



Jun 11, 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)

#### Property

2620 Cody Drive, Colorado Springs, CO 80911  
Parcel Number: 6503401031  
Zoned: CC CAD-O  
PCD File No. AL251

#### Owner

James Mortimer Wills IV & Joan Carole Wills Family Trust 2025  
James & Joan Wills, Owners  
719-641-3957  
[joanwills@hotmail.com](mailto:joanwills@hotmail.com)

#### Proposed Project

Lamar Outdoor Advertising currently owns and operates one existing advertising sign at 2620 Cody Drive, Colorado Springs, CO 80911. The advertising sign has 2 opposing faces on the structure. The West face is an Electronic Messaging Display and the East face is static. We propose to convert the East face to an Electronic Messaging Display (EMD). The structure height will remain the same (50') and the size will be altered to 9x32 for both faces which is within the limits of its currently permitted size of 300sf and is actually a reduction of 12sf from its maximum permitted size. The sign was permitted to be increased from 238 square feet to 300 square feet in 2008 through County approval, remaining within the allowable limits under El Paso County standards at the time. The currently proposed size of 9x32 (288 square feet per face) reflects a modest adjustment and remains within the existing sign's permitted parameters. The advertising sign was built and permitted in 1977 in compliance with 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 lease the proposed property that is currently used as Warehouse and Storage and the existing billboard.

#### Lighting Plan and Code Compliance

Lamar's Lighting Plan and documentation from the sign manufacturer, which verify compliance with auto-dimming and brightness requirements, are attached hereto as **Exhibit A**. The Lighting Plan demonstrates that the lighting for the Proposed Billboard complies with the Code's lighting standards.

The Electronic Message Display (EMD) will not include any animated, scrolling, or flashing content, and all transitions will remain static in compliance with County requirements. Each message displayed will remain for a minimum of four to eight seconds (Code § 6.2.9.B.3.c.iii). The Proposed Billboard will also be equipped with technology that automatically dims the EMD based on ambient light conditions, with a nighttime luminance not to exceed 500 NITs (Code § 6.2.9.B.3.c.vi). Additionally, the display will have the capability to shut off within 24 hours in the event of a malfunction, including any display of prohibited transition methods (Code § 6.2.9.B.3.c.vii). Accordingly, the Lighting Plan complies with the applicable Code requirements.

The digital billboard is equipped with **Daktronics' integrated light sensors**, which automatically adjust brightness in response to ambient conditions. The system is programmed to not exceed **0.1 footcandles (fc)** above ambient light levels at adjacent property lines, in accordance with **LDC 6.2.3.B.1.e**.

The accompanying photometric study reflects a **worst-case scenario**, assuming operation at full white content—defined by Daktronics as the maximum combined output of red, green, and blue LEDs. However, this condition is **not representative of normal operation** and would only occur in the event of a malfunction. In such cases, the system is designed to shut down automatically to prevent continued non-compliance.

Under **typical conditions**, the display operates with content that uses only **25%–40% of its maximum brightness capacity**. The provided conversion chart from Daktronics demonstrates that, under these normal operating conditions, light levels at the property line fall **well within the 0.1 fc limit** established by code.

We respectfully request that this operational context and the supporting manufacturer data be taken into account during evaluation of lighting compliance.

### **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 Uses.
- The surrounding area is largely Industrial land zoned M and I-3 with heavy Industrial usage as well as Commercially zoned CC property. In addition there are properties to the South zoned RS-6000 with residential usage and property to the East zoned RM-30 used for an Elementary School.
- 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 lease 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 South Academy 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**

A billboard credit will not be required because the sign is existing and will be built at 288sf which is 12sf smaller than the 300sf permitted size.

Thank you for your consideration.

Sincerely,

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

# EXHIBIT A



[DAKTRONICS.COM](http://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](mailto:signagelegislation@daktronics.com)

January 27, 2025

Re: Digital Signage Manufacturer's Brightness Certification  
**Sign Type:** DB-70 9'x32'  
**Installation Site:** 81632 S Academy, 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/m<sup>2</sup>) 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.



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[signagelegislation@daktronics.com](mailto: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'.

