

Request for Comments

Case Name: MILE HIGH OUTDOOR CUP Billboard Conversion

Case Number: RCU2022-00004

March 29, 2022

The Adams County Planning Commission is requesting comments on the following application: **Mile High Outdoor Advertising is proposing to convert an existing 2-sided static billboard sign to a 2-sided digital LED billboard sign.** This request is located at 8200 DAHLIA ST. The Assessor's Parcel Number is 0172130000042.

Applicant Information: Mile High Outdoor
CHAD KOCHENBERGER
9250 E COSTILLA AVE #500
GREENWOOD VILLAGE, CO 80112

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 call (720) 523-6800 by 04/22/2022 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 DDeBoskey@adcogov.org.

Once comments have been received and the staff report written, the staff report and notice of public hearing dates may be forwarded to you upon request. The full text of the proposed request and additional 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.

David DeBoskey
Planner I

BOARD OF COUNTY COMMISSIONERS

Eva J. Henry
DISTRICT 1

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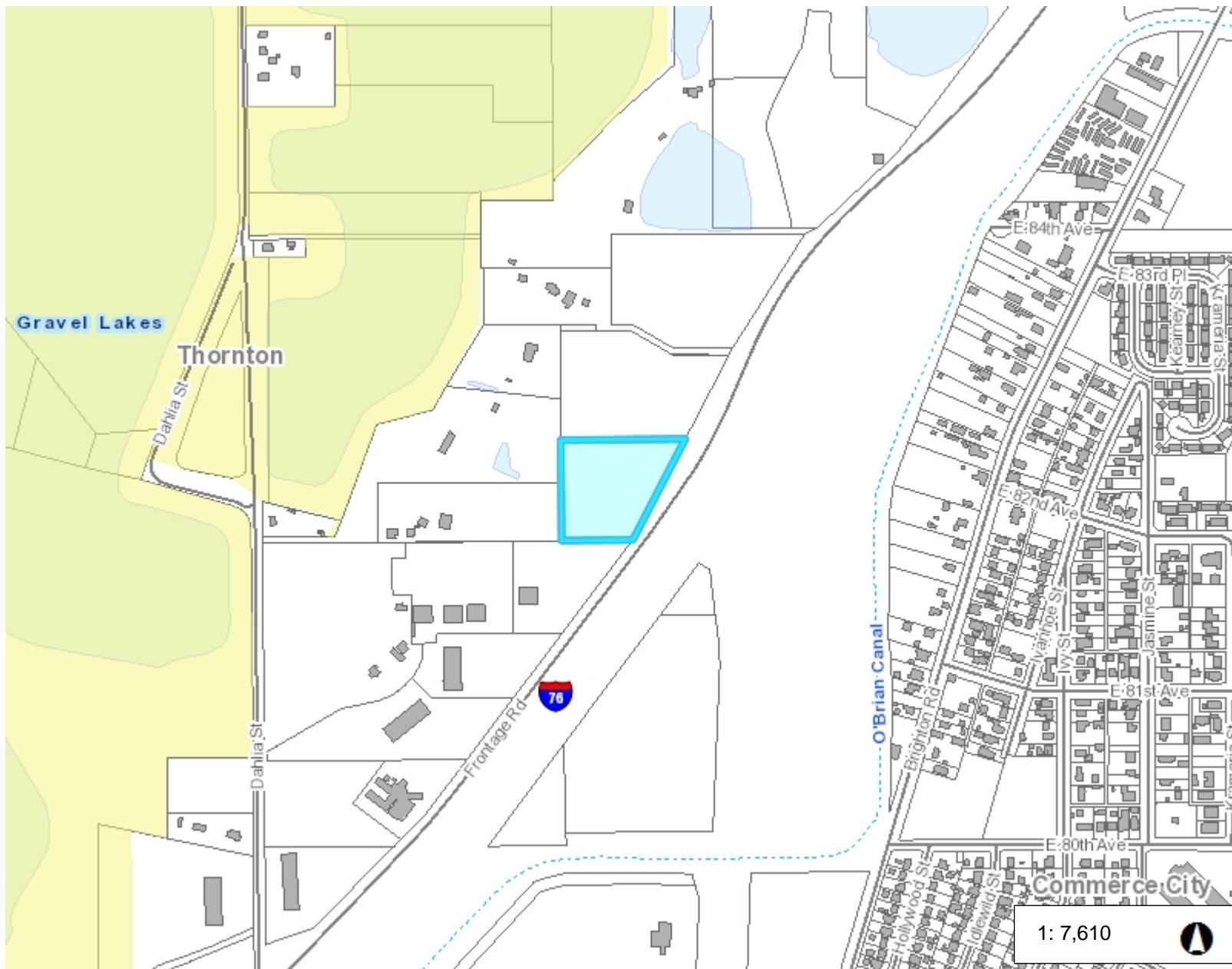
Steve O'Dorisio
DISTRICT 4

