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October 12, 2017

Chuck Boncordo
Yesco LLC
11220 E. 53rd Ave. #300
Denver, CO 80239

Re: Initial Submission Review – The Shoppes at Fitzsimons – Sign Waiver
Application Number: **DA-1279-41**
Case Number: **2005-6030-05**

Dear Mr. Boncordo:

Thank you for your initial submission, which we started to process on Monday, September 18, 2017. We reviewed it and attached our comments along with this cover letter. The first section of our review highlights our major comments. The following sections contain more specific comments, including those received from other city departments. A resubmittal is not required.

Your Planning Commission hearing date is tentatively set for Wednesday, November 8, 2017. I will contact you regarding coordination of the required public hearing sign posting requirements and the sending of public hearing notices to abutting property owners. These must both occur at least 10 days prior to the scheduled public hearing.

As always, if you have any comments or concerns, please give me a call. I may be reached at 303-739-7186.

Sincerely,

Stephen Rodriguez, Planning Supervisor
City of Aurora Planning Department

cc: Mindy Parnes, Planning Manager
Meg Allen, Neighborhood Services
Mark Geyer, ODA
Filed: K:\\$DA\1279-41rev1.rtf



Initial Submission Review

SUMMARY OF KEY COMMENTS FROM ALL DEPARTMENTS

- Staff Waiver analysis
- No Life Safety comments

PLANNING DEPARTMENT COMMENTS

1. Community Questions, Comments and Concerns

1A. No comments were received from registered neighborhood groups or abutting property owners.

2. Waiver Comments/Analysis

2A. Staff performed an analysis of the waiver request. As previously suggested to the applicant, the utilization of an internal window/banner sign at the northwest corner of the Shoppes at Fitzsimons entrance would provide adequate visibility and project identification for pedestrian and vehicular traffic from the Colfax Station and pedestrian and vehicular traffic along Colfax Avenue. See the attachment to follow. The proposed Electronic Message Board (EMB) sign is prohibited in the Fitzsimons Boundary Area District (FBAD) and the proposed sign would set an unwanted precedence along the corridor from I-225 to Yosemite Street. Additionally, cabinet signs are strictly prohibited in the Fitzsimons Boundary Area District and continuing west along Colfax (Colfax Overlay District) to the Aurora city limits.

Below is an example of an internal window/banner sign located inside of the pedestrian bridge at Fitzsimons Village directly east of Ursula Street and Colfax Avenue. The sign is highly visible to vehicular traffic and pedestrians.





2B. If the sign waiver for an EMB is pursued before the Planning Commission, staff will not support the request as there is not an unreasonable hardship on the applicant given the characteristics of the subject site.

REFERRAL COMMENTS FROM OTHER DEPARTMENTS AND AGENCIES

2. Life Safety (John Van Essen)

2A. No comments issued.