

SPECIAL USE LETTER OF INTENT

Sep 29, 2026

El Paso County Planning & Community Development
2880 International Circle, Suite 110
Colorado Springs, Colorado 80910

Applicant

Lamar Advertising Company
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Owner

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Property

3415 Janitell Road, Colorado Springs, Colorado
Parcel Number: **6433401007**
Parcel Size: Approximately **22.14 acres**
Current Zoning: **CC – Commercial Community**
PCD File No.: **PENDING**

Proposed Project

Lamar Advertising currently owns and operates two existing off-premise advertising structures located on the subject property adjacent to the I-25 corridor.

Lamar proposes to convert one existing static advertising face on each structure to an Electronic Messaging Display (EMD):

- the **north-facing display of the southern billboard structure**; and
- the **south-facing display of the northern billboard structure**.

Each structure will retain one static advertising face and one EMD face.

The existing billboard structures will remain in their current locations. No additional billboard structure is proposed, and the project does not include enlargement, relocation, an increase in sign area, or any change to the existing spacing or setbacks of the structures. As part of the proposed conversion, the overall height of each billboard structure will be reduced to a maximum of 38 feet.

The existing sign faces measure approximately 10 feet 6 inches by 36 feet, or 378 square feet per face. Based on the updated survey, the existing northern billboard structure has an overall height of approximately 42 feet, and the existing southern billboard structure has an overall height of approximately 42.7 feet. Both structures are proposed at an overall height not to exceed 38 feet. The existing locations, setbacks, spacing, and right-of-way relationships will otherwise remain unchanged.

The proposed project is limited to conversion of the existing static advertising faces to EMD technology. No new buildings, site access, parking, or other physical development is proposed.

CDOT Outdoor Advertising Permit Nos. 8455 and 8456 have already been issued for the proposed CEVMS conversions.

Existing Billboard Structures

Both billboard structures were lawfully established and fully permitted at their present locations in 1986.

Contemporaneous State of Colorado roadside advertising permits identify both structures at 3415 Janitell Road on the east side of I-25 and identify each structure as “Conforming.” Each permit describes a two-face billboard measuring approximately 10½ feet by 36 feet per face. Corresponding Pikes Peak Regional Building Department permits were also issued for each structure and show completion of the applicable inspections.

The proposed EMD conversion will not alter the location, sign area, setbacks, spacing, or right-of-way relationship of either structure. The overall height of each structure will be reduced to a maximum of 38 feet as part of the proposed conversion.

Existing Site and Zoning

The subject property is currently zoned Commercial Community (CC). The property was recently rezoned from A-5 Agricultural to CC through El Paso County File No. CC261.

No new site development is proposed as part of this Special Use request. Existing uses of the property will remain, and the proposed EMD conversions do not alter the underlying land use or development intensity of the parcel.

The property is located adjacent to the I-25 transportation corridor near Janitell Road and is situated within an area influenced by established commercial, employment-oriented, and transportation uses.

Applicable Overlay Zoning and Planning Areas

The property is not located within CAD-O or another special overlay zoning district.

The property is located within the Fountain 3 Mile Plan area and the Colorado Springs Annexation Area of Planning Interest.

These planning characteristics were recently evaluated through the CC261 rezoning process.

Compliance With Applicable Billboard and EMD Standards

The proposed conversion is subject to the applicable off-premise advertising and Electronic Messaging Display standards contained within Section 6.2.9 of the El Paso County Land Development Code.

Because the existing billboard structures are located along the I-25 restricted billboard corridor, Lamar is requesting Special Use approval for the proposed EMD conversions.

Each message displayed on the proposed EMDs will remain static for the minimum duration required by the Land Development Code.

The displays will not utilize animation, video, flashing, scrolling, or other prohibited movement. Transitions between messages will be static and instantaneous.

Each EMD will include automatic dimming technology that adjusts display brightness according to ambient lighting conditions. Nighttime brightness will not exceed the applicable County maximum of 500 NIT.

The displays will also include remote monitoring and shutdown capability in the event of a malfunction.

Lighting Plan

Lamar's project-specific photometric studies and documentation from the sign manufacturer verifying compliance with automatic dimming and brightness requirements are included with this application.

The photometric studies evaluate illumination associated with each proposed EMD and its relationship to the applicable property boundaries. The studies are based on the proposed overall billboard height of 38 feet and reflect operation at 1% of the display's maximum daytime brightness of 6,500 NIT.

The photometric studies reflect a worst-case lighting scenario in which red, green, and blue LEDs operate at maximum output to simulate full-white content. Under this worst-case condition, the highest calculated illumination shown in either study is 0.07 footcandles. This does not represent typical operations.

According to Daktronics, typical advertising content uses approximately 25% to 40% of the display's total brightness capacity. The accompanying conversion chart demonstrates the relationship between the theoretical maximum readings shown in the photometric studies and illumination expected during normal advertising content. Based on that chart, a worst-case reading of 0.07 footcandles corresponds to approximately 0.02 to 0.03 footcandles under typical advertising content.

