.

The district will also host events in the area to attract customers to the businesses along the commercial strip. The first large event, Cruzin' Havana, is scheduled to take place June 21 with about 3,000 classic cars coming to the Havana District.

The Tuesday, Nov. 27, meeting will take place at 6:30 p.m. in city council chambers at city hall, 15151 E. Alameda Parkway.

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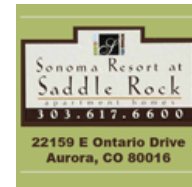
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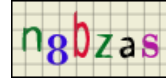
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