

Subject: Letter of Introduction for Major Adjustment Request – Interpark 70 Development

Thank you for the opportunity to present our justification for the proposed improvements at the Interpark 70 development. We are submitting this letter in response to the request for an updated Letter of Introduction, specifically addressing the criteria for the Major Adjustment request under section 146-5.4.4.3.D of the Aurora Municipal Code.

The current gateway sign (E02) at 24000 E 19th Ave is aging and no longer appropriately represents the architectural value of the Interpark 70 development. Additionally, the current sign shows visible wear with stress cracks and failing stone elements, which make it unsuitable for renovation. The large concrete base of this sign presents significant engineering challenges for the incorporation of new structural elements, making demolition and replacement the most viable solution.

In alignment with the criteria for Major Adjustments, we are proposing to replace this sign with new designs that will enhance the overall development's visual identity while adhering to the required standards.

We have addressed each of the following criteria for Major Adjustment approval:

**a. No material adverse impact on abutting lots:**

The proposed new signs will not have any material adverse impact on the surrounding properties. The new designs are carefully positioned to enhance visibility and wayfinding for both motorists and pedestrians, with no negative effects on neighboring lots. We will take all necessary precautions to ensure that no adverse impacts arise from the installation of the new signage.

**b. No violation of conditions of approval:**

The proposed adjustments do not violate any conditions of approval applied to the development by the Planning and Zoning Commission or City Council. We have reviewed the applicable conditions and can confirm that this adjustment complies with all relevant stipulations.

**c. Criteria for approval:**

**i. Perception of development quality:**

The new signs will improve the visual appeal of the development, contributing to a higher standard of development quality. The signs will be strategically located at the main entrances and will present a cohesive, modern appearance. This enhanced wayfinding and updated design will create a more professional and attractive image for the development as viewed from the adjacent streets and properties.

**ii. Improved neighborhood connectivity (for residential subdivision adjustments):**

While this is not a residential subdivision, the new signage will improve connectivity in terms of directional guidance, particularly for delivery vehicles and large freight trucks. The visibility of the signs from I-70 and E-470 will assist in navigating the area more effectively, which is crucial given the high traffic volume from these vehicles.

**iii. Better screening and buffering:**

The proposed signs will not impact the screening or buffering of adjacent properties in a negative way. In fact, their design will enhance the overall aesthetic experience and contribute to a more cohesive visual presence within the development.

**iv. Minimal impact on on-street parking or traffic congestion:**

The proposed adjustment will not result in any material increase in on-street parking or traffic congestion. The signs are designed to improve wayfinding and visibility, which will, in fact, reduce potential confusion for drivers, especially those operating large vehicles. This will help ensure smoother traffic flow in the area.

**v. Minimal visual effect from additional signage:**

The new signage will have a minimal visual effect on the surrounding neighborhood. The design has been carefully crafted to align with the existing architectural elements of the development. The signs will be made from Aluminum Composite Material (ACM) sheeting, ensuring durability and a consistent aesthetic that will not degrade over time. This will guarantee their appearance remains attractive and appropriate for the long term.

In conclusion, we believe the proposed adjustment is in line with the criteria for approval and will contribute positively to the overall development. The updated gateway signage will enhance the visual identity of the Interpark 70 development, improve wayfinding, and support a higher standard of development quality. We respectfully request your approval of this adjustment and look forward to your feedback.

Thank you for considering our proposal.

Sincerely,

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