Lynn Baca
DISTRICT 5



ADAMS COUNTY
COLORADO

Mile High Outdoor CUP Billboard Conversion RCU2022-00004



0.2 0 0.12 0.2 Miles

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable. THIS MAP IS NOT TO BE USED FOR NAVIGATION

Legend

Address
Highways
Interstate
Highway
Tollway
Streets
Streets
Ramp
Building
County Parks and Open Space
Cities
Arvada
Aurora
Bennett
Brighton
Commerce City
Federal Heights
Lochbuie
Northglenn
Thornton
Westminster
Small Lakes
Major Lakes
Rivers
Canal
Ditch
Primary Creek
River
Secondary Creek
Stream

Notes

1: 7,610



Explanation-Mile High Outdoor 8200 Dahlia Street, Henderson, CO Avenue Off-Premise Sign

Mile High Outdoor Advertising (MHO) is proposing to convert an existing 2-sided static billboard sign to a 2-sided digital LED billboard sign. MHO will be applying for this conversion by means of a Conditional Use Permit (CUP). The current sign is located on the property at 8200 Dahlia Street, Henderson, CO 80640. Mile High Outdoor would like to convert the existing two-sided 10'x 30' (300'sq. ft.) static off-premise sign to a two-sided digital LED off-premise sign. The property is zoned I-1 and is on the northwest side of I-76 approximately 5,200' feet south of 88th Avenue. For reference, the property in question is parcel #0172130000042, and is owned by Patricia H. Clem & Tamatha A. Watts. We are requesting approval through the Conditional Use Permit to convert the existing static 2-sided billboard to 2-sided digital LED sign of the same dimensions. Details of the proposed off-premise sign are as follows:

The location and size of the current sign is not being altered. Simply, the billboard displays are changing from static to digital LED on both sides. The current structure will be reinforced to hold digital LED screens. Rendering examples of the current structure and proposed sign is located in the below application.

SETBACK-	Pole support shall be approximately 55' feet from I-76. The existing sign structure is not changing; thus, location and setback are not changing.
SIZE-	Each side would be 300' sq. ft., which is 10' high x 30' long. The proposed replacement would be the same size as the current static sign. MHO is not requesting a variance on size as structure size will remain exactly the same.
HEIGHT-	40' from grade to the top of the sign. This is current height of the existing sign.
ORIENTATION-	Sign faces would be oriented toward westbound and eastbound I-76. This is the same orientation as the existing sign.
LIGHTING-	Two (2) LED 16-millimeter screens, equipped with auto-dimmers and wireless communications. The digital LED screens will meet all sign regulations required by Adams County, and will employ light mitigating technology that will decrease potential for light exposure to any neighboring properties. We can provide more detail on this light mitigating technology as requested by Adams County.
MESSAGING-	Messages will be static with no blinking, flashing, or full animation. Each message will be displayed for 8 seconds and then instantaneously rotate to the next static message similar to a slide show.



Functionality of Digital Displays

As far as the digital billboards themselves, MHO utilizes a SITELINE digital billboard technology that mitigates light to the surrounding properties. SITELINE uses optically downed angled LEDs to focus light at intended viewing audience, a custom pixel pattern, and precisely designed face plates to create displays with side angle light blocking. Simply put, if you are outside its “viewing area”, you can not see it (sub 1% visible light). This patent pending technology is the only fully developed light trespass mitigation system on the market. Please reference mediaresources.com/siteline.

This sign conforms with County regulations as follows:

