



Jul 1, 2025

El Paso County Planning & Community Development  
2880 International Circle, Ste. 110  
Colorado Springs, Colorado

### Special Use Letter of Intent

#### Applicant

Lamar Outdoor Advertising  
Justin Johnston, Real Estate Manager  
806-438-4827  
[JuJohnston@lamar.com](mailto:JuJohnston@lamar.com)

#### Owner

143 Melville Columbia SC LLC  
Adam Rae, Blake Haines  
719-362-0672  
[info@timberlodge.com](mailto:info@timberlodge.com)

#### Property

3627 W Colorado Ave. Colorado Springs, CO 80904  
Parcel Number: 7403324067  
Zoned: C-2  
PCD File No. AL252

#### Proposed Project

Lamar Outdoor Advertising currently owns and operates one existing advertising sign at 3627 W Colorado Ave. Colorado Springs, CO 80904. The advertising sign has 1 face on the structure. The face is currently static and measures 378 square feet. We propose to convert the face to an Electronic Messaging Display (EMD). The structure height will remain the same (28.5') as well as the size (10.5' x36'). The advertising sign was built and permitted in 1992 in compliance with CDOT and El Paso County regulations. It is a conforming and legal land use per El Paso County Land Development Code Chapter 5 Table 5-1. We own a perpetual easement for the sign location on the property that is currently used to operate a motel.

Lamar's "**Lighting Plan**" and documentation from the sign manufacturer which verifies compliance with auto dimming and brightness requirements is attached hereto as Exhibit A. The Lighting Plan demonstrates that the lighting for the Proposed Billboard complies with the Code's lighting standards. The Proposed Billboard will not display any animation, flashing, scrolling, or video content, in accordance with El Paso County Code § 6.2.9.B.3.c.ii. Each message displayed on the Proposed Billboard will be displayed for at least four to eight seconds. *Code § 6.2.9.B.c.iii.* The Proposed Billboard will be equipped with technology that automatically dims the EMD according to ambient light conditions to a luminance, or nighttime brightness level of up to 500 NIT. *Code § 6.2.9.B.c.vi.* The Proposed Billboard will also be equipped with the ability to be shut off within 24 hours if a malfunction occurs, including the demonstration of prohibited transition methods. *Code § 6.2.9.B.c.vii.* Accordingly, the Lighting Plan complies with applicable Code standards, with administrative relief requested for the adjacent CDOT ROW as described below.

## **Alternative Lighting Plan Request – Lighting at CDOT Right-of-Way**

Due to the orientation and placement of the Proposed Billboard adjacent to U.S. Highway 24, a Colorado Department of Transportation (CDOT) right-of-way, the submitted photometric analysis indicates that light levels slightly exceed the 0.1 footcandle (fc) limit at the southern property line, as defined by El Paso County Land Development Code (LDC) § 6.2.3.B.1.e.

However, this property line does not abut any residential, commercial, or privately owned land. It borders a state-managed transportation corridor, where CDOT's lighting standards apply. Under CDOT regulations, digital billboards, or Changeable Electronic Variable Message Signs (CEVMS), are allowed to emit up to 0.3 footcandles above ambient light, as measured using a footcandle meter from a specific distance based on sign area.

According to CDOT Regulation 2 CCR 601-3, signs between 300 and 699 square feet must be measured from a distance of 250 feet, perpendicular to the sign face. The Proposed Billboard is approximately 378 square feet, and has been factory-programmed by Daktronics to ensure brightness levels do not exceed 0.3 footcandles at that distance. These brightness settings are password-protected and not user-adjustable. The sign is also equipped with automatic dimming technology that adjusts brightness in response to ambient light conditions. Additionally, in the event of a malfunction, the display will shut down to prevent operation outside of approved parameters.

The accompanying photometric study reflects a worst-case lighting scenario in which the sign displays full white content (maximum red, green, and blue LED output). However, under normal operating conditions, the display will feature advertising content, which Daktronics estimates uses only 25% to 40% of the sign's maximum brightness. A conversion chart is included to demonstrate that, under these practical conditions, light levels at the southern property line are significantly reduced and may approach or fall within the County's 0.1 footcandle limit.

This lighting standard applies to fixed light fixtures, which emit consistent illumination from a single source. In contrast, EMDs display content using LED modules that vary in brightness depending on the message shown and are regulated through built-in automatic dimming technology. The proposed sign is fully compliant with El Paso County's brightness and dimming requirements for electronic message displays, as defined in LDC § 6.2.9.B.3.c.vi.

In light of the above, we respectfully request relief from LDC § 6.2.3.B.1.e as applied to the southern property line. The sign complies with applicable CDOT lighting standards, includes robust safeguards to minimize glare and light spill, and is adjacent to a transportation corridor, not adjacent to sensitive land uses. We believe this request demonstrates alignment with the County's code, while recognizing the jurisdictional context and operational limitations of electronic message signage.

## **Analysis of Criteria**

There are currently no references or applicable elements for billboards in the El Paso County Master Plan or other County Plans. The EMD conversion would support the current and surrounding land uses of Commercial and Industrial .

- The surrounding area is surrounded by Commercial Zoned Properties. West of the Property is C-2, East of the Property is zoned C-2, North of the property is zoned CS, and to the South the properties are zoned C-2 and CC.
- The conversion of the existing static face to EMD will not impact nor overburden any public facilities and services, because the billboard does not require them.
- Traffic congestion or traffic hazards will not be created or negatively impacted by EMD. Oftentimes Lamar utilizes EMD to display amber alerts, most wanted FBI, or weather related emergencies.
- Access to the structure will be utilized with existing property entrances and facilities allowed by the easement on private property.
- The EMD is in compliance with all applicable local, state, and federal laws and regulations as a legal conforming land use. The conversion to EMD will not create any air, water, light, or noise pollution.
- The EMD will not create a detrimental impact on the public health, safety and welfare of the present and or future residents of El Paso County.
- The EMD will conform to all other applicable County rules, regulations or ordinances as required.

