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January 28, 2019

Kizzy Sena  
AD Light and Sign  
4150 Elati Street  
Denver, CO 80216

**Re: Initial Submittal Review** – The Towncenter at Gateway Park - Sign Waiver  
Development Application - DA 1174 72  
Case Number: 2006 6014 02

Dear Ms. Sena:

Thank you for your initial submission, which we started to process on Monday, December 31, 2018. We reviewed your plans 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 and community members.

You will need to make another submission prior to the scheduled Planning Commission hearing to confirm the requested waivers and/or to provide revisions. Please review the comments and send us a new submission on or before Thursday, February 1, 2019. Note that all our comments are numbered. When you resubmit, include a cover letter specifically responding to each item. The Planning Department reserves the right to reject any resubmissions that fail to address these items. If you have made any other changes to your documents other than those requested, be sure to also specifically list them in your letter.

Your estimated Planning Commission hearing date is still set for February 13, 2019. Please remember that all abutter notices for public hearings must be sent and the site notices must be posted at least 10 days prior to the hearing date. These notifications are your responsibility and the lack of proper notification will cause the public hearing date to be postponed. It is important that you obtain an updated list of adjacent property owners from the county before the notices are sent out. Take all necessary steps to ensure an accurate list is obtained.

If you have any comments or concerns, please give me a call. I may be reached at 303-739-7261.

Sincerely,

Deborah Bickmire, Planner II  
City of Aurora Planning Department

cc: Deborah Bickmire, Case Manager  
Susan Barkman, Neighborhood Services  
Mark Geyer, ODA  
Filed: K:\\$DA\1174-72rev1.rtf



## *Initial Submission Review*

### **SUMMARY OF KEY COMMENTS**

- Revise Maximum Permitted Sign Area
- Reduce sign area to comply with 200 square foot maximum per sign.
- Make sure all waiver criteria are discussed and justified in the cover letter

### **PLANNING DEPARTMENT COMMENTS**

#### **1. Community Questions, Comments and Concerns**

1A. Referrals were sent to seven adjacent property owners and three registered neighborhood organizations. No comments were received.

#### **2. Zoning and Code Allowance**

##### 2A. Permitted Sign Area

The calculations for permitted signs for commercial, industrial and institutional uses can be found in Table 16.3. Sign area is calculated based on the type of street frontage and the length of the building (tenant) frontage. A total of five signs is permitted per use and no individual sign can be larger than 200 square feet.

The subject site faces Salida Court, a local street, and is south of Salida Street, a collector. Businesses on either of these streets are permitted one (1) square feet of sign area for each linear foot of building frontage for the first 200 feet of building frontage; then one-half square feet of sign area for each linear foot of building frontage thereafter as measured along the building frontage (*the longest building frontage with a public entrance*). Although the site is adjacent to I-70 to the south, there is no additional signage allocation for that facade because there is no public entrance. Per this calculation, the Ross store, with 125 linear feet of frontage, is entitled to 125 square feet.

##### 2B. Staff Recommendation

Staff will not support the requested sign waiver for 5 signs totaling 512 square feet of signage, as submitted. The proposed signage exceeds code standards for total development signage, as well as, the 200 square foot maximum sign size.

Staff will support the applicant's use of the permitted sign area for businesses located on arterial streets, which permits two (2) square feet of sign area for each linear foot of building frontage for the first 100 feet. Then one-half square feet of sign area for each linear foot of building frontage thereafter as measured along the building frontage (*the longest building frontage with a public entrance*). Per this allowance, the applicant could have 212.5 square feet of signage for the north façade. Staff will also support the same calculations for a sign on the south building façade, facing I-70. Consistent with Code, no single sign shall exceed 200 square feet and the business shall have no more than 5 signs. These calculations are consistent with other signs permitted within the center.

#### **3. Completeness and Clarity of the Application**

3A. Revise the Letter of Introduction and Justification to address the following:

- Identify the center location, orientation and street frontage.
- Identify the specific code sections for which waivers are requested.
- Maximum permitted sign area per City Code is 112.5 square feet.
- The request is for a sign waiver, not a variance.
- Adjust sign dimensions, as proposed.



3B. Provide a table similar to that shown below and outline the maximum permitted sign area per code, as well as all signage proposed. The numbers filled in below are shown for example. Complete the table based on what is being proposed.

<b>Sign Type and Location</b>	<b>Quantity</b>	<b>Building Façade Length</b>	<b>Current Code Sign Area Standard</b>	<b>Max. Permitted Sign Area Per Code</b>	<b>Proposed Sign Area Standard</b>	<b>Proposed Sign Area</b>
North Wall Sign (Front)	1	125 LF	1 SF for 1 <sup>st</sup> 200 LF & .5 SF for each foot thereafter	125 SF	<i>Include proposed standard if using staff's recommendation or delete this column</i>	312 SF
South Wall Sign (Rear)						
Blade Sign (Front entrance)		N/A				
Wall Plaque		N/A				
<b>TOTAL</b>	5 Max.					512 SF

3C. Discuss the approval criteria and provide a justification. The criteria can be found in [Section 146-1606](#) (B).

3D. Identify the full dimensions of the blade sign and include the total square footage.

3E. Review redline comments and revise as needed.