Development Team Review Comments: 1st Review

Date: 7/2/2019
Project Number: RCU2019-00029
Project Name: Unser Billboard

Note to Applicant:
The following comments have been provided by reviewers. A resubmittal of your application is required before this case is ready to be scheduled for public hearing (pending the next round of review).

For submission of revisions to applications, a cover letter addressing each staff review comment must be provided. The cover letter must include the following information: restate each comment that requires a response and provide a response below the comment, respond to each comment with a description of the revisions and the page of the response on the site plan, and identify any additional changes made to the original submission other than those required by staff.

Resubmittal documents must be provided in person to the front desk of the Community and Economic Development Department. A physical hard copy and an electronic version are required.
Planner review (Holden Pederson, HPederson@adcogov.org): Resubmital Required

PLN1: Previous variances approved for an oversized freestanding sign:
   a. VSP2015-00007 was approved to allow a freestanding sign face of 672 square feet.
   b. VSP2015-00006 was approved to allow a freestanding sign height of 55’.
   c. Current digital sign displays on-premise advertising. Applicant is requesting dual on-premise and off-premise advertising for the north face of the sign. The south face would continue to be static for on-premise advertising.

PLN2: Applicant appears not to meet the following standards and regulations for off-premise signs (billboards):
   a. Only 1 two-faced off-premise sign can be permitted per lot. Applicant must explain how the 2nd freestanding sign located in the southwest corner of the lot is currently utilized.
   b. No off-premise sign can exceed 300 square feet per face. Variances for oversized freestanding signs do not apply to off-premise signs (billboards).
   c. No off-premise sign can exceed 40’ in height. Variances for oversized freestanding signs do not apply to off-premise signs (billboards).

PLN3: Applicant must confirm compliance with the following standards and regulations for off-premise signs (billboards):
   a. Each message must transition to the next message instantaneously.
   b. Electronic signs that include animated images or graphics, scrolling messages, video, moving images similar to television images, emits audible sound, employs stereopticon, or includes motion picture projection are prohibited.
   c. Must be equipped with and employ the use of light monitors and controls that allow sign brightness to automatically adjust to outside conditions. Electronic signs cannot exceed a maximum of 150 foot-candles during nighttime hours from sunset to sunrise.
   d. The minimum right-of-way and property line setback requirements must be equal to the height of the billboard as measured from the leading edge of the base of the sign pole.
   e. Where an off-premise sign has 2 faces these faces must be back to back and must not be more than 3.5’ from one another.

PLN4: Applicant has confirmed compliance with the following standards and regulations for off-premise signs (billboards):
   a. Each message displayed must remain static for a minimum of 4 seconds.

PLN5: Applicant must receive a Roadside Advertising Permit from the Colorado Department of Transportation. CDOT denied an application for this billboard in 2018. An appeal of the permit denial was made later that year and a hearing with an Administrative Law Judge regarding the permit denial is currently pending.
   a. Rules Governing Outdoor Advertising in Colorado, 2 CCR 601-3, Rule 7.00(D)(2). Rule 7.00(D)(2) applies along interstates and freeways and provides: Outside of incorporated villages and cities, no Advertising Device may be located adjacent to or within 500 feet of an interchange, intersection at grade, or safety Rest Area. The 500 feet is to be
measured along the Interstate or Freeway from the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way.

b. Applicant must provide an update on this application and explain to staff how this issue would be addressed if a Conditional Use Permit for an off-premise sign (billboard) was approved by the Board of County Commissioners.

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**ROW review (Marissa Hillje, MHillje@adcogov.org): Resubmital Required**

ROW1: The proposed sign must be outside of all easements known and platted.

ROW2: According to the site plan it appears that the sign is within a construction maintenance easement Book 4921/ page 345.

ROW3: The sign is not permitted in the easement without written consent from the easement holder.

ROW4: Send Adams County a copy of the easement.

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**Development Engineering review (Greg Labrie, GLabrie@adcogov.org)**

No comment.

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**Environmental Analyst review (Katie Keefe, KKeefe@adcogov.org)**

No comment.

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**Building Safety review (Justin Blair, JBlair@adcogov.org)**

No comment.

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**Code Compliance review (Caleb Bachelor, CBachelor@adcogov.org)**

CC1: In a previous variance case (VSP2015-00007) a request was made to allow 512 square feet of additional signage. This variance was closed as approved. The other variance case (VSP2015-0006) a request was made to allow 19 feet of additional height to the sign which was also approved. As long as all sign requirements have been met, no further comments. No active signage violations on the property.
Addressing review (Marissa Hillje, MHillje@adcogov.org)

No comment.

Parks review (Aaron Clark, AClark@adcogov.org)

No comment.
External Referral Agency comments:

Dear Holden,

I have reviewed the referral for the Unser Billboard which is requesting an electronic off-premise sign (billboard) located at 7300 Broadway St. and have the following comments:

- Proposed off-premise advertising to both Interstate 25 and U.S. 36 would fall within CDOTr Outdoor Advertising Control area and a Roadside Advertising Permit from the State would be required.
- CDOTr received a Roadside Sign Permit Application from Turnpike Media, LLC in early 2018 for this location. The application was denied on September 13, 2018 because the proposed device would be in violation of the Rules Governing Outdoor Advertising in Colorado, 2 CCR 601-3, Rule 7.000(5)(e). Rule 7.000(5)(e) applies among Interstates and freeways and provides:
  Outside of incorporated villages and cities, no Advertising Device may be located adjacent to or within 500 feet of an interchange, intersection at grade, or safety rest area. The 500 feet is to be measured along the Interstate or Freeway from the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way.
- An appeal of the permit denial was made on October 31, 2018 by Street Media Group and a hearing with an Administrative Law Judge regarding this permit denial will take place later this year.

Thank you for the opportunity to review this referral.

Steve Leffler
Permits Unit
Region 1

COLORADO
Department of Transportation

P 303.757.5891 | F 303.757.8886
2829 W. Howard Pl, 2nd Floor, Denver, CO 80224
steven.leffler@state.co.us | www.codot.gov | www.colorasp.org

June 18, 2019

Adams County Community and Economic Development Department
4430 South Adams County Parkway, 3rd Floor, Suite W3000
Brighton, CO 80601

Attn: Holden Pederson

Re: Unser Billboard, Case # RCU2019-00029

Public Service Company of Colorado’s (PSCO) Right of Way & Permits Referral Desk has reviewed the electronic off-premise sign (billboard) plans for Unser Billboard and has no apparent conflict.

As a safety precaution, PSCO would like to remind the developer to call the Utility Notification Center by dialing 811 to have all utilities located prior to any construction.

Donna George
Right of Way and Permits
Public Service Company of Colorado / Xcel Energy
Office: 303-571-3306 – Email: donna.l.george@xcelenergy.com
Public Referral comments:

Mr. Pederson

Please pass on my objection to the billboard project for the Limer Hallie. As an individual, I oppose it as just another possible distraction for drivers. As a community leader, it has come to my attention that there are many citizens in this area that object to additional billboards and high-rises advertising. Low-level advertising is the accepted practice in almost all small cities and why should it be any different just because we are in an area that is unincorporated.

Thank you

Dan Mune
Pott Hallie Resident

Sent from my iPad for Windows 10