**Criteria of Approval Summary**

The special use will be generally consistent with the applicable Master Plan, the harmony and character of the neighborhood, and allowable land uses adjacent to the Highway 24 corridor. There will be no impact on public facilities and services that would overburden their capacity. It will not create unmitigated traffic congestion or hazards in the surrounding area. Adjacent properties or existing drainage patterns will not be adversely impacted. Access is utilized by existing gravel drive entrances. This Special Use request will be in compliance with all applicable local, state and federal laws with regards to air, water, light or noise pollution. It will not be detrimental to the public health, safety and welfare of the present or future residents of El Paso County.

**El Paso County Billboard Credits**

Billboard credits will not be required as the sign has already been permitted and the size will remain the same.

Thank you for your consideration.

Sincerely,

Justin Johnston  
Real Estate and Operations Manager  
Lamar Outdoor Advertising  
2110 Naegele Road Colorado Springs, CO 80904  
[jujohnston@lamar.com](mailto:jujohnston@lamar.com) 719-473-4747

# EXHIBIT A



DAKTRONICS.COM

201 Daktronics Drive PO Box 5128  
Brookings, South Dakota 57006-5128  
T 800-325-8766 605-692-0200 F 605-697-4700  
signagelegislation@daktronics.com

December 17, 2024

Re: Digital Signage Manufacturer's Brightness Certification  
**Sign Type:** DB-70 10'6" x 36'  
**Installation Site:** 81386 Ridge Hwy 24, Colorado Springs

To Whom It May Concern:

The following information pertains to the above-referenced display, manufactured by Daktronics, Inc.  
The subject display capable of complying with the requirements of the El Paso County Code.

1. The display comes equipped with the ability to hold messages static for a period of not less than eight (8) seconds and messages shall change directly and immediate. The display contains the ability to freeze a message in one position if a malfunction occurs.
2. The display, like all Daktronics displays, is equipped with a light-sensor (photocell) that detects ambient light levels and adjusts the display intensity automatically according to natural ambient light conditions. The sign is set to not exceed a brightness level of 0.1 foot candles above ambient light at right of way and residential property lines.
3. The display can be programmed to not exceed 5,000 nits (cd/m2) during the daylight hours and 500 nits between sunset and sunrise. With the ambient light sensor operating, this intensity is factory programmed and password-protected from manipulation.
4. The display can be programmed to meet the code requirements upon installation and that all programmed compliance features will be locked from future alteration.
5. The image represents the impact from Daktronics Digital Billboard. This is worst-case scenario meaning that all LED's are in their on position showing a full white screen which is unlikely during normal operation. Typical content is only 25%-45% of the foot candle values shown.



DAKTRONICS.COM

201 Daktronics Drive PO Box 5128  
Brookings, South Dakota 57006-5128  
T 800-325-8766 605-692-0200 F 605-697-4700  
signagelegislation@daktronics.com

Please note that the end user is responsible to work with Daktronics upon installation to program the required brightness settings. Daktronics, Inc. is the world leader in the design and manufacture of electronic display systems. We are committed to providing LED displays that adhere to the regulatory environment, working closely with our customers for a responsible approach to the market.

Please let me know if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Johnson'.

Eric Johnson  
Applications Engineer  
605-692-0200







### Worst Case to Typical Content Conversion

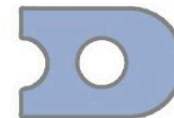
25% - 40%

Date: 6/10/2025

Prepared by: Eric Johnson

**Values expressed are specific to Daktronics product only**

| Worst Case: | Typical content range: |
|-------------|------------------------|
| 0.01        | 0.00 - 0.00            |
| 0.02        | 0.01 - 0.01            |
| 0.03        | 0.01 - 0.01            |
| 0.04        | 0.01 - 0.02            |
| 0.05        | 0.01 - 0.02            |
| 0.06        | 0.02 - 0.02            |
| 0.07        | 0.02 - 0.03            |
| 0.08        | 0.02 - 0.03            |
| 0.09        | 0.02 - 0.04            |
| 0.10        | 0.03 - 0.04            |
| 0.11        | 0.03 - 0.04            |
| 0.12        | 0.03 - 0.05            |
| 0.13        | 0.03 - 0.05            |
| 0.14        | 0.04 - 0.06            |
| 0.15        | 0.04 - 0.06            |
| 0.16        | 0.04 - 0.06            |
| 0.17        | 0.04 - 0.07            |
| 0.18        | 0.05 - 0.07            |
| 0.19        | 0.05 - 0.08            |
| 0.20        | 0.05 - 0.08            |
| 0.21        | 0.05 - 0.08            |
| 0.22        | 0.06 - 0.09            |
| 0.23        | 0.06 - 0.09            |
| 0.24        | 0.06 - 0.10            |
| 0.25        | 0.06 - 0.10            |
| 0.26        | 0.07 - 0.10            |
| 0.27        | 0.07 - 0.11            |
| 0.28        | 0.07 - 0.11            |
| 0.29        | 0.07 - 0.12            |
| 0.30        | 0.08 - 0.12            |



\*Calculations are based on Red, Green, and Blue LEDs (White Content) powered to their maximum potential for nighttime viewing (Worst Case Scenario). Values are shown in footcandles (fc).