VILLAGE OF AURORA, NEW YORK
Office of the Mayor & Board of Trustees
456 Main Street, Aurora, NY 13026

To Prospective Buyers, Developers, and Visionary Partners,

On behalf of the Village Board of Trustees and the residents of Aurora, New York, we extend a warm welcome and an open invitation as you explore the remarkable opportunities presented by the historic Wells College campus.

Nestled along the eastern shore of Cayuga Lake, Aurora is a picturesque, vibrant community with a rich academic and cultural heritage. The 127-acre Wells College campus stands at the heart of our village—an extraordinary architectural and landscape asset that has defined our community identity for over a century. As we look toward the future, the Village of Aurora is fully committed, eager, and actively prepared to collaborate with new owners and developers to shepherd this iconic property into its next flourishing chapter.
The Village of Aurora approaches local governance with a spirit of proactive partnership. Our community's values and development priorities are clearly articulated in the Village of Aurora Comprehensive Plan, which serves as our guiding framework for growth, sustainability, and economic vitality:

"The Village of Aurora is a peaceful lakefront community that embraces its properties while honoring its natural beauty. We value the cooperative spirit, renowned hospitality, the beautiful neighborhoods and welcoming institutions that comprise this special place. We want to maintain these qualities as we seek to create a resident-focused, business-friendly, and environmentally conscious community. We will face the challenges of the future in a responsible and inclusive manner."

Our Comprehensive Plan explicitly recognizes the importance of the campus land and sets goals to *"Foster Small Business Development... Diversify the Economy, Improve Village Infrastructure and Amenities, and Enhance Parks, Recreation, and Open Spaces."* We view the reuse and redevelopment of the campus not as a challenge, but as a premier opportunity to achieve these shared goals.

To demonstrate our commitment to encouraging high-quality, innovative development, the Village will consult with interested parties on creating a **Planned Development District (PDD)** zoning tool specifically designed for the Wells College campus.

Unlike rigid, traditional zoning districts, the PDD framework is engineered to offer developers the utmost flexibility and authority needed to realize complex, multi-faceted reuse plans.

Key advantages of the Planned Development District include:

- **Flexible Mixed-Use Potential:** The PDD tool empowers developers to combine a variety of compatible land uses—including residential housing, educational facilities, hospitality, research, commercial retail, creative arts, and public open space—under a single, unified development strategy.
- **Streamlined Approvals:** Rather than requiring multiple variances or piecemeal approvals, the PDD allows developers and the Village Board to negotiate custom development standards—including density, setbacks, landscaping, and site layouts—tailored specifically to the proposed vision.
- **Phased Development Options:** The PDD structure accommodates phased approaches, allowing investors to activate key campus assets immediately while finalizing long-term plans for remaining acreage.
- **Preservation of Historic Character:** Operating in harmony with the Aurora Village-Wells College Historic District, the PDD ensures that new investments preserve the timeless aesthetic value of the campus while modernizing its utility.

The Village of Aurora understands that a successful redevelopment project requires dialogue, flexibility, and alignment of interests. We stand ready to discuss your ideas, introduce you to our vision and aims, and work hand-in-hand to align your development vision with the vibrant future of our village.

We invite you to reach out to the Village of Aurora to start the conversation.

Sincerely,

Janet Murphy
Mayor, Village of Aurora
Board of Trustees, Village of Aurora

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