

PCN 1 Fitzsimons, LLC  
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Denver, CO 80222  
303-459-7630

September 11, 2017

To Whom It May Concern:

We began planning for The Shops at Fitzsimons in 2003, construction began in 2005, and it opened for business in 2006. We worked with the City in the planning stages to create a retail project that would provide services to the medical campus. The City participated in the underwriting of the project by helping fund the tower feature of the project as well as the outside seating area and the upgraded Trespa finish for the exterior of the building through TIFs for the project.

Since the beginning of the planning process there have been many changes to the Fitzsimons Campus, The Fitzsimons Boundary Planning areas, and generally in the way cities plan dense urban areas.

Some of the biggest changes include the completion of the Fastrax Colfax Station, the imminent opening of the Forum mixed use residential and commercial project and the Veterans Administration Hospital nearing its completion. All the above portend good things for the Shops at Fitzsimons and for the whole area. However, there are negative impacts to the visibility of the tenant signage at the Shops at Fitzsimons. The grade of the light rail has eliminated the visibility of the tenant signage from I 225. The Forum Apartments have impaired the visibility of the Shops at Fitzsimons from the eastbound Colfax Avenue traffic.

We are asking for a variance to allow an Electronic Messaging Board (EMB) that would display the names of the tenants in the Shops at Fitzsimons to be located on the tower and oriented toward diagonally across Colfax and Potomac to the northwest to help mitigate the impairment of the visibility by changes mentioned above. The device would allow changes in the message of not more frequently than once every 8 seconds in accordance with the City of Aurora Code. Our belief is that as this TOD area continues to urbanize and densify that it will become more pedestrian oriented and the orientation of the proposed sign will help present the Shops at Fitzsimons to the primary pedestrian generating activity centers immediately served by it.

Most of the tenants in the Shops at Fitzsimons are sales tax payers, so anything that is incremental to traffic and sales from the property is accretive to the City.

I look forward to your positive response regarding the variance to allow an EMB and am available to answer any questions you may have.

Sincerely,

On behalf of PCN1 FITZSIMONS, LLC



Steven Gittelman, Manager