The proposed EMDs will be equipped with technology that automatically dims the displays according to ambient light conditions to a nighttime brightness level of up to 500 NIT.

Alternative Lighting Plan Request — Lighting at CDOT Right-of-Way

Due to the orientation and placement of the proposed EMDs adjacent to Interstate 25, the project-specific photometric studies evaluate illumination at the property boundary adjoining Colorado Department of Transportation (CDOT) right-of-way. To the extent necessary based upon that analysis, Lamar requests acceptance of the proposed lighting configuration as an Alternative Lighting Plan pursuant to LDC § 6.2.3.B.1.e.

The affected property boundary does not abut residential, commercial, or other privately owned property. It adjoins a state-managed transportation corridor where CDOT illumination standards applicable to CEVMS (EMD) also apply.

Under CDOT regulations, Changeable Electronic Variable Message Signs (CEVMS) are regulated based upon illumination above ambient light measured from a specified distance based upon sign area.

According to CDOT Regulation 2 CCR 601-3, signs between 300 and 699 square feet are measured from a distance of 250 feet perpendicular to the sign face.

The proposed EMD faces are approximately 378 square feet and will be programmed to comply with applicable CDOT illumination requirements. Brightness settings are password protected and not user adjustable. The displays are also equipped with automatic dimming technology

that adjusts brightness in response to ambient light conditions. In the event of a malfunction, the displays can be shut down to prevent operation outside approved parameters.

The accompanying photometric studies reflect a worst-case lighting scenario in which the displays show full-white content, representing maximum red, green, and blue LED output. The studies are based on the proposed 38-foot overall billboard height and show a maximum calculated illumination of 0.07 footcandles. However, under normal operating conditions, the displays will feature advertising content, which Daktronics estimates uses approximately 25% to 40% of the displays' maximum brightness.

The accompanying Daktronics conversion chart demonstrates that a worst-case reading of 0.07 footcandles corresponds to approximately 0.02 to 0.03 footcandles under typical advertising content.

The County lighting standard is generally applied to fixed light fixtures that emit consistent illumination from a fixed source. In contrast, EMDs display content using LED modules that vary in brightness depending upon the message shown and are regulated through built-in automatic dimming technology.

The proposed displays will comply with El Paso County's applicable brightness and dimming requirements for Electronic Messaging Displays under LDC § 6.2.9.B.3.c.vi.

Based upon the project-specific photometric analysis, typical-content comparison, automatic dimming technology, and applicable CDOT illumination standards, Lamar respectfully requests acceptance of the proposed lighting configuration as an Alternative Lighting Plan.

Master Plan Consistency

The proposed Special Use is generally consistent with the Your El Paso Master Plan.

The subject property is identified as:

Placetype: Employment Center

Character Area: Unannexed Island

Area of Change: Transition

Key Area: Not within a designated Key Area

The property is located adjacent to the I-25 transportation corridor near Janitell Road.

The **Employment Center** placetype anticipates commercial and employment-oriented uses in proximity to major transportation infrastructure.

The **Transition** Area of Change designation recognizes areas where changes in development character and land-use patterns are anticipated over time.

The proposed Special Use does not introduce a new principal land use or a new billboard location. The existing billboard structures will remain in their current locations and retain their existing sign area. The overall height of each structure will be reduced to a maximum of 38 feet as part of the proposed conversion.

The conversion does not increase development density, create additional site development, require new public infrastructure, or alter the existing relationship of the property to the I-25 corridor.

The property is also located within the Fountain 3 Mile Plan area and the Colorado Springs Annexation Area of Planning Interest. The proposed EMD conversions do not change the underlying land use or development intensity of the property and do not alter the corridor-oriented land-use pattern previously reviewed during the recent CC261 rezoning.

The Your El Paso Master Plan does not contain specific policy direction addressing billboards or Electronic Messaging Displays. Accordingly, the proposed Special Use is evaluated against the broader land-use, compatibility, transportation, and infrastructure objectives of the Plan.

Other Master Plan Elements

The proposed EMD conversions will not result in additional residential population, water demand, wastewater demand, park demand, school demand, or other material public-facility demand.

No new land disturbance or additional impervious surface is proposed as part of the EMD conversion.

Accordingly, the project will not materially affect the County Water Master Plan, Parks Master Plan, or other public-facility planning elements.

Surrounding Land Uses and Compatibility

The subject property is located within an established transportation and commercial corridor influenced by I-25 and Janitell Road.

The surrounding area includes commercial, employment-oriented, and transportation-related land uses.

The two billboard structures already exist on the property and have occupied their present locations since 1986.

The proposed project will not increase the number, sign area, or proximity of the billboard structures to surrounding properties. The overall height of each structure will be reduced to a maximum of 38 feet.

Only one existing static display on each structure will be converted to EMD.

The updated site plan documents the relationship of the existing structures to property lines and public right-of-way. These existing relationships will remain unchanged as part of the proposed conversion.

