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March 5, 2024

Ms. Ariana Muca
City of Aurora Planning Department
15151 E. Alameda Parkway
Aurora, CO 80012

RE: Sign Plan Adjustment – Eagle Ridge

Dear Ms. Muca,

THK Associates, on behalf of Equity Ventures Company, is applying for a sign plan adjustment to the Eagle Ridge Commercial Development located on the southwest corner of Stephen D. Hogan Parkway and Picadilly Road. We would like to request that the maximum sign height be increased from 12 feet to 20 feet on this site. We would also like to request an increase the maximum sign face area of the 20-foot signs from 100 square feet to 130 square feet. As this request exceeds UDO Article 146-4.4.10.5.C, we propose asking for the increased sign height and sign face area through UDO Article 146-4.10.8.E, which allows large integrated developments or development in the MU-R zone district to request such adjustments. An explanation of the justification and mitigation of this request is provided below.

We look forward to working with the City during this process. Please don't hesitate to contact me with any questions or comments.

Regards,

A handwritten signature in blue ink, appearing to read "Julie Gamec".

Julie Gamec | THK Associates, Inc. | Principal
303-770-7201

SIGN HEIGHT ADJUSTMENT JUSTIFICATION

Eagle Ridge

Per the Unified Development Ordinance (UDO) the Criteria for Approval listed in Article 146-5.4.4.D.3 states the following criteria must be met:

Criteria for Approval.

- a. The adjustment will have no material adverse impact on any abutting lot, or any material adverse impacts have been mitigated by conditions attached to the adjustment; and
- b. The adjustment does not violate any conditions of approval specifically applied to development of the property by the Planning and Zoning Commission or City Council; and
- c. At least one of the following criteria have been met:
 - i. The adjustment will result in a perception of development quality as viewed from adjacent streets and abutting lots that is equal to or better than would have been required without the adjustment.
 - ii. The adjustment will provide options for a more connected neighborhood layout or, for an adjustment for a residential subdivision, the adjustment will result in a neighborhood layout and level of multi-modal connectivity equal to or better than would have been required without the adjustment.
 - iii. The adjustment will result in equal or better screening and buffering of adjacent properties and ground and roof-mounted equipment than would have been required without the adjustment.
 - iv. The adjustment will not result in a material increase in on-street parking or traffic congestion on any local street in any Residential zone district within 200 feet of the applicant's site; and
 - v. For an adjustment to the maximum number or area of signs or sign setbacks, the adjustment will have a minimal visual effect on the surrounding neighborhood and is necessary to compensate for the unusual shape or orientation of the lot or to allow sign visibility comparable to, but not exceeding, that available to nearby lots of approximately the same size and shape in the same zone district.

The applicant is proposing three 20-foot monument signs, three eight-foot monument signs, and six 12-foot monument signs. The proposed eight and 12 foot monument signs shall have a sign face area of 99 square feet, which is in accordance with UDO Article 146-4.4.10.5.C.3. As a request through Article 146-4.10.8.E, we propose three monument signs 20 feet in height with a sign face area of 130 square feet. The increased signage square footage is the same ratio of height to square footage as stated in UDO Article 146-4.4.10.5.C.3. A total of five signs are permitted per use per Article 146-4.10.5.B.1. Based on the master plan document for the site, we anticipate 10 to 15 uses.

Due to the integrated and unique nature of the Eagle Ridge Master Plan, we believe that a 20' sign is necessary for future users of the site to easily and efficiently navigate the area without unnecessarily disturbing the adjacent neighbors.

Mitigation Efforts:

To increase the perception of development quality as viewed from adjacent streets and abutting lots equal to or better than would have been required without the adjustment, the proposed signs will be uniform in design with high-quality materials and muted colors.

Sign lighting shall be internal and not encompass the entire sign face to reduce the impacts of light pollution. Reduced lighting will be a net positive for the adjacent open space and habitat. The increased sign height will also allow for fewer signs. This will reduce visual clutter for surrounding existing and future development.

Further mitigations go above and beyond code requirements and include placing signs more than the 4' minimum setback from back of sidewalk. Generally, signs will be placed 12' – 18' from Stephen D. Hogan Parkway ROW and 7' – 13' from Picadilly Road ROW, based on additional easement and sight triangle restrictions. Article 146-4.10.5.D.3.a requires that signs be placed a minimum of four feet back from back of sidewalk or 21 feet from flowline.

These mitigations are intended to ensure that the increased sign height shall not have any adverse impacts on any neighboring properties. This includes but is not limited to the single family residential properties to the North of Eagle Ridge.