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March 26, 2025

City of Aurora Planning & Business Development
15151 E. Alameda Parkway, Suite 2300
Aurora, CO 80012

Re AdventHealth Aurora Highlands Signage Plan

City of Aurora

We are submitting the attached Creative Sign Package on behalf of AdventHealth for your review. The signage package is for the new construction at 3405 N Main Street in the Aurora Highlands, Aurora, CO. The development is for a medical campus with the initial phase including a medical office building. The MOB contains an Emergency Department and outpatient clinics. Subsequent phases of construction will include a Hospital and multiple office buildings. The function of the campus is intended to provide medical services to the community of Aurora Highlands and beyond. The extent of development on the site and the services to be provided warrant unique considerations as it relates to signage.

The signs were originally submitted as part of the site development plan and it was suggested to extract them into a separate package for review. Through the SDP process it was identified that the proposed signage exceeds the allowable areas and quantities so further justification would be required. Because of this we are submitting as a Creative Signage Plan and providing the following justifications and references to the applicable codes and standards.

The signage package is comprised of three types of signs; monument signs, wayfinding signage and building signage. These signs are shown on the Location Plan, page 2. Monument signs are detailed on page 3. Page 4 shows the proposed directional or wayfinding signs with the building signage shown and detailed on pages 7 thru 9.

For consideration of the area and quantities in excess of those permitted, as noted below. The initial phase of the project is a single building for the single tenant (AdventHealth) in excess of 50,000 sf. Per 4.10.5 D this would qualify as a Large Scale Single-Tenant Use.

Per 1(a) total number may be extended to eight signs through an Administrative adjustment

Per 1(b) One monument sign per street frontage with more than 150 feet of frontage plus one additional monument sign is permitted provided a separation of 150 feet is maintained

Additionally, as it relates to the monument signs, the project is requesting the additional monument as noted above on the western edge of the property facing E470. As indicated in 4.10.8 (E), a large integrated development may warrant approval of a sign that exceeds the height, area or location limitations. Per 4.10.8 (F):

1. Proposed as Freestanding, single sided, monument sign
2. Maximum height does not exceed 20'
3. Minimum street frontage of 300' is met, one ground sign shall be permitted in addition to max number permitted elsewhere
4. Maximum total sign area does not exceed 800 sf. Proposed area = 566 sf

BUILDING SIGNS

Referencing Ord No 2019-49, section 4.10.5 (B) there are a total of five signs permitted per use. The building is designed with four identification signs, one per building elevation. Four additional signs for

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EMERGENCY lettering are proposed, one each per elevation. The total area for each elevation is within the permitted area, the total area proposed for the building exceeds the permitted area by 32 sf.

2(a) Arterial streets. Area is permitted at 2 sf per linear foot for the first 100' then ½ sf for each foot thereafter:

East Elevation = 185 lf: permitted area = 243 sf: Actual proposed = 158 sf

West Elevation = 215 lf: permitted area = 257 sf: Actual proposed = 158 sf

2(b) All Other streets. Area is permitted at 2 sf per linear foot for the first 200' then ½ sf for each foot thereafter.

North elevation = 126 lf: permitted area = 413 sf: Actual proposed = 158 sf

South elevation = 148 lf: permitted area = 424 sf: Actual proposed = 158 sf

2(c) Maximum Total Sign area. Maximum total sign area shall not exceed 600 sf

Total area proposed (4)158 sf = 632 sf

2(d) Maximum Individual Sign area shall not exceed 200 sf

Maximum individual sign area proposed = 70 sf

Through this submission we are requesting to include the four additional locations for lettering indicating EMERGENCY. It is our position that these four 'signs' warrant special consideration as public notification of emergency services. Serving the community with emergency medical services the building necessitates unique identification to notify and direct the public into the site and to the building when in need of emergency services. The building is set back a reasonable distance from Main street and from the expressway and these four lettering locations are intended to emphasis the destination for medical services.

MONUMENT SIGNS

Referencing Ord No 2019-49, section 4.10.5 (C) there is a single monument sign proposed as one of the five permitted identification signs. The primary entrance off of Main street has the proposed monument.

As it relates to the Main Street Monument and Per 4.10.5 C Monument Sign Standards:

1. Location of Monument signs
 - a. sign is shown on site plan
 - b. not located within an easement
 - c. not located in a median (median of entry drive only)
2. Maximum Height
 - a. Along arterial streets: 12 feet. Proposed height 11'
3. Total Sign Area allowed. Maximum size of sign face is 100 sf. Proposed area = 116 sf

The project is requesting the additional monument sign to be located on the western edge of the property and facing the expressway, this sign is only visible from E470. The 470 sign is unique in its purpose to identify the site and services to the broader public outside of The Aurora Highlands and assist in directional wayfinding off of E-470.

Salutation,

Dale D Clingner
Associate: Senior Project Manager