Request for Comments

Case Name: 64th Billboard CUP
Case Number: RCU2018-00018

June 5, 2018

The Adams County Planning Commission and Board of County Commissioners are requesting comments on the following request: Conditional use permit to allow an off-premise electronic billboard within the Industrial-3 (I-3) zone district.

This request is located at 275 E 64TH AVE. The Assessor’s Parcel Number is 0182503403004.

Owner Information: COPPER LEASING, LLC
275 E 64TH AVE
DENVER, CO 80221

Please forward any written comments on this application to the Community and Economic Development Department at 4430 South Adams County Parkway, Suite W2000A, Brighton, CO 80601-8216 or (720) 523 6800 by 06/26/2018 in order that your comments may be taken into consideration in the review of this case. If you would like your comments included verbatim please send your response by way of email to BJenson@adcogov.org.

Once comments have been received and the staff report written, the staff report may be forwarded to you upon request.

The full text of the proposed request and additional colored maps can be obtained by contacting this office or by accessing the Adams County web site at www.adcogov.org/planning/currentcases.

Thank you for your review of this case.

Brandon Jenson
Case Manager
Dear Adams County BOA Members:

Thank you for your time and consideration to understand our variance request regarding sign size and visibility.

The property located at 275 E. 64th Avenue is uniquely positioned adjacent to Interstate 25 but because of the extra distance created from the on-ramps from US 36 and I-76 onto I-25, the property frontage is 440 feet from the south bound travel lane (EXHIBIT 1 aerial photo showing this is attached). As a result, this property is much different than a normal property where traffic travels next to the property, and unlike the interstate, at a much slower speed.

The Adam’s County Sign Code is suitable for properties adjacent to local streets, however local traffic is much slower with adequate time to safely read a message. Interstate traffic is much different and signage must be bigger and directed toward the travel lane due to the distance the motorist is from the sign, and the speed at which they travel. A vehicle traveling at 70MPH will travel more than 500’ in five seconds and therefore the position of the sign is very important to consider. For the motorist to easily read the message it must be large enough to be readable from more than 1000 feet away, and positioned toward the travel lanes for quicker read-time.

Consequently, we are requesting your consideration to grant a variance for the installation of a larger sign face than the 10’by30’ the Adams County Sign Code allows due to our dependence on interstate visibility. The requested size is the same size as the Boyer’s Coffee sign and the Unser Karting signs to the north which both received size and height increases in a V configuration through variances 1994-061V, 1996-200V, VSP 2015-0006 and VSP 2015-0007 (EXHIBIT 2). In addition, the existing billboards in the same area of this property are also the traditional size of 14’by48’ which will put us in a dissimilar disadvantage at the allotted size using the 10’by30’ size. The size comparison illustrated in EXHIBIT 7 is a snapshot from approximately 400’ from the sign placement mockup.

Traditional billboards along the interstate systems are sized to provide a safe quickly readable image. They provide the motorist the convenience of reading the sign from a comfortable distance and thereafter are safer for them while traveling along the interstate. The attached letter chart (EXHIBIT 3) provides the size each letter height must be to be readable at different distances. The taller the letters, of course the more sign space needed to accommodate the message.

In addition to the size variance we have two interrelated items associated with interstate signage for your consideration. The County’s Code states the sign faces must be back-to-back and no more than 3 feet apart. This restriction is to prevent the blight from multiple poles as seen in the attached photos (EXHIBIT 4) but with today’s engineering only a single pole is required to accommodate both faces (EXHIBIT 5). Digital signage is designed to have the light (small individual diodes) with narrow viewing window to keep a tight light toward the interstate.
Our request is to position the sign faces in a V'd angle toward the interstate which will keep the light and view toward the east and eliminate any light shed to the rear or west of the property onto neighboring properties. All neighboring buildings are commercial business that only operate during the day so the sign is inconsequential to them at night. The Digital signs are computer set and regulated to dim at night but they have become common place with multiple studies conducted to establish the fact they present no safety hazards, and even CDOT has installed digital signs to deliver alternating messages in dynamic color in their ROW of E470.

