

VOTE

FOR

AURARIA NOV. 4



DENVER'S #1 GOAL FOR GREATNESS

AURARIA SITE BEST IN AREA FOR COLLEGE CENTER

Auraria was one of 17 possible sites throughout the metropolitan area that were carefully analyzed. Auraria was determined to be the best possible site for the higher education center.

AURARIA SITE IS...

- strategically located so it will attract students living in all parts of the community and will enable them to cut college costs by commuting to classes at the center.
- easily accessible by a fine network of roads and interstate highways from any point in the metropolitan area.
- the only site where students can be close enough to the business district... to find part-time or full-time jobs... to gain experience from on-the-job training in business and government offices. For example, more than 90% of the Metro State students work full- or part-time.
- the only site in the Denver metropolitan area where a higher education center could be located and include the University of Colorado Denver Center and Emily Griffith Opportunity School, both of which already have permanent facilities near the area.
- the site in the downtown area requiring the relocation of the fewest number of people and businesses.
- the best possible site for developing an urban-oriented higher education center geared to meet the needs of the entire community.
- the only site in Denver where the federal government has granted funds for purchasing land for a higher education center.

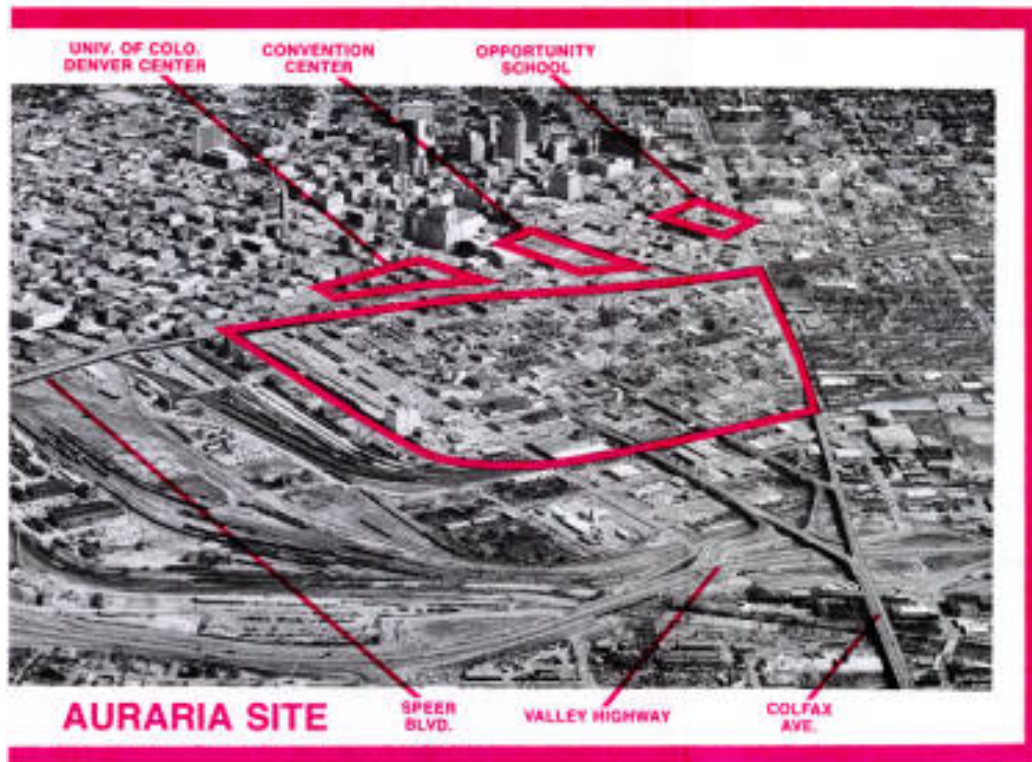
On Tuesday, Nov. 4, Denver residents will go to the polls to vote on one of the most unique and essential projects ever proposed for this city. It is Auraria—the name of the first settlement in Denver in 1859 near the junction of Cherry Creek and the South Platte River.

The goal of the Auraria project is to meet the educational demands of the children and families in this growing city. Auraria will meet these demands—by providing a site for a complex of state-supported colleges in the heart of Denver.

AURARIA

A NEW OPPORTUNITY FOR HIGHER EDUCATION

The Auraria higher education center is truly a community project, designed with the needs of all the members of the community



AURARIA SITE

in mind. Once completed, it will make Denver's higher education opportunities unique among all the major cities in the country.

The proposed site would provide a location for a complex including

- a community college—the downtown campus of the Community College of Denver
- a four-year college—Metropolitan State College
- university and graduate school—University of Colorado Denver Center
- a vocational school—Emily Griffith Opportunity School

WHY DENVER NEEDS THE AURARIA CENTER

In a city this size, it is tragic that so many of our young people are denied an opportunity to higher education. Many can't afford to pay room and board costs at a college or university elsewhere in the state or country. Auraria makes college possible for them.