The nearest residential use is located approximately 980 feet from the billboard structures, on the opposite side of Interstate 25. The residential area is also separated from the billboard structures by intervening topography that obstructs visibility of the proposed EMD faces.

The proposed EMD faces are oriented toward the I-25 corridor and the traveling public using that corridor.

Traffic Generation and Access

The proposed Special Use will not result in a measurable increase in traffic generation.

No new business occupancy, customer activity, employees, parking demand, or delivery activity is associated with the EMD conversion.

Access to the subject property is provided through an existing gated entrance from Janitell Road. Existing access will continue to be used for periodic inspection and maintenance of the billboard structures.

No modification to existing access is proposed.

No new access to I-25 or Janitell Road is proposed.

Analysis of Special Use Criteria of Approval

General Consistency With the Master Plan

The proposed Special Use is generally consistent with the applicable Master Plan.

The subject property is identified as an Employment Center within an Unannexed Island and Transition Area of Change.

The existing billboard structures are established features of the I-25 corridor and were lawfully permitted at their present locations in 1986.

The proposed project does not establish a new billboard location or create additional site development.

The request maintains the existing development pattern while allowing conversion of one existing static advertising face on each structure to EMD technology.

Compatibility With the Character of the Area and Surrounding Uses

The existing billboard structures are established features of the property and surrounding I-25 corridor.

The proposed conversion will not increase the number, sign area, or proximity of the billboard structures to neighboring properties. The overall height of each structure will be reduced to a maximum of 38 feet.

The EMD faces will be directed toward I-25 and will utilize automatic dimming and other operational controls intended to minimize off-site lighting impacts.

The proposed conversion is therefore compatible with the surrounding commercial, employment-oriented, and transportation corridor environment.

Public Facilities and Services

The proposed EMD conversion will not create additional demand for schools, parks, water service, wastewater service, roadway capacity, or other public facilities and services.

No new occupied structure or population-generating land use is proposed.

The Special Use will therefore not overburden public facilities or services.

Traffic Congestion and Traffic Hazards

The proposed conversion will not generate measurable additional traffic.

No new access point or roadway improvement is proposed.

The EMDs will display static messages and will not utilize animation, video, flashing, scrolling, or other prohibited movement.

The project will therefore not create unmitigated traffic congestion or traffic hazards.

Access

Adequate existing access is available to the billboard structures through the property's existing access from Janitell Road.

Existing access will continue to be used for periodic maintenance and inspection.

No additional public or private access is proposed.

Environmental and Lighting Impacts

The proposed conversion will not create air, water, or noise pollution.

Lighting will be managed through automatic ambient-light sensing, nighttime brightness controls, and the operational standards applicable to EMDs.

The project-specific photometric studies and manufacturer information document the proposed lighting conditions and operational controls.

The proposed lighting will incorporate operational controls designed to minimize glare and off-site illumination and will comply with applicable County and CDOT requirements.

Public Health, Safety and Welfare

The proposal involves conversion of existing advertising faces on existing billboard structures.

No additional billboard structure, enlargement, relocation, or traffic-generating use is proposed.

The EMDs will incorporate automatic dimming, static message duration, instantaneous transitions, remote monitoring, and malfunction shutdown capability.

The proposed Special Use will therefore not be detrimental to the public health, safety, and welfare of present or future residents of El Paso County.

Compliance With Other Applicable Regulations

The proposed conversion will comply with applicable provisions of the El Paso County Land Development Code governing off-premise advertising signs, Electronic Messaging Displays, and lighting.

The updated site plan, project-specific photometric studies, manufacturer documentation, and other supporting materials submitted with this application demonstrate compliance with applicable requirements.

Criteria of Approval Summary

The proposed Special Use is generally consistent with the applicable Master Plan and with the existing commercial and transportation corridor surrounding the subject property.

The request involves conversion of one existing static face on each of two existing, lawfully established billboard structures to Electronic Messaging Displays.

The billboard structures were fully permitted at their present locations in 1986 and will remain at their existing locations, with no increase in sign area or change to existing setbacks or spacing. The overall height of each structure will be reduced to a maximum of 38 feet as part of the proposed conversion.

No new billboard structure, enlargement, relocation, or additional sign area is proposed.

The conversion will not overburden public facilities, increase traffic generation, require new access, alter drainage patterns, or create additional water, wastewater, park, or infrastructure demand.

The proposed EMDs will utilize automatic dimming, static advertising messages, instantaneous transitions, and malfunction shutdown capability.

Project-specific photometric studies and manufacturer documentation submitted with the application document the proposed lighting conditions and operational controls.

CDOT Outdoor Advertising Permit Nos. 8455 and 8456 have already been issued for the proposed CEVMS conversions.

For these reasons, Lamar Advertising respectfully requests approval of the Special Use to convert the north-facing display of the southern billboard structure and the south-facing display of the northern billboard structure at 3415 Janitell Road to Electronic Messaging Displays.

Thank you for your consideration.

Sincerely,

Justin Johnston

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