The other item is to increase the height from the maximum of 40 feet up to 55 feet to be above several electrical power lines and trees located in CDOT Right-of-way of I-25 in front of the property (EXHIBIT 6). With the area around the property having heavy industrial uses and only night-time operations, we believe that neither of these changes will create any adverse impact or concern. With the County’s requirement that billboards be spaced a minimum of 2000’ apart, this property is only property left on the west side of I-25 that would meet the spacing requirement for a four mile stretch between the city limits of Thornton at 84th Avenue and the city limits of Denver at 52nd Avenue.

275 E. 64th Avenue is a difficult situation where the viewable frontage is along Interstate 25. Our signage must be designed toward the interstate with the necessary size and height to be quickly readable from high-speed traffic. The allowances under the County’s Sign Code are inadequate for this property, and we trust you will find our variance requests to be reasonable and appropriate to overcome the difficulties related to this property. I’ve provided illustration of 10’by30’ size under the County’s code and the 14’by48’ size we’re requesting for comparison (EXHIBIT 7).

We believe the circumstances of this property are peculiar and create a hardship, and granting the variance will not cause substantial detriment to the public good or impair the intent of the County’s standards, and our requested use is a permitted use in the I-3 zoning.

We appreciate your consideration and we look forward to your questions.

Respectfully,

Gary Young
Chief Executive Officer
StreetMediaGroup, LLC

Paul Snyder
Managing Member
Copper Leasing, LLC
64th Billboard Variance
PRA2018-00005
Work Location

7300 Broadway

Record Details

applicant:
Scott Sutton
Unser Racing
7300 Broadway Street
Denver, CO, 80221
Primary Phone: 7202825000
Secondary Phone: 3038981576
ssutton@unserkarting.com

owner:
181 REGH LLC
7300 Broadway Street
Denver CO 80221

Project Description:
Unser Racing
Request for 1) a Variance of 19 feet to allow two freestanding signs to be 55 feet in height where 36 feet is allowed in the C-5, Commercial zone district, pursuant to Section 4-14-06-04-02; and 2) a Variance of 512 square feet to allow two freestanding signs to be 672 square feet in size where 160 square feet is allowed in the C-5, Commercial zone district, pursuant to Section 4-14-06-04-02
## Distance Legibility Chart

Determining the size of any sign begins with selection of a font and determining the size of copy needed. The chart below will give you a good idea of the minimum copy size for signs.

<table>
<thead>
<tr>
<th>Letter Height</th>
<th>Legible Viewing Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/16&quot;</td>
<td>7'</td>
</tr>
<tr>
<td>1/2&quot;</td>
<td>12'</td>
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<tr>
<td>3/4&quot;</td>
<td>18'</td>
</tr>
<tr>
<td>1&quot;</td>
<td>25'</td>
</tr>
<tr>
<td>1-1/2&quot;</td>
<td>36'</td>
</tr>
<tr>
<td>2&quot;</td>
<td>49'</td>
</tr>
<tr>
<td>3&quot;</td>
<td>74'</td>
</tr>
<tr>
<td>4&quot;</td>
<td>113'</td>
</tr>
<tr>
<td>6&quot;</td>
<td>150'</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Letter Height</th>
<th>Legible Viewing Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>9&quot;</td>
<td>300' (Football field length)</td>
</tr>
<tr>
<td>12&quot;</td>
<td>395'</td>
</tr>
<tr>
<td>14&quot;</td>
<td>440'</td>
</tr>
<tr>
<td>18&quot;</td>
<td>560'</td>
</tr>
<tr>
<td>24&quot;</td>
<td>750'</td>
</tr>
<tr>
<td>36&quot;</td>
<td>1130' (1/5 of a mile)</td>
</tr>
<tr>
<td>48&quot;</td>
<td>1500'</td>
</tr>
<tr>
<td>72&quot;</td>
<td>2230'</td>
</tr>
<tr>
<td>96&quot;</td>
<td>3000' (3/5 of a mile)</td>
</tr>
</tbody>
</table>

Source: Wayfinding, People, Signs & Architecture, Paul Arthur, 1992
BILLBOARD PROPOSAL

I-25 & 64th Ave
10' x 30'

EXHIBIT 67
BILLBOARD PROPOSAL

I-25 & 64th Ave
14' x 48'