The number of college students, both youths and adults in the metropolitan area, is increasing at a rapid rate. Metro State alone projects 14,000 students from the metropolitan area in five years. But the state-supported colleges in Denver have reached the limit of their capacity. Auraria is necessary to meet the needs of students today.

At present, only the University of Colorado Denver Center has permanent facilities, and it has virtually reached the limit of students that can be accommodated in its day and evening programs. Metro State and the Community College own no permanent facilities at all.

Metro State now rents buildings and is, in fact, paying more than \$850,000 per year for rent. It is estimated that these rental costs will rise to about \$2-million within three or four years unless permanent facilities are provided for the college. In addition, Metro State is finding it increasingly more difficult each year to find adequate buildings to rent.

The future of state-supported colleges in Denver is directly dependent on your vote for Auraria.

Plans for the higher education center at the Auraria site include all the buildings and other facilities needed to provide educational programs for up to 50,000 students from the Denver metropolitan area.

VOTE FOR AURARIA ON NOV. 4

The proposed site for the higher education center covers 38 square blocks, just north of Colfax Avenue and west of Speer Boulevard, immediately adjacent to the heart of the city.

This site is the reason for the Nov. 4 bond election. On the ballot, voters will be asked to authorize the city to raise funds up to \$6-

million. Of this amount, \$5.3-million is needed for the city's share in purchasing and clearing the 189-acre Auraria site. The additional \$700,000 would be a reserve fund for the project.

The city's share—\$5.3-million—in the renewal project is one third of the net cost. The other two thirds, \$10.6-million, has already been set aside by the federal government for the site. Plans also call for the Auraria site to be sold later to the State of Colorado for \$5.6-million. Then it is expected that the state will develop the buildings for the college complex.

It is important to understand that \$10.6-million in federal funds cannot be used in any other location. Unless the bond issue is passed, the Auraria center, as planned now, may be an opportunity lost to Denver forever.

The Nov. 4 election is a "once-in-a-lifetime opportunity" for Denver residents to provide a higher education for their children and grandchildren. The program is so important to the entire city that Auraria has been designated Denver's Number One Goal for Greatness.

INDIVIDUAL COST IS LOW

To a property owner in Denver, the approximate cost of the city's share in purchasing and clearing the Auraria site would be less than 1/8 mill. For example:

\$10,000 home (assessed value-\$3,000)	\$1.32/year
\$18,000 home (assessed value-\$5,400)	\$2.38/year
\$25,000 home (assessed value-\$7,500)	\$3.30/year

The tax cost of the Auraria site to a property owner is small in comparison to the great benefits the higher education center will provide for the community.

AURARIA'S FUTURE

There are about 100 families, 45 individuals and 240 businesses in Auraria now that must be relocated, if the college complex is to be developed.

In order to give every consideration to the displaced people, relocation of families and businesses would occur over an 18-month period, beginning about October, 1970. Efforts are already underway by the Denver Urban Renewal Authority to make the relocation as satisfactory as possible. Also, the U.S. Department of Housing and Urban Development has already allocated \$2-million specifically for this relocation.

In relocating the people and businesses

- every attempt will be made to move them to better housing and buildings than they now occupy.
- each family and business will have the personal assistance of a DURA representative trained specifically to find safe and sanitary housing, at prices people can afford and in areas of their choice.
- moving and relocation expenses will be paid by federal funds.
- property owners will receive fair market value of their property.
- in hardship cases, additional relocation funds are available.

Vote FOR Greatness Vote FOR Auraria on November 4

The people of Denver have never had such a far-reaching opportunity to help their community and its people. By approving the Auraria bond issue, Denver residents will take a critical step in providing higher education for the youth and adults of the city.

Higher education is the only long-range solution to the urban problems of today—poverty, unemployment and poor housing. The Auraria higher education center will put Denver out front among all cities in America as a city that cares about human needs.

AURARIA

DENVER'S #1 GOAL FOR GREATNESS

- distinctive, unique complex of state-supported colleges on a single campus.
- community-wide opportunity for higher education.
- urban-oriented higher education center with a wide variety of programs to meet the needs of students in the metropolitan area.
- substantial savings for parents of students who live at home and commute to classes.
- central location in the heart of the city.
- adequate facilities to meet the educational needs of the ever-growing numbers of students in the area.
- a saving to taxpayers through full utilization of programs, shared facilities and concentrated resources, which are possible only in such a center as this.
- a community project which will bring great benefits and rewards to the entire community.

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CITIZENS FOR AURARIA

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