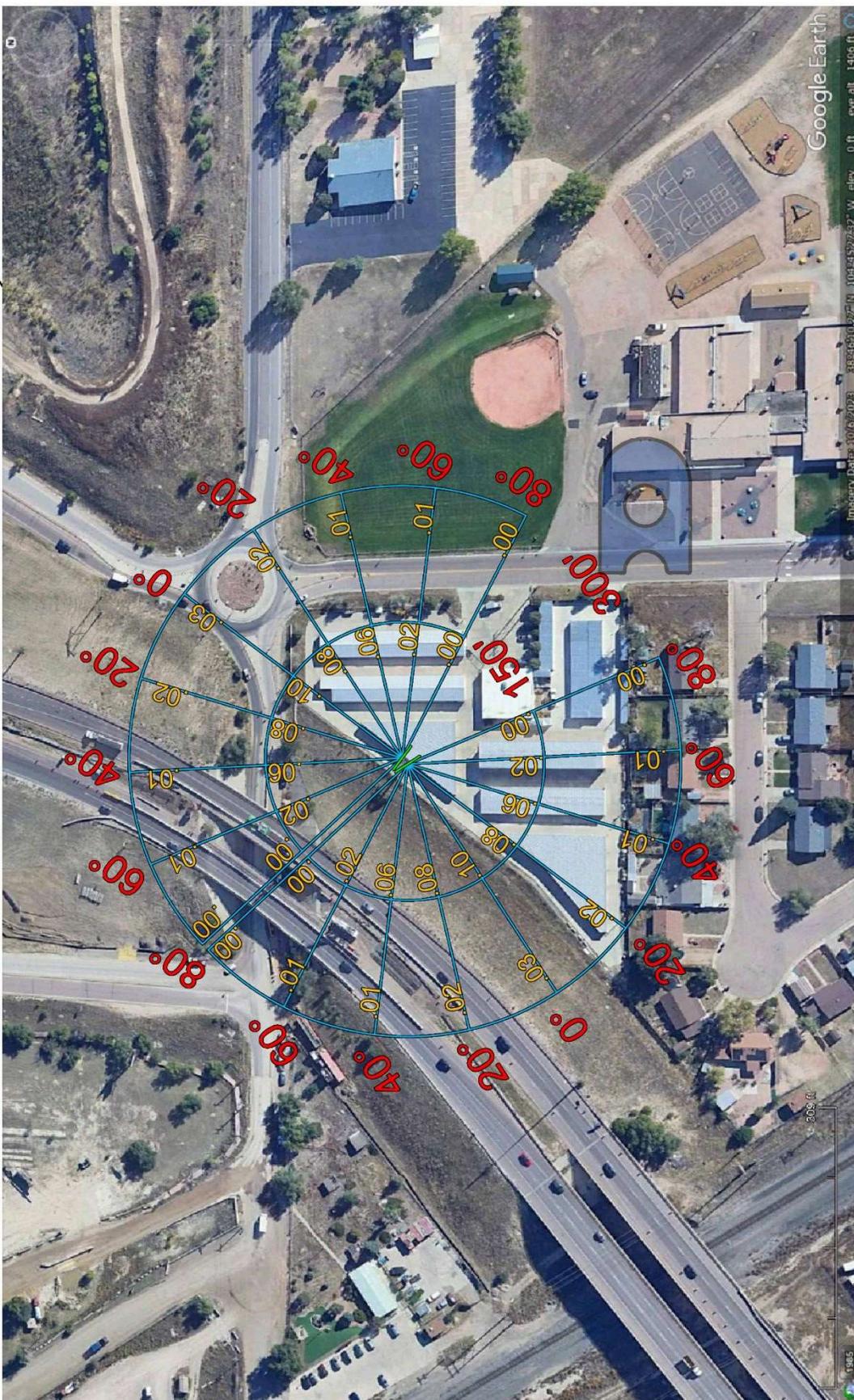
Eric Johnson  
Applications Engineer  
605-692-0200



DB-9' x 32'  
Colorado Springs, CO  
81632

Values expressed are specific to Daktronics product only

Date: 6/10/2025  
Prepared by: Eric Johnson



- Display at 1% of Maximum Daytime Brightness(6,500)
- Calculations take into account an overall Billboard height of 15'
- Any rise or fall in elevation or physical blockage is not shown in calculations

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

	Worst Case to Typical Content Conversion	Date: 6/10/2025
	25% - 40%	Prepared by: Eric Johnson
		
<b>Values expressed are specific to Daktronics product only</b>		

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).