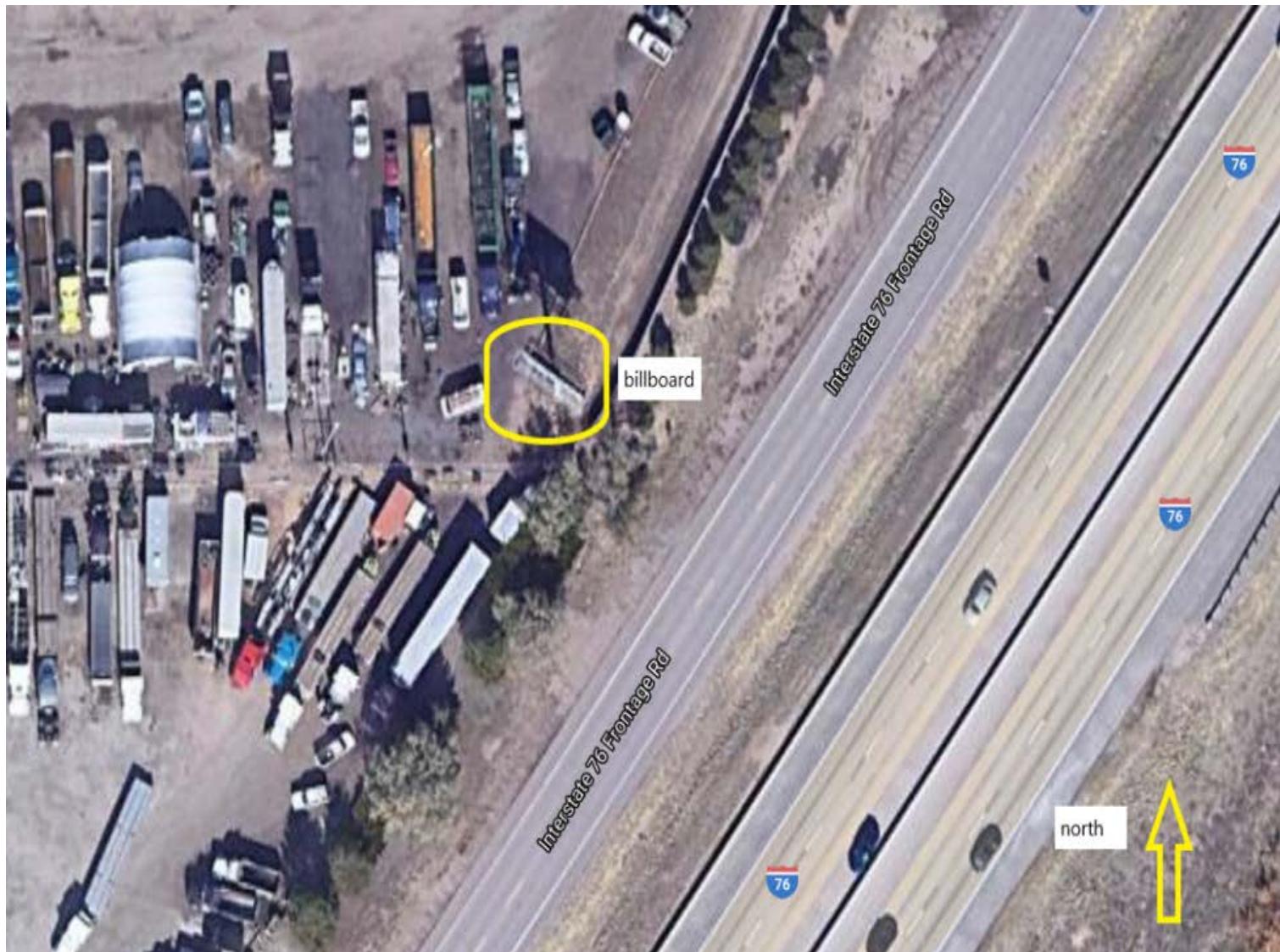
1. Off-Premise Signs Allowed/Property- *No other off-premise sign exists on this parcel other than the existing sign being replaced. The replacement sign will be the only off-premise sign on this parcel.*
2. Maximum Off-Premise Size- *300' sq. ft. per side. The proposed sign is 10'high x 30'long, or 300' sq. ft. per side. Same size as the current structure.*
3. Maximum Height and Grade Clearance- *40' total Height and 30' Ground Clearance from bottom of the sign to grade.*
4. Minimum Distance from the Other Off-premise signs on the same side of the roadway- *2,000 lineal feet. The faces of the proposed sign will be oriented toward west-east traffic along Interstate 76, and no other off-premise digital billboard is located within 2,000 lineal feet of current structure.*
5. Minimum setback from the Right-of-Way of Support Pole-*Equal to Height of the Sign. The pole support shall be setback a minimum of 55' feet from the right-of-way of Interstate 76. Same as the current structure.*

The requested conversion will not change the size or height of the current sign. The sign will not change the character or intent of use on the property, and will not have any adverse effect on the property, the area, or citizens of Adams County.

Based on these facts, the property owner and the applicant lessee-owner of the sign (Mile High Outdoor, Inc.) requests a favorable recommendation from the Planning Staff and Planning Commission, and a favorable decision for a Conditional Use Permit.

8200 Dahlia Street Site Plans

Ariel Overview. Billboard location in yellow. Traffic going east and westbound with the closest cross street being 88th Avenue.



EAST FACING SIDE #1 RENDERING : Conversion of existing structure to 10'x30' digital sign targeting westbound traffic on I-76. Face 1 for conversion to digital LED sign.



WEST FACING SIDE #2 RENDERING: Conversion of existing structure to 10'x30' digital sign targeting eastbound traffic on I-76. Face 2 for conversion to digital LED sign.

