Request for Comments

Case Name: Rio 64th Billboard CUP
Case Number: RCU2019-00026

May 21, 2019

The Adams County Planning Commission is requesting comments on the following application: Conditional Use Permit for an electronic billboard in the I-2 zone district visible from I-76. This request is located at 1280 W 64TH AVE. The Assessor's Parcel Number is 0182509102005.

Applicant Information: STREETMEDIGROUP, LLC
GARY YOUNG
161 SATURN DR.
UNIT 5A
FORT COLLINS, CO 80525

Please forward any written comments on this application to the Department of Community and Economic Development at 4430 South Adams County Parkway, Suite W2000A Brighton, CO 80601-8216 (720) 523-6800 by 06/14/2019 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 e-mail to HPederson@adcogov.org.

Once comments have been received and the staff report written, the staff report and notice of public hearing dates will be forwarded to you for your information. 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.

Holden Pederson
Planner I
May 6, 2019

Application for a Conditional Use Permit

StreetMediaGroup has a long-term lease with Rio Bravo Land Company, LLC at 1280 W. 64th Avenue for the development of a double side 10'by30' LED outdoor advertising display. We are requesting a Conditional Use Permit to install an off-premise sign with Electronic Messaging capability on the property known as 1280 W. 64th Avenue, parcel #0182509102005 and zoned I-2. The sign is intended primarily for visibility to the traffic along Interstate 76.

The overall height of the sign structure will be 40 feet and with a single column with center configuration. The digital display will consist of eight ad spots displayed for 7 seconds on each side. Our company policy and legal restrictions prohibit ads for tobacco, marijuana, sexual oriented businesses or political attack ads. The displays will also be used to provide free promotions of public service ads, charitable fundraising messages, Amber Alerts, and messages to promote activities and events at Riverdale Park.

This use is stated as an appropriate use and allowed on parcels in the Industrial zoned districts. Installing the sign will not disturb the current use of the property which is a paved parking lot and warehouse. The code does not require landscaping with off-premise signs.

We are requesting to reduce the setback to avoid placement of the pole in useable parking spaces or in the travel lane within the property. The code is flexible regarding setbacks and to be considered during the Conditional Use Permit process for situations such as this site. By reducing the setback, we can
place the pole in a non-parking, non-traveled area to avoid creating a hazard to the users of the parking lot, which will leave the traffic circulation and access open. The site plan shows the proposed spot for the sign pole will provide the most convenient and functional spot for the pole.

The digital sign is engineered not to cast direct light on any adjacent property but a better position to eliminate that possibility would be to place the sign faces in a V to direct the light to the interstate. Doing so does not create any type of visual disturbance and would not be noticeable to the public. The digital lightings will comply with both the County and CDOT required performance standards. The manufacture’s lighting specifications are included in our packet.

Pursuant to Section 2-02-08-06, Criteria for Approval, the conditional use meets the following:

1. The conditional use is permitted in an I-2 Zoning District.
2. The conditional use is consistent with the purpose of these standards and regulations for other digital advertising displays permitted in the county.
3. The conditional use will comply with the requirements, performance standards and regulations.
4. The conditional use is compatible with other commercial and industrial uses in the surrounding neighborhood. It will not interfere with any future development in the area, and it will not be detrimental to the health, safety or welfare of the county’s inhabitants. The use will not create any excessive traffic generation, noise, vibration, dust, glare, hear, smoke, fumes, gas, odors or inappropriate hours of operation.
5. The use will not have any off-site impacts.
6. The warehouse site has adequate space and access to accommodate the use and it is absent of environmental constraints.
7. The site plans submitted for the conditional use depicts the functional use for parking, and traffic on the lot, and the proposed billboard will interfere with on the lot.
8. There are adequate utilities, roads, fire and police protection to serve the needs of the conditional use. There is no change needed for sewer, water, or storm water drainage.
Thank you for your consideration and we look forward to your questions.

Kind Regards,

Gary Young
CEO
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Sign faces will be 10’ x 30’ for a total of 300 square feet.