Summary of Planning and Zoning Commission Votes
Regular Meeting of the Aurora Colorado Planning Commission
June 9, 2021

Agenda Item #	Item Description	Plg Dept Recom	Plg Comm Action*	Est. City Council Schedule**
5a.	**FITZSIMONS GATEWAY HOTEL (HYATT HOUSE) – MAJOR SIGN ADJUSTMENT (Ward I)** CASE MANAGER: Rachid Rabbaa APPLICANT: BMC Investments Development Application: DA-1279-52 Case Number: 2018-6047-02 General Location: Southeast Corner of E Colfax Avenue and Peoria Street	Approve	**Approved** For Approval: 7 For Denial: 0 Abstentions: 0 Absent: 0	Call-up Deadline July 12, 2021

PLEASE NOTE: Planning Commission approvals and denials are always listed in terms of the APPLICANT'S original request, regardless of whether the Commission's motion was phrased as a motion to approve or to deny. For example, Commission members voting FOR a motion to ACHIEVE deny approval are listed as voting for "denial".
** City Council hearing dates listed are preliminary—final dates may be subject to change.

Planning Department
City of Aurora, Colorado

SUMMARY OF PLANNING COMMISSION ACTIONS

Site Plan Name: FITZSIMONS GATEWAY HOTEL (HYATT HOUSE) – MAJOR SIGN ADJUSTMENT
Planning Commission Hearing Date: June 9, 2021
Deadline for City Council Call Up: July 12, 2021
Ward: I

Project Type: Major Sign Adjustment
DA Number: DA-1279-52
Case Number(s):   2018-6047-02
Location: Southeast Corner of E Colfax Avenue and Peoria Street
Case Manager: Rachid Rabbaa

Description:
The applicant, BMC Investments, is proposing a major adjustment to add a 105 square-foot *High wall sign* on the west elevation of the existing six-story Hyatt House Hotel. The adjustment request to add an additional *High wall sign* requires Planning Commission approval. The subject property is located south of Colfax Avenue, approximately 215 feet east of Peoria Street, at 12230 East Colfax Avenue. The zoning is Mixed-Use Fitzsimons Boundary (MU-FB) District and is intended to include the important redevelopment area surrounding the former Fitzsimons Army Medical Center, and land uses that will support and enhance redevelopment at Fitzsimons and improvements to surrounding neighborhoods. It is intended to be a mixed-use zone that will link the University of Colorado Health Sciences Center and the area being developed by the Fitzsimons Redevelopment Authority with the surrounding neighborhoods.

The Fitzsimons Gateway Hotel (Hyatt House) and Retail Site Plan was approved in January of 2020 and is part of the Fitzsimons Gateway Hotel and Retail Master Plan.   The Hyatt House includes 140 rooms with 8,000 square feet of ground floor retail. The signage approved at that time included one (1) wall sign for each street and parking lot frontage, a multi-tenant ground sign and one (1) *High wall sign* on the north elevation of the building. In January of 2021, the applicant requested a second-*High wall sign* on the east elevation of the building, which was granted with the approval of an administrative sign adjustment, per the Unified Development Ordinance (UDO). The applicant's current request is to add a third *High wall sign* on the west elevation of the building, which requires a Major (Sign) Adjustment per city code (UDO).

Twenty-three adjacent property owners and two (2) registered neighborhood organizations were notified of the application.   One comment was received from Northwest Aurora Neighborhood Organization (NANO) stating their support of the project. *Nadine Caldwell - We have no issues with the sign. Sign visibility is good for a hotel.*   Because no major issues were identified, a neighborhood meeting was not held.

Testimony Given at the Hearing:
Rachid Rabbaa, Case Manager, gave a presentation of the item, including the staff recommendation.

Phil Workman, The Pachner Company, 130 Rampart Way, Suite 225A, Denver, CO, representing the applicant, gave a presentation of the item.   He noted that there was a robust community outreach regarding the sign amendment.

Jeff Hoffman, BMC Investments, 205 Detroit Street, Suite 400, Denver, CO, representing the applicant, gave a presentation of the item.   He stated that the sign adjustment is the last step in getting the project fully approved.   He demonstrated how the sign is needed on the west elevation to identify the hotel just as it is on the east elevation.

Commissioner Hogan asked if the applicant had brought all three signs at one time and requested adjustments for them, would they have been approved.   Mr. Rabbaa responded that they would have been approved.

There was no public comment.

Planning Commission Results

Agenda Item 5a – Major Sign Adjustment

A motion was made by Commissioner Jetchick and seconded by Commissioner Gaiser.

Approve the Major (Sign) Adjustment to add a High wall sign to the west elevation of the hotel building as proposed because the application complies with the criteria for approval of Code Section 146-5.4.4.D.3., of the Unified Development Ordinance for the following reasons:
1. The adjustment will have no material adverse impact on any abutting lot;
2. 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
3. The adjustment will have a minimal visual impact on the surrounding neighborhood and is necessary 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.
4. Is necessary to allow sign visibility comparable to nearby lots of approximately the same size and shape in the MU-FB District.

Further Discussion:
Commissioner Jetchick commented that she is glad that there is currently a banner on the west side elevation so drivers coming from the west can identify the building.

Commissioner Hogan disclosed that the applicant has contributed to her campaign for City Council, however, it will not affect her decision on the proposal.

Action Taken: Approved
Votes for the Major Sign Adjustment: 7
Votes against the Major Sign Adjustment: 0
Absent: None
Abstaining: None

Filed: K:\$DA\1279-52sps.rtf