



Jan 22, 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

Property

2620 Cody Drive, Colorado Springs, CO 80911
Parcel Number: 6503401031
Zoned: CC CAD-O

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. Lamar used a billboard credit (BBC-05-007) to permit the sign to be increased from 238sf to 300 sf in 2008. The credit would have allowed for a maximum size of 378sf but we opted to use it for only 300sf. 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.

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. Each message displayed on the Proposed Billboard will be displayed for at least four to eight seconds. *Code § 6.2.9.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.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.C.vii*. Accordingly, the Lighting Plan complies with the Code.

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 Naegele Road Colorado Springs, CO 80904
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

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/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.



DAKTRONICS.COM

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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

Typical content is only 25%-45% of the foot